



Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan

Updated November 21, 2019

GOAL 1: EDUCATION, COMMUNICATION, AND OUTREACH

Objective 1: Identify the target demographics and audiences who are riding unrestrained.

Strategy 1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1A	December 2018	FDOT	Identify current and reliable sources of occupant protection data.	<ul style="list-style-type: none"> List of data sources compiled 	Complete
1.1B	April 2019	Michael Binder Andrea Atran Morya Willis	Develop annual survey to collect occupant protection data from Florida's Safety Coalitions	<ul style="list-style-type: none"> Survey questions developed 	Complete
1.1C	Annually	Andrea Atran Morya Willis	Distribute annual survey to Florida's Safety Coalitions	<ul style="list-style-type: none"> Annual survey conducted 	In Progress - 2019
1.1D	Annually	Michael Binder	Document annual survey results and report to FOPC	<ul style="list-style-type: none"> Results of annual survey presented at FOPC meeting 	To be completed after 1.1C
1.1E	Annually	FDOT	Conduct analysis of Fatality Analysis Reporting System (FARS), hospital and injury crash data, and observational survey data to identify and prioritize key unrestrained audiences	<ul style="list-style-type: none"> Key unrestrained audiences identified and prioritized 	Complete - 2019

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1F	November 2019	Mark Solomon	Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested targeted audiences for materials development. White paper should consider: <ul style="list-style-type: none"> • Target audiences identified in during June 2017 FOPC meeting • Children in car seats on golf carts, ATVs, and other Class 1 or low speed vehicles 	<ul style="list-style-type: none"> • White paper completed and submitted to FDOT Safety Office 	Complete
1.1G	August 2019	FDOT	Post data, sources, and white paper on the FOPC website	<ul style="list-style-type: none"> • Data, sources, and white paper available on the FOPC website 	To be completed after 1.1C; 1.1E; and 1.1F

Objective 2: Establish a unified and comprehensive approach to deliver Florida’s occupant protection messages and materials.

Strategy 2.1: Develop occupant protection education best practices and a customizable materials inventory that can be used by local partners.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1A	December 2018	Michael Binder Andrea Atran Morya Willis	Develop survey questions to identify existing occupant protection materials, programs, marketing strategies and audiences	<ul style="list-style-type: none"> • Survey questions developed 	Complete
2.1B	April 2019	Andrea Atran Morya Willis	Distribute survey to FDOT Districts, Florida Safety Coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community, and others	<ul style="list-style-type: none"> • Survey conducted 	Complete
2.1C	August 2019	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> • Results of survey presented at FOPC meeting 	In Progress
2.1D	February 2020	FDOT	Interview states with a safety belt usage rate greater than 92 percent to identify suggestions for innovative strategies and best practices	<ul style="list-style-type: none"> • Interviews conducted 	Preliminary research started
2.1E	February 2020	TBD	Develop and distribute Occupant Protection Toolbox(es) that includes materials, model programs, marketing strategies, and audiences identified through the survey and interviews	<ul style="list-style-type: none"> • Occupant Protection Toolbox(es) developed • Toolboxes distributed 	To be completed after 2.1C

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1F	April 2020	Jasper Masciocchi	Make Occupant Protection Toolbox(es) available on OPRC website	<ul style="list-style-type: none"> Occupant Protection Toolbox(es) available on OPRC website 	To be completed after 2.1E
2.1G	June 2020	TBD	Draft and promote a Battle of the Belts program for all FDOT Districts	<ul style="list-style-type: none"> Program template drafted Number of programs conducted by District 	
2.1H	August 2019	Andrea Atran Morya Willis	Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences based on analysis conducted in Strategy 1.1	<ul style="list-style-type: none"> List of partnerships developed 	To be completed after 1.1G
2.1I	Annually	FDOT Andrea Atran Morya Willis	Distribute informational/marketing materials to target audiences through identified distribution networks	<ul style="list-style-type: none"> Number of target audiences reached Number of individuals reached within each target audience Number of materials distributed 	
2.1J	June 2020	Micheal Binder Andrea Atran Morya Willis	Develop survey questions to assess the efficacy of occupant protection education/marketing materials and approach	<ul style="list-style-type: none"> Survey questions developed 	To be completed after 2.1I
2.1K	Every Other Year	Michael Binder	Conduct surveys with occupant protection professionals and other partners to assess efficacy of materials and approach	<ul style="list-style-type: none"> Survey conducted 	To be completed after 2.1J
2.1L	Every Other Year	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	To be completed after 2.1K

Strategy 2.2: Develop an Occupant Protection Communication Plan that identifies existing paid media efforts and future communications strategies.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.2A	December 2018	FDOT	Draft Occupant Protection Communications Plan that outlines existing media campaigns and efforts conducted by FDOT	<ul style="list-style-type: none"> Occupant Protection Communications Plan draft completed 	Complete
2.2B	March 2019	FDOT	Present Draft Occupant Protection Communications Plan to FOPC for review and comment	<ul style="list-style-type: none"> Occupant Protection Communications Plan presented to FOPC 	Complete
2.2C	May 2019	FDOT	Finalize Occupant Protection Communications Plan based on input from FOPC	<ul style="list-style-type: none"> Occupant Protection Communications Plan finalized 	Complete

GOAL 2: LAW ENFORCEMENT AWARENESS OF OCCUPANT PROTECTION

Objective 3: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.

Strategy 3.1: Increase safety belt usage among law enforcement officers.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
3.1A	July 2018	Greg Rittger Charles Kane Michael Binder	Develop survey questions to determine whether or not law enforcement officers are wearing their seatbelt	<ul style="list-style-type: none"> Survey questions developed 	Complete
3.1B	Annually	Greg Rittger Charles Kane Michael Binder	Distribute survey to all law enforcement agencies in Florida through the Florida LELs	<ul style="list-style-type: none"> Survey conducted 	Complete -2019
3.1C	Annually	Greg Rittger Charles Kane Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	Complete - 2019
3.1D	June 2019	Charles Kane	Support the LEL Program-developed training that includes occupant protection information and best practices <ul style="list-style-type: none"> Provide data analysis from crashes involving emergency vehicles including contributing factors, costs, and liability data (injury claims) Compile costs across the state to promote benefits of the training Develop a “leave behind” informational piece on the key information from the program 	<ul style="list-style-type: none"> Data analysis, including statewide cost comparison completed and summary presented to FOPC Draft informational piece presented to FOPC for input Final informational piece presented to FOPC Number of agencies receiving informational piece 	In Progress
3.1E	June 2019	Tim Roberts	Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies	<ul style="list-style-type: none"> Number of endorsements received Number of champions promoting safety belt use 	In Progress Drafting letters on behalf of FOPC for FPCA and FSA.

Objective 4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Strategy 4.1: Form a subcommittee to research, plan, and oversee the symposium’s occupant protection-related tracks designed to strengthen Florida’s occupant protection community and partnerships through professional education and networking.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
4.1A	April 2021	TBD	Establish safety symposium planning subcommittee	<ul style="list-style-type: none"> Subcommittee established 	In Progress
4.1B	Annually	Symposium Planning Subcommittee	Partner with Florida’s Safety Coalitions to plan and organize the symposium	<ul style="list-style-type: none"> Funding and sponsors secured Dates and location confirmed 	To be completed after 4.1A
4.1C	Annually	Symposium Planning Subcommittee	Determine beneficial information/presentations for each track. <ul style="list-style-type: none"> Present national data/trends and how Florida compares and affects the statistics 	<ul style="list-style-type: none"> Speakers and moderators confirmed 	To be completed after 4.1B
4.1D	Annually	Symposium Planning Subcommittee	Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST)	<ul style="list-style-type: none"> Number trained (by group) Number certified (by group) Number recertified (by group) 	To be completed after 4.1C
4.1E	Annually	Symposium Planning Subcommittee	Promote the conference among a broad array of traffic safety professionals and stakeholders	<ul style="list-style-type: none"> Draft promotional material presented to FOPC for input Final materials presented to FOPC Distribution networks identified Number of individuals registered Diversity (by representation) of conference attendees 	To be completed after 4.1C
4.1F	Annually	Symposium Planning Subcommittee	Conduct the symposium	<ul style="list-style-type: none"> Symposium conducted Attendee post event survey presented to FOPC 	To be completed after 4.1E

Objective 5: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Strategy 5.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1A	Ongoing	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions	<ul style="list-style-type: none"> • List of programs • Number of agencies receiving information about programs • Number of officers completing a program 	Complete, Tip Card developed
5.1B	Ongoing	Tim Roberts Fran Carlin-Rogers	Increase law enforcement officer participation in community CarFit training and events	<ul style="list-style-type: none"> • Number of officers participating in training • Number of officers participating in events 	Tip Card under development
5.1C	December 2018	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create reference card to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers. Reference card to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> • Number of officers receiving reference kit 	In Progress Florida Fitting Station cards developed as a resource to engage law enforcement and provide them with an option to share information with offenders
5.1D	October 2019	Tim Roberts	Include occupant protection resources and information in the Florida Police Chiefs Association and Florida Sheriffs Association Newsletters.	<ul style="list-style-type: none"> • Newsletter content drafted 	

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1E	Ongoing	Charles Kane Fran Carlin-Rogers Morya Willis	Post resources on the LEL website for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Resources to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1D)	<ul style="list-style-type: none"> • Resources presented to FOPC for input • Number of agencies receiving template • Number of agencies distributing handout • Number of handouts distributed to the public 	Resource inventory is already available; would like to incorporate CPS information to streamline for law enforcement.
5.1F	TBD	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training	<ul style="list-style-type: none"> • Proper restraint use incorporated into Academy training • Proper restraint use incorporated into basic training 	No action
5.1G	August 2019	Florida LELs	Identify roll call videos that align with FOPC's mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities	<ul style="list-style-type: none"> • Roll call videos which meet the criteria identified annually • List of videos meeting criteria provided to law enforcement agencies annually • Number of agencies using videos which meet the criteria tracked annually 	<p>Complete, roll call videos identified.</p> <p>Complete, tracking the number of officers watching videos during Law Enforcement Challenge.</p>

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1H	December 2019	Charles Kane	Increase law enforcement awareness of external resources available for occupant protection, including: <ul style="list-style-type: none"> • Information available on the FOPC and Occupant Protection Resource Center websites; • Data hubs such as Signal 4; and • Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots List of external resources to be included as materials in the Communications Plan (Action 2.2C)	<ul style="list-style-type: none"> • Number of officers accessing the websites annually • Number of officers accessing data hubs annually • Number of DDACTS occupant protection model courses offered and number of officers engaged in DDACTS training/concepts 	In Progress
5.1I	Ongoing	Charles Kane	Increase the number of occupant protection law enforcement champions. <ul style="list-style-type: none"> • Create award(s) to help recognize law enforcement for occupant protection efforts to encourage participation in enforcement challenges. 	<ul style="list-style-type: none"> • Number of new champions 	In Progress. Considering awards for exemplary employees
5.1J	December 2019	Tim Roberts	Develop survey questions to gauge law enforcement awareness, use, and participation in resources developed by the FOPC	<ul style="list-style-type: none"> • Survey questions developed 	Complete
5.1K	Annually	Tim Roberts	Distribute survey to all law enforcement agencies in Florida through the Florida LELs through existing survey (Action 3.1B)	<ul style="list-style-type: none"> • Annual survey conducted 	In Progress Will review and update questions as necessary

GOAL 3: OCCUPANT PROTECTION FOR CHILDREN

Objective 6: Ensure the CPS community has access to data resources and related contracts.

Strategy 6.1: Increase CPS related data available to pinpoint target areas for operational improvement.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
6.1A	June 2018	Alan Mai	Identify and post a list of current and reliable sources of occupant protection data on the FOPC website, including: crash data, hospital data, car seat installation data (when a caregiver arrives/proper usage), and Emergency Medical Services (EMS) data to identify which kids are getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.)	<ul style="list-style-type: none"> List of data sources accessible on website 	Complete
6.1B	December 2018	Jasper Masciocchi	Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website	<ul style="list-style-type: none"> List of contacts accessible on website 	Complete
6.1C	December 2018	Jasper Masciocchi Leilani Gruener	Increase awareness of CPS technicians (techs) and instructors by revising the map available through the Florida Occupant Protection Resource Center (OPRC) to accurately reflect the number and location of each and work to ensure adequate support is available in those areas where few techs/instructors	<ul style="list-style-type: none"> Revised map available on OPRC website Number of counties meeting per capita guideline for number of technicians and instructors (guideline established in 3.3.1g) 	Complete

Objective 7: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.

Strategy 7.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1A	Ongoing	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Review current CPS technician and instructor recruitment needs to determine strategies to increase technicians and instructors in areas of needs	<ul style="list-style-type: none"> • Program(s) reviewed • Strategies developed 	In Progress
7.1B	April 2019	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Determine what is needed by current CPS professionals to maintain an appropriate number of trained CPS professionals who are available to serve all areas of the state and at-risk populations	<ul style="list-style-type: none"> • Criteria identified 	In Progress
7.1C	Ongoing	Jasper Masciocchi Patty Turner	Provide travel and other support (including scholarships) for certification requirement items	<ul style="list-style-type: none"> • Types of support, associated criteria, and application process identified • List of support and requirements provided on OPRC website • Summary of support received/denied provided annually to FOPC 	
7.1D	Ongoing	Petra Vybrialova Alan Mai Jasper Masciocchi	Provide non-monetary assistance for soon-to-be expiring CPSTs to encourage them to meet recertification requirements, e.g., providing mechanisms to more easily get seat checks and continuing education units (CEU)	<ul style="list-style-type: none"> • Types of assistance and associated criteria identified • Consistent process to assist CPSTs established statewide and outcomes tracked • Summary of assistance and impact on recertification provided annually to FOPC 	

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1E	Annually	Kelly Powell Alan Mai Sally Kreuzscher Leilani Gruener	Conduct CPST instructor meetings annually for support and ideas	<ul style="list-style-type: none"> Instructor meetings conducted annually 	In progress
7.1F	Annually	Jasper Masciocchi Leilani Gruener	Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website	<ul style="list-style-type: none"> Report presented to FOPC and posted on website 	In progress
7.1G	Annually	Jasper Masciocchi Alan Mai	Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings	<ul style="list-style-type: none"> Source of funding secured annually 	In Progress
7.1H	Annually	Alan Mai Sally Kreuzscher	Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors	<ul style="list-style-type: none"> Subcommittee established Draft categories and criteria for recognition presented to FOPC for input Final categories and criteria for recognition presented to FOPC Recognition program and criteria posted on FOPC and OPRC websites Recognition awarded annually 	
7.1I	Annually	Leilani Gruener	Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT	<ul style="list-style-type: none"> Rates reviewed annually 	

Objective 8: Ensure child passenger safety materials and resources are available to all child passenger safety programs.

Strategy 8.1: Increase availability of car seats, resources, and materials.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
8.1A	August 2019	Ginny Hinton	Identify marketing materials for Florida vehicle owners and increase awareness among Department of Motor Vehicles (DMV) office staff regarding the \$2 Difference car seat donation program during the license plate renewal process	<ul style="list-style-type: none"> • Materials Identified • Materials made available on OPRC • Awareness training provided to DMV staff 	
8.1B	Ongoing	TBD	Draft best practices for identifying and approaching partner organizations that can provide car seats and other resources not covered by the OPRC (pens, keychains, etc.)	<ul style="list-style-type: none"> • Best practices drafted 	
8.1C	December 2019	Jasper Masciocchi	Explore options to allow ORPC to provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, safety belt repair information, signage, etc. in the form of a convenient “toolbox” (to be included in Action 2.1E)	<ul style="list-style-type: none"> • Options for toolbox presented to FOPC for input 	

GOAL 4: MODEL LANGUAGE TO INCREASES USE OF OCCUPANT PROTECTION DEVICES

Objective 9: Support efforts to make Florida a full safety belt requirement state.

Strategy 9.1: Support enhancement of current safety belt laws to include all passengers in all seating positions.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
9.1A	November 2019	Mark Solomon	Identify best practices and data available from other states	<ul style="list-style-type: none"> Summary report of best practices and recommendations 	In Progress
9.1B	February 2019	Judge Grube Vin Petty	Identify and share model laws that require rear passenger safety belt use	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 9.1A

Objective 10: Enhance Florida's diversion program for child passenger safety violations.

Strategy 10.1: Support mandatory diversion programs for first-time offenders.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1A	August 2019	Morya Willis	Identify where diversion programs are available, how they are being funded, and where they are being utilized	<ul style="list-style-type: none"> Summary of diversion programs provided to FOPC 	
10.2B	February 2019	Judge Grube Vin Petty	Identify and share model laws that include a mandatory diversion program for first time offenders	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 10.1A
10.1C	July 2019		Identify the counties/agencies that have the diversion program available and usage data	<ul style="list-style-type: none"> Summary of counties/agencies and available data provided to FOPC 	To be completed after 10.1B

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1D	September 2019		Identify best practice programs <ul style="list-style-type: none"> • Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program 	<ul style="list-style-type: none"> • Review of CPS “classes” completed • Best practices programs/program components presented to FOPC 	To be completed after 10.1C
10.1E	TBD	Sally Kreuzscher Petra Vybrialova Kelly Powell Morya Willis Judge Grube Vin Petty	Develop a standardized CPS diversion program that private organizations would be required to adhere to	<ul style="list-style-type: none"> • Draft concept for standardized program presented to FOPC for input • Standardized program report for approval • Final program report posted on FOPC website 	To be completed after 10.1D
10.1F	TBD		Identify judicial champions to promote/encourage the diversion program	<ul style="list-style-type: none"> • List developed 	To be completed after 10.1E
10.1G	TBD		Develop training, and materials in a quick reference format, for law enforcement on the diversion program	<ul style="list-style-type: none"> • Draft program and materials presented to FOPC for input • Program and materials developed • Number of training sessions offered • Number of officers trained • Number of agencies with trained officers 	To be completed after 10.1F

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1H	TBD		Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket	<ul style="list-style-type: none"> • Draft handout template presented to FOPC for input • Final handout presented to FOPC • Number of agencies receiving template • Number of agencies distributing handout with ticket • Number of handouts distributed to motorists 	To be completed after 10.1G
10.1I	TBD		Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use	<ul style="list-style-type: none"> • Draft certificate presented to FOPC for input • Final certificate presented to FOPC • Number of diversion programs using certificate 	To be completed after 10.1H

Objective 11: Expand protection for occupants of pickup trucks or flatbed vehicles.

Strategy 11.1: Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
11.1A	Annually	FDOT	Collect pickup truck bed injuries and fatality data and report to FOPC.	<ul style="list-style-type: none"> Data presented at FOPC meeting 	Complete.
11.1B	February 2019	David Summers, Danielle Kessinger, Doreen Kobelo	Identify and share model laws that establish that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions.	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	Subcommittee established to identify best practices and draft model language
11.1C	May 2019	David Summers	Develop tip card that provides an overview of pickup truck bed injuries and fatalities and educational information	<ul style="list-style-type: none"> Tip card developed 	To be completed after 11.1A
11.1D	August 2019	David Summers	Include tip cards as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> Tip cards included in toolbox(es) and distributed 	To be completed after 11.1C