

Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan

GOAL 1: IMPROVE EDUCATION, COMMUNICATION, AND OUTREACH

Objective 1.1: Identify the target demographics and audiences who are riding unrestrained.

Strategy 1.1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.

Strategy Leader:

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.1a	FDOT	Identify current and reliable sources of occupant protection data.	1. List of data sources compiled
1.1.1b	FDOT	Collect occupant protection data needs and information from Florida's Safety Coalitions via an annual survey.	 Survey questions developed Annual survey conducted Survey results documented and presented to FOPC
1.1.1c	FDOT	 Conduct analysis using Fatality Analysis Reporting System (FARS), hospital and injury crash data and observational survey data to identify and prioritize key unrestrained audiences. Include analysis of urban/rural, county of residence, age, gender, and other demographics data. 	 Yearly analysis conducted Key unrestrained audiences identified and prioritized

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.1.1d	Al Roop	 Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested target audiences for material development. Consider the list of target audiences identified during June 2017 FOPC meeting. Consider including children in car seats on golf carts, ATVs, and other Class 1 or Low-Speed Vehicles 	1. White paper completed and delivered to the SSO
1.1.1e	FDOT/ Cambridge Systematics	Post data and sources on the FOPC website	1. Data and sources accessible on the FOPC website

Objective 1.2: Establish a unified and comprehensive approach to deliver Florida's occupant protection messages and materials.

Strategy 1.2.1: Develop an Occupant Protection Marketing and Education Plan that includes customizable materials for local partners.

Strategy Leader: FDOT

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.1a	Andrea Atran Tim Roberts Fran Carlin-Rogers Alison Tillman Danielle Branciforte Kelly Powell	Identify and review current occupant protection marketing and education plan(s).	 Overview of current marketing and education plans presented to FOPC
1.2.1b	Andrea Atran Tim Roberts Fran Carlin-Rogers Alison Tillman Danielle Branciforte Kelly Powell Morya Willis	Review current special needs program(s) to determine effectiveness and strengths/weaknesses	 Program(s) reviewed Comprehensive list of strengths and weaknesses developed
1.2.1c	Andrea Atran Tim Roberts Fran Carlin-Rogers	Survey FDOT Districts, Florida safety coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community,	 Survey questions developed Annual survey conducted

Action Step #	Action Step Leader(s)	Description	Performance Measures
	Alison Tillman Danielle Branciforte Kelly Powell	and others to identify existing occupant protection materials, programs, marketing strategies and audiences.	3. Survey results documented and presented to FOPC
1.2.1d	FDOT	 Establish a subcommittee, including representative(s) from FDOT Districts, law enforcement PIOs, for people with disabilities, the CPS community and marketing to support development of an Occupant Protection Marketing and Education Plan. Include Andrea Atran, Tim Roberts, Fran Carlin-Rogers, Alison Tillman, Danielle Branciforte, and Kelly Powell 	 Potential members identified and invited Subcommittee established
1.2.1e	FDOT Strategy 1.2.1 Subcommittee	 Produce an Occupant Protection Marketing and Education Plan that: Considers and refreshes or expands upon what is currently being done in Florida. Addresses target audiences the FDOT/SSO selects in response to the white paper developed in Action Step 1.1.1c. Includes a diverse set of print and digital informational/marketing materials. Details toolkits and event materials for occupant protection professionals and law enforcement that can be branded for local use and/or distributed by community partners. Identifies the various professionals and champions and provides talking points to promote occupant protection. Identifies distribution networks for materials. 	1. Plan finalized and delivered to SSO 2. Plan presented to the FOPC

1.2.2g

TBD

Strategy 1.2.2: Implement the Occupant Protection Marketing and Education Plan that resonates with unrestrained targeted audiences and prioritizes outreach and distribution efforts.

