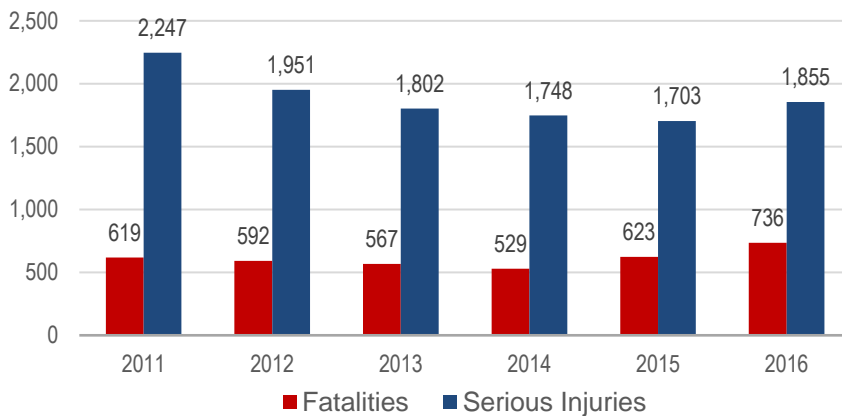




Why Focus on Occupant Protection?

Despite impressive gains in safety belt usage, efforts to reduce the number of traffic-related fatalities and serious injuries involving unrestrained vehicle occupants in Florida continues to be a challenge in reaching the goal of zero traffic-related fatalities. In 2016, 739 people who died on Florida’s roadways weren’t wearing a safety belt and 1,855 were seriously injured.

Occupant Protection (2011-2016)



The Florida Occupant Protection Coalition (FOPC) was established in March 2017 to address key recommendations made based on the National Highway Traffic Safety Administration’s (NHTSA) Occupant Protection Program Assessment Team. The Coalition is comprised of individuals who have expertise and familiarity with Florida-specific occupant protection programs, infrastructure, and needs. Coalition members represent agencies and organizations at the national, state, and local level, law enforcement, educators, and public health officials.

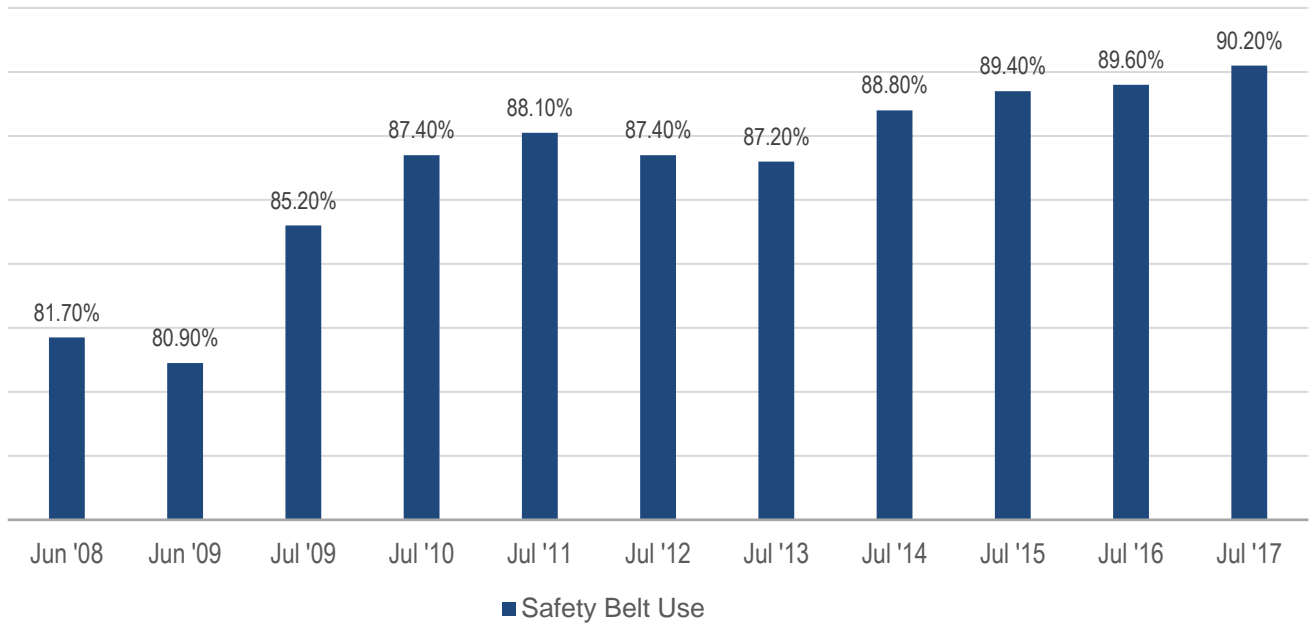
Florida’s Occupant Protection Strategic Plan details four areas the Coalition will focus on to reduce unrestrained or improperly restrained fatalities and serious injuries. These areas include:

- Education, Outreach, and Communication;
- Law Enforcement;
- Child Passenger Safety (CPS); and
- Best Practices.

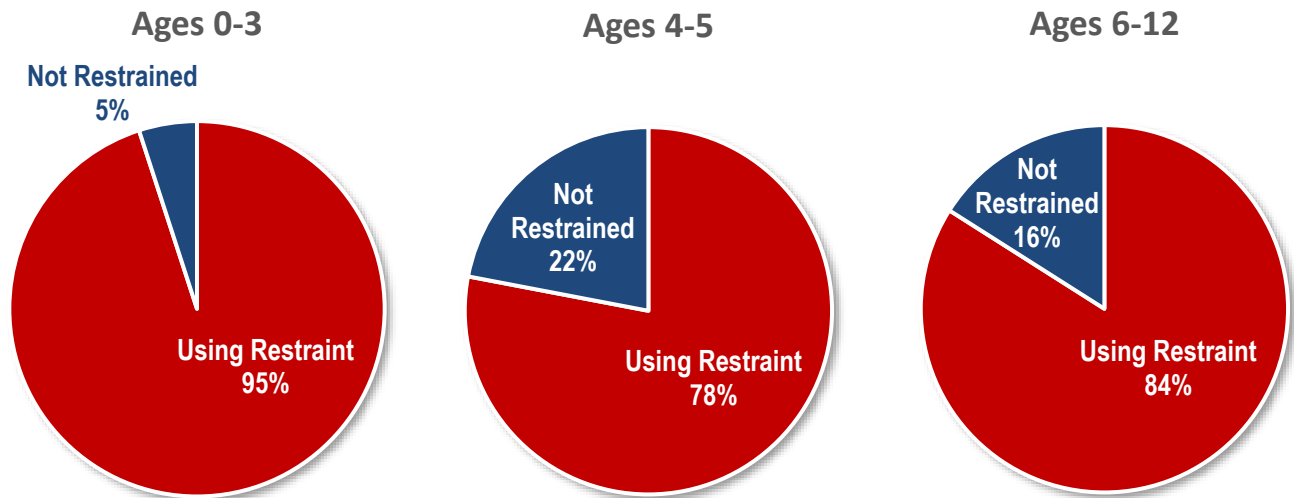
Florida Occupant Protection Coalition Members

- AAA
- Broward Sheriff Fire Rescue
- CarFit
- Florida A&M University
- Florida Department of Health
- Florida Department of Transportation
- Florida Highway Patrol
- Florida Law Enforcement Liaison Program
- Florida Police Chief’s Association
- Florida Students Against Destructive Decisions (SADD)
- Johns Hopkins All Children’s Hospital
- National Safety Council
- Orange County Sheriff’s Office
- Preusser Research Group
- Safe Kids
- St. Joseph’s Children’s Hospital, Child Advocacy Center
- Tallahassee Community College
- The Children’s Hospital of South Florida, Child Advocacy Program
- Trauma Agency, Health Care District Palm Beach County
- University of Florida
- University of North Florida

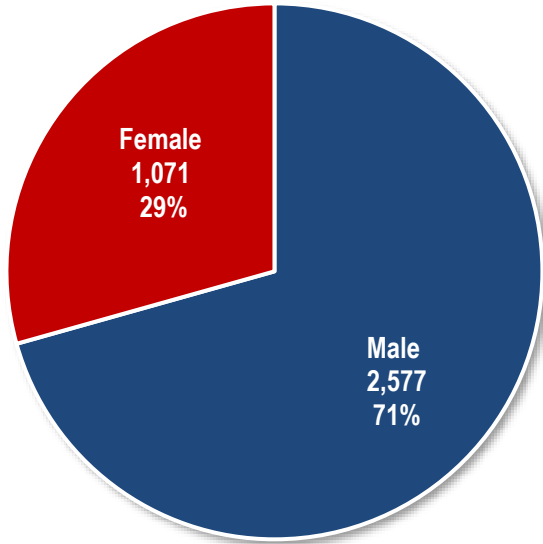
Observed Safety Belt Usage (2008-2017)



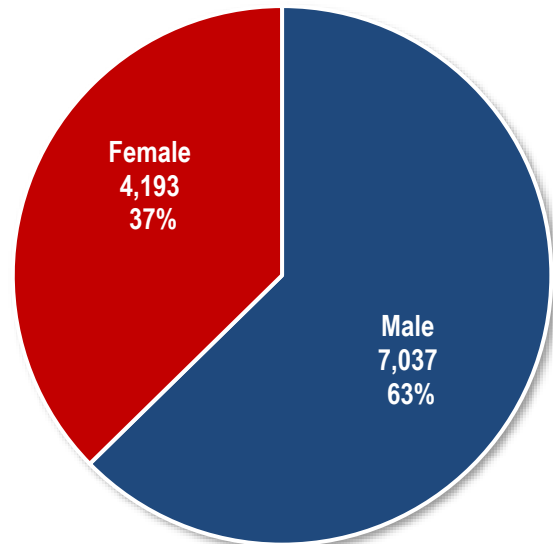
Observed Child Restraint Usage by Age Category (2017)



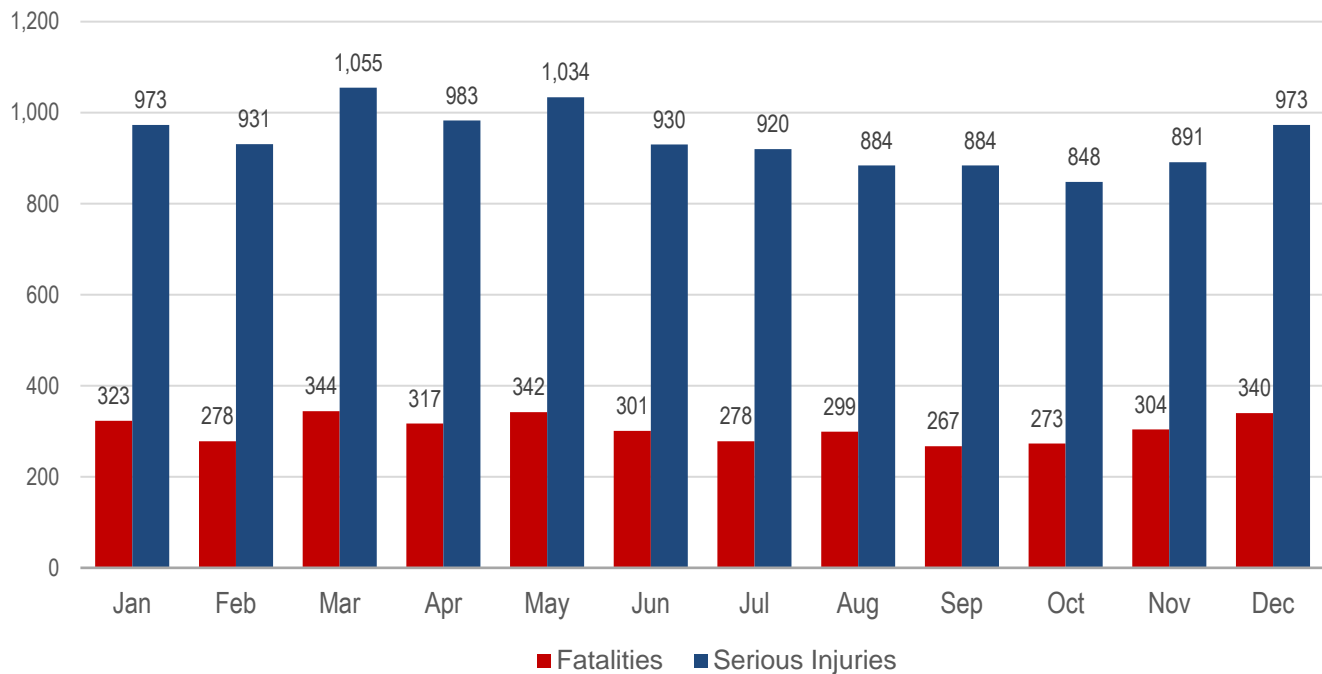
**Unrestrained Occupant Fatalities
(2011-2016)**



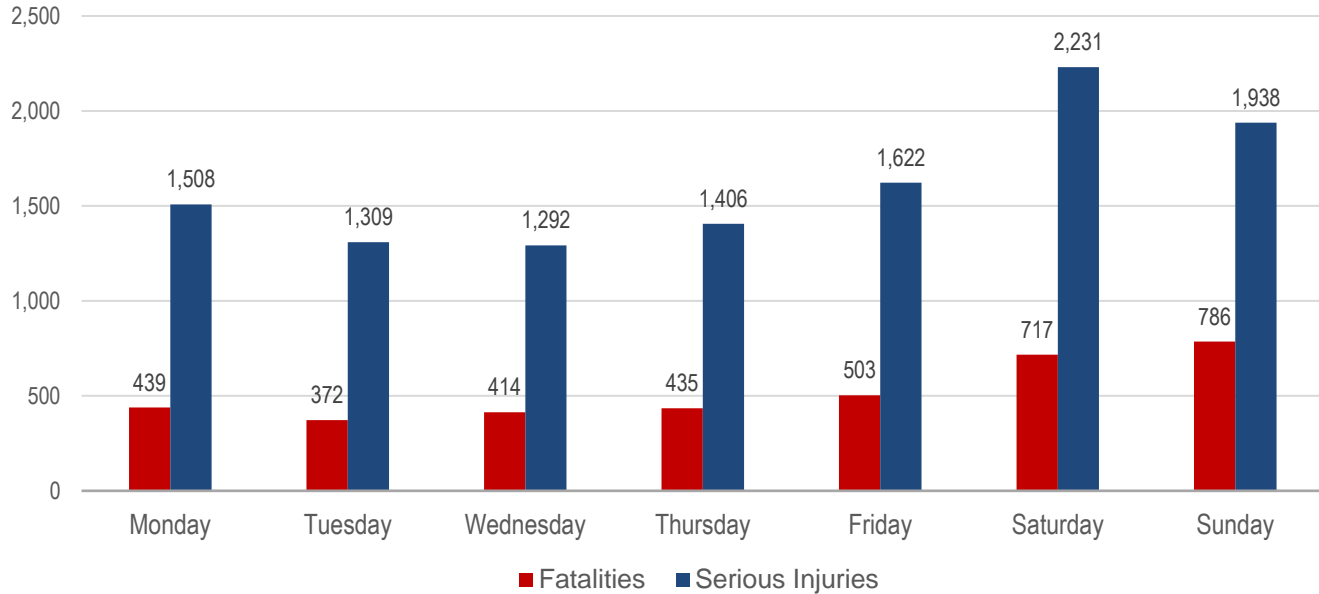
**Unrestrained Occupant Serious Injuries
(2011-2016)**



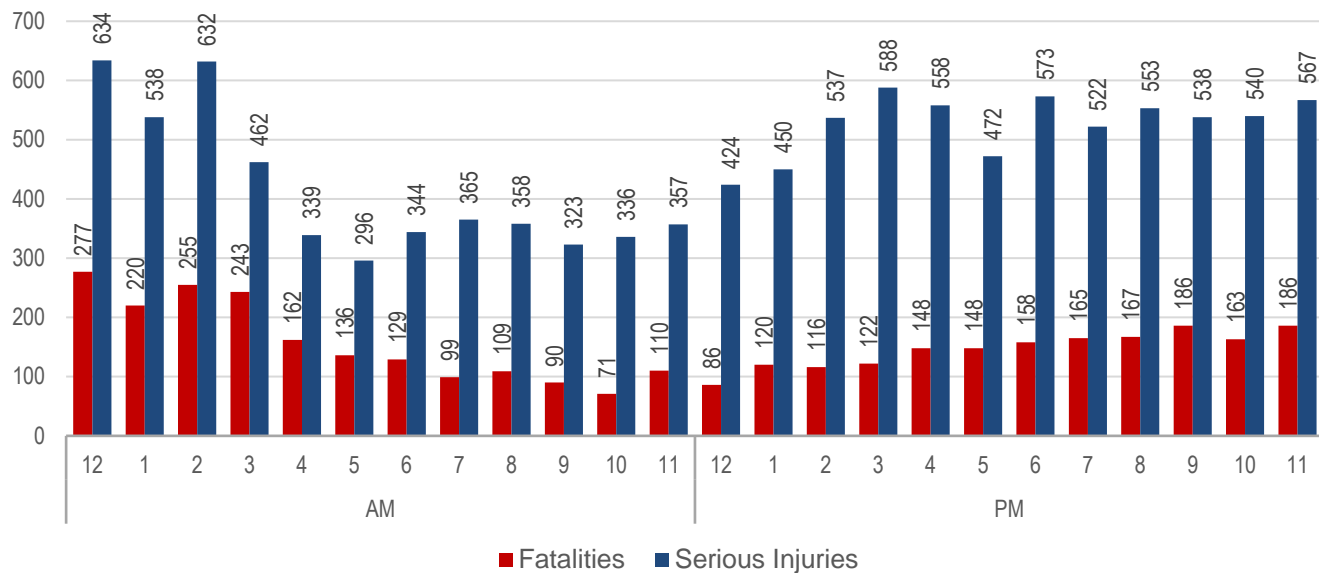
**Unrestrained Occupant Fatalities and Serious Injuries
by Month of Year (2011-2016)**



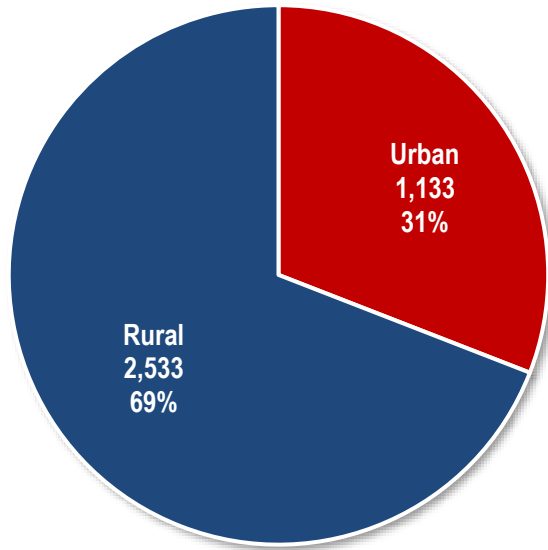
Unrestrained Occupant Fatalities and Serious Injuries by Day of Week (2011-2016)



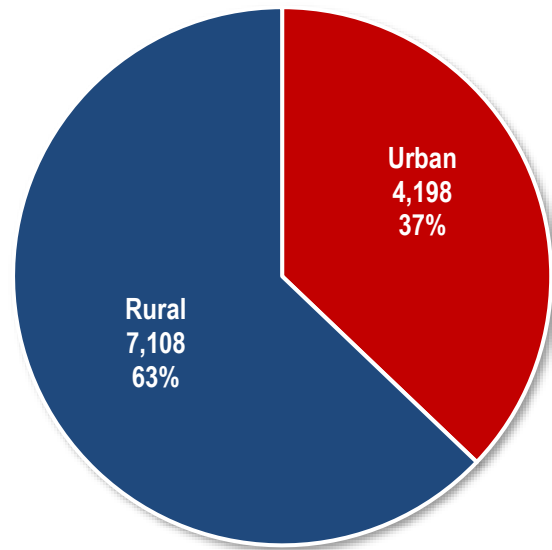
Unrestrained Occupant Fatalities and Serious Injuries by Time of Day (2011-2016)



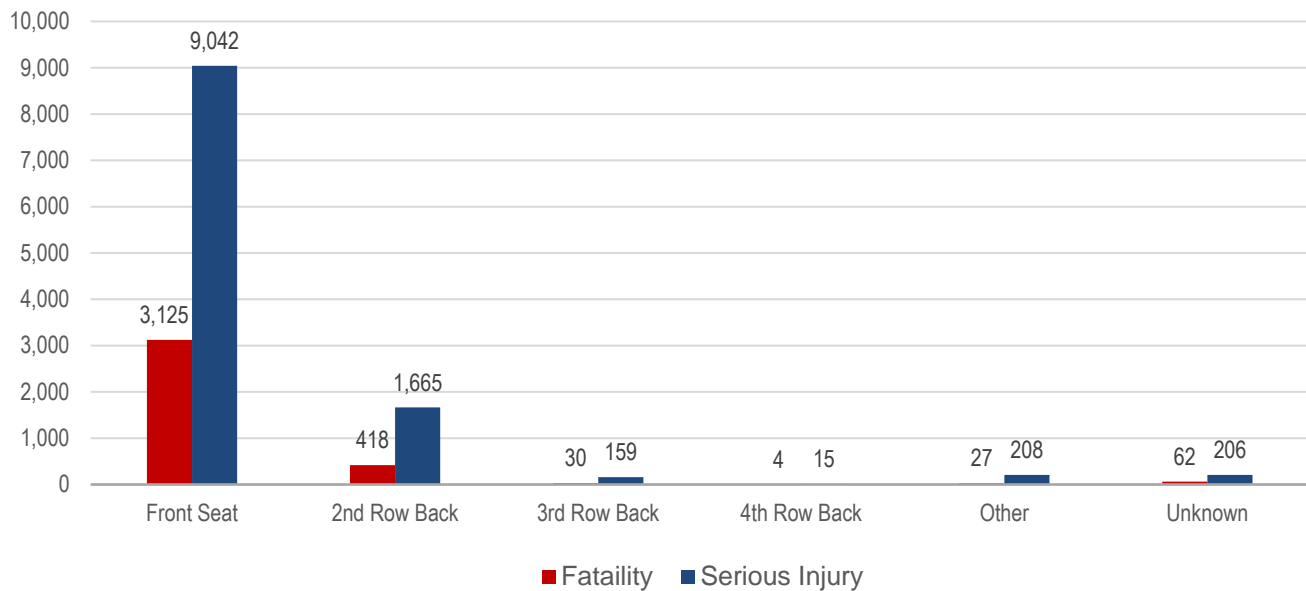
**Unrestrained Occupant Fatalities
Urban vs Rural (2011-2016)**



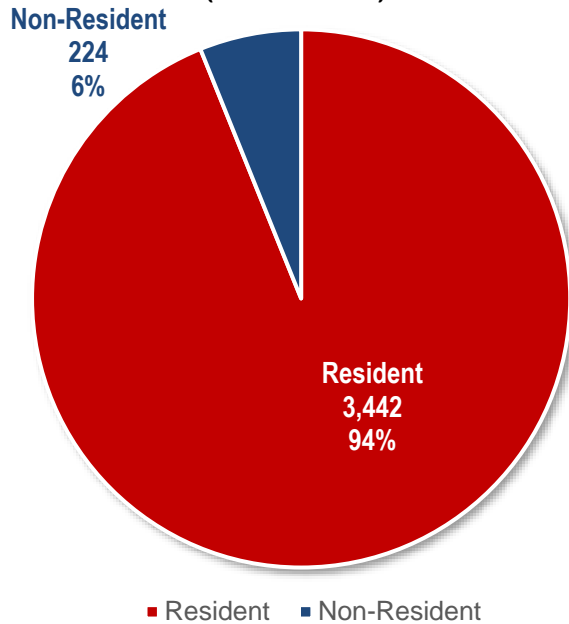
**Unrestrained Occupant Serious
Injuries Urban vs Rural (2011-2016)**



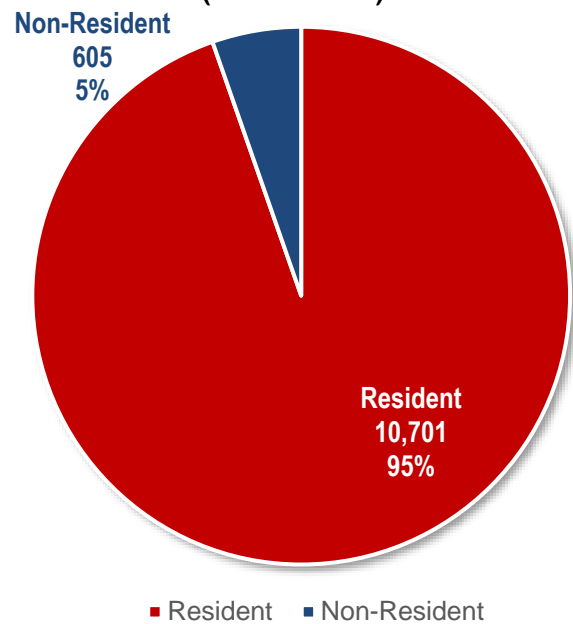
**Unrestrained Occupant Fatalities and Serious Injuries by Seating
Position (2011-2016)**



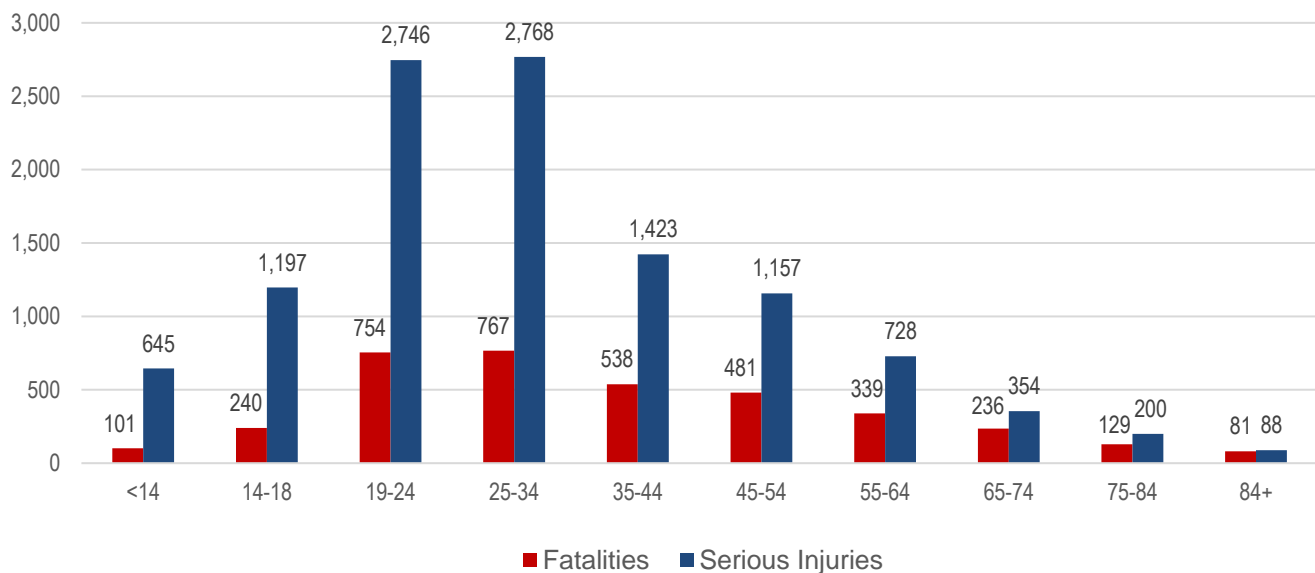
Unrestrained Occupant Fatalities by Florida Residency (2011-2016)



Unrestrained Occupant Serious Injuries by Florida Residency (2011-2016)



Unrestrained Occupant Fatalities and Serious Injuries by Age (2011-2016)



Addressing Occupant Protection

The FOPC members and their organizations are working together to implement the following strategies to reduce occupant protection-related fatalities and serious injuries.

Education, Outreach, and Communications

- Identify the target demographics and audiences who are not wearing a safety belt.
- Establish a comprehensive approach to deliver Florida's occupant protection messages and materials.
- Implement an Occupant Protection Marketing and Education Plan that resonates with unrestrained targeted audiences and prioritizes outreach.
- Expand Florida's diversion program to educate CPS violators and provide an alternative to the financial consequences of CPS citations.
- Research possibilities of conducting an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Law Enforcement

- Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.
- Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Child Passenger Safety

- Ensure the CPS community has access to data resources and potential funding sources.
- Improve CPS marketing, education, and outreach efforts within the CPS community.
- Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.
- Ensure CPS materials and resources are available to all CPS programs.

Best Practices

- Support efforts to make Florida a full safety belt requirement state.
- Enhance Florida's diversion program for CPS violations.
- Expand protection for occupants of pickup trucks or flatbed vehicles.