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.2.2a	FDOT	Conduct focus groups to identify branding and messaging for targeted audiences identified in the Occupant Protection Marketing and Education Plan.	 Focus groups convened Focus group results presented to FOPC
1.2.2b	FDOT (marketing representative)	Develop branding strategies to deliver occupant protection messages that are consistent and can be localized.	 Potential branding strategies presented to FOPC for input Final branding strategies presented to FOPC
1.2.2c	CUTR Design Team	Develop a diverse set of FDOT/FOPC "branded" informational/marketing materials including digital, print, high-visibility content, social media, toolkits, and speaking points for each audience, as appropriate.	 Draft information/marketing materials and formats presented to FOPC for input Final information/marketing materials presented to FOPC
1.2.2d	M.R. Street Ginger Regalado Fran Carlin Rogers Danielle Brandiforte Leilani Gruener Jaun Cardona Janice Martinez Karen Morgan	 Develop strategic partnerships with Florida's other safety and public health coalitions to gain their support and assist them with promoting occupant protection strategies to their key audiences. Develop or expand partnerships with other agencies, businesses, and coalitions to incorporate occupant protection information in their materials. 	 List of potential partners developed Number of new coalitions, agencies, and businesses that incorporate occupant protection information in their materials
1.2.2e	TBD	Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences	1. List developed
1.2.2f	TBD	Distribute informational/marketing materials to target audiences through identified distribution networks.	 Number of target audiences reached Number of individuals reached within each target audience Number of materials distributed

Conduct surveys with occupant protection professionals and other

partners every two years to assess efficacy of materials and approach.

Strategy Leader: Subcommittee - Andrea Atran; Tim Roberts Fran Carlin-Rogers; Alison Tillman; Danielle Branciforte; Kelly Powell

Survey questions developed
 Surveys conducted every other year

FOPC

3. Survey results documented and presented to

Objective 1.3: Expand Florida's diversion program to educate CPS violators and provide an alternative to the financial consequences of CPS citations.

Strategy 1.3.1: Increase the number of diversion classes available for CPS law violators.

Strategy Leader: Leilani Gruener

Action Step #	Action Step Leader(s)	Description	Performance Measures
1.3.1a	Morya Willis	 Identify the counties/agencies that have the diversion program available and usage data. Coordinate with team working on Action Step 4.2.1a. 	1. Summary of counties/agencies and available data provided to FOPC (combine with needs identified in 4.2.1a)
1.3.1b	Morya Willis	 Identify best practice programs. Review CPS "classes" provided by County Health Departments to determine if they could be used for the diversion program. 	 Review of CPS "classes" completed Best practices programs/program components presented to FOPC
1.3.1c	Judge Grube Vin Petty	Identify judicial champions to promote/encourage the diversion program.	1. List developed
1.3.1d	TBD	Develop training, and materials in a quick reference format, for law enforcement on the diversion program.	 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
1.3.1e	TBD	Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket.	 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
1.3.1f	TBD	Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use.	 Draft certificate presented to FOPC for input Final certificate presented to FOPC Number of diversion programs using certificate

Objective 1.4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Strategy 1.4.1: 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 #	Action Step Leader(s)	Description	Performance Measures
1.4.1a	Subcommittee will identify	Partner with other Florida traffic safety coalitions to plan and organize the symposium.	 Funding and sponsors secured Dates and location confirmed
1.4.1b	Subcommittee will identify	 Determine beneficial information/presentations for each track. Present national data/trends and how Florida compares and affects the statistics. 	1. Speakers and moderators confirmed
1.4.1c	Subcommittee will identify	Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST).	 1.Number trained (by group) 2.Number certified (by group) 3.Number recertified (by group)
1.4.1d	Subcommittee will identify	Promote the conference among a broad array of traffic safety professionals and stakeholders.	 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
1.4.1e	Subcommittee will identify	Conduct the symposium.	 Symposium conducted Attendee post event survey presented to FOPC

Strategy Leader: Subcommittee – Danielle Branciforte; M.R. Street; Andrea Atran; Ginger Regalado; David Summers

GOAL 2: ENCOURAGE ENFORCEMENT OF OCCUPANT PROTECTION LAWS AND INCREASE OCCUPANT PROTECTION AWARENESS AMONG LAW ENFORCEMENT

Objective 2.1: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.

Strategy 2.1.1: Increase safety belt usage among law enforcement officers.

Strategy Leader: Law Enforcement Liaisons (LELs)

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.1.1a	Greg Rittger Charles Kane Michael Binder	Conduct a survey of law enforcement officers to determine whether or not they are wearing their safety belts.	 Survey questions developed Annual survey conducted Survey results documented and presented to FOPC
2.1.1b	Charles Kane	 Support the LEL Program developed training that includes occupant protection information and best practices. Provide data analysis from crashes involving emergency vehicles including contributing factors, <i>costs</i>, 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. 	 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
2.1.1c	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.	 Number of endorsements received Number of champions promoting safety belt use

Objective 2.2: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Strategy 2.2.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.

Strategy Leader: LELs

Action Step #	Action Step Leader(s)	Description	Performance Measures
2.2.1a	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions.	 List of programs Number of agencies receiving information about programs Number of officers completing a program
2.2.1b	Charles Kane Fran Carlin-Rogers Morya Willis	Increase law enforcement officer participation in community CarFit training and events.	 Number of officers participating in training Number of officers participating in events
2.2.1c	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create an "in a box" reference kit to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers.	 Potential/draft reference kit presented to FOPC for input Final kit presented to FOPC Number of officers receiving reference kit
2.2.1d	Charles Kane Fran Carlin-Rogers Morya Willis	Develop "cookie-cutter" templates for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events.	 Draft template presented to FOPC for input Final template presented to FOPC Number of agencies receiving template Number of agencies distributing handout Number of handouts distributed to the public
2.2.1e	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training.	 Proper restraint use incorporated into Academy training Proper restraint use incorporated into basic training
2.2.1f	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.	 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
2.2.1g	Charles Kane	Increase law enforcement awareness of external resources available for occupant protection, including:	 Number of officers accessing the websites annually Number of officers accessing data hubs annually

Action Step #	Action Step Leader(s)	Description	Performance Measures
		 Information available on the FOPC and Occupant Protection Resource Center websites; data hubs such as Florida's Integrated Report Exchange System (FIRES), Signal 4, etc.; and Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots. 	3. Number of DDACTS occupant protection model courses offered and number of officers trained
2.2.1h	TBD	 Increase the number of occupant protection law enforcement champions. Seek out local businesses/organizations willing to help recognize law enforcement for occupant protection efforts. 	 Number of new champions Number of businesses/organizations participating in recognition
2.2.1i	Tim Roberts (LELs)	Conduct an annual survey of law enforcement officers to gauge their awareness, use and participation in resources developed under this strategy (2.2.1; in future years, consider combining with survey conducted in 2.1.1a).	 Survey questions developed Annual survey conducted Survey results documented and presented to FOPC

GOAL 3: IMPROVE AND EXPAND OCCUPANT PROTECTION FOR CHILDREN

Objective 3.1: Ensure the CPS community has access to data resources and related contracts.

Strategy 3.1.1: Increase CPS related data available to pinpoint target areas for operational improvement.

Strategy Leader: Florida Department of Health (DOH)/M.R. Street and Morya Willis

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.1.1a	DOH	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.).	
3.1.1b	Alison Tillman Cambridge Systematics	Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website.	1. List of contacts accessible on website
3.1.1c	Alison Tillman 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.	 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)

Objective 3.2: Improve CPS marketing, education, and outreach efforts within the CPS community.

Strategy 3.2.1: Support implementation of the Occupant Protection Marketing and Education Plan.

Strategy Leader: Kelly Powell with Subcommittee (M.R. Street; Sally Kreuscher; Petra Vybrialova; Amy Artuso; Karen Morgan; Alison Tillman; Ginny Hinton; Zakkiyyah Osuigwe; Tonya Randolph)

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.2.1a	Kelly Powell	Participate in the subcommittee to support development of an Occupant Protection Marketing and Education Plan (Action Step 1.2.1c).	1. Number of meetings attended
3.2.1b	Subcommittee	Identify existing materials, programs, and communication methods suitable for multiple audiences or environments, e.g., tribes, cultural, etc. (supports 1.2.1b).	1. Overview of current materials, programs, and communication methods presented to FOPC
3.2.1c	Subcommittee	Create talking points for local government/legislators to promote CPS.	 Draft talking points presented to FOPC for input Final talking points presented to FOPC Number of entities/legislators receiving talking points
3.2.1d	Subcommittee	Create a single, uniform online forum for CPS professionals.	 Draft online forum concept presented to FOPC for input Final online forum concept presented to FOPC Online forum accessible
3.2.1e	Subcommittee	Provide additional media support (e.g., social media posts press release templates, talking points, B-rolls, etc.) to those involved in CPS Week events.	 Draft media support materials presented to FOPC for input Final media support materials presented to FOPC Number of individuals/entities receiving media support materials
3.2.1f	Subcommittee	 Create toolkits for new technicians on how to start different programs (i.e. diversion, elementary, CPS events, and parent classes). Topics should include donations, funding, and partners. 	 Draft toolkits presented to FOPC for input Final toolkits presented to FOPC Number of individuals/entities receiving each toolkit Number of toolkits distributed
3.2.1g	Alison Tillman	Post lists of updated fitting stations and CPS law diversion classes on FOPC and OPRC websites.	1. Current fitting station list posted on both websites

Action Step #	Action Step Leader(s)	Description	Performance Measures
	Cambridge		2. Current diversion classes list posted on both
	Systematics		websites

Objective 3.3: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.

Strategy 3.3.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).

Strategy Leader: Leilani Gruener

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.3.1a	Kelly Powell M.R. Street Sally Kreuscher Leilani Gruener	Review current CPS training needs and stipend program to determine effectiveness and strengths/weaknesses.	 Program(s) reviewed Comprehensive list of strengths and weaknesses developed
3.3.1b	OPRC Leilani Gruener	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.	1. Criteria identified
3.3.1c	OPRC Leilani Gruener	Provide travel and other support (including scholarships) for certification requirement items.	 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
3.3.1d	Petra Vybrialova M.R. Street Leilani Gruener Alison Tillman	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).	 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
3.3.1e	Kelly Powell M.R. Street Sally Kreuscher Leilani Gruener	Conduct CPST instructor meetings annually for support and ideas.	1. Instructor meetings conducted annually

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.3.1f	Alison Tillman Leilani Gruener	Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website.	1. Report presented to FOPC and posted on website
3.3.1g	Alison Tillman M.R. Street	Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings.	1. Source of funding secured annually
3.3.1h	M.R. Street Sally Kreuscher	Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors.	 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
3.3.1i	Leilani Gruener	Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT.	1. Rates reviewed annually

Objective 3.4: Ensure CPS materials and resources are available to all CPS programs.

Strategy 3.4.1: Increase availability of car seats, resources, and materials.

Strategy Leader: OPRC

Action Step #	Action Step Leader(s)	Description	Performance Measures
3.4.1a	Ginny Hinton Jeffery Bissainthe	Create marketing to 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.	 Draft program informational pieces presented to FOPC for input Program informational pieces distributed to vehicle owners Program informational pieces and/or awareness training provided to DMV staff
3.4.1b	TBD	Identify sources who could provide car seats and materials and post the information on the OPRC website and promote in emails and online newsletters.	 List of sources compiled Sources accessible on FOPC website Source information routinely distributed to CSPTs and instructors
3.4.1c	TBD	Identify potential supporters who could provide a wider variety of materials than print items (pens, keychains, etc.).	1. List of potential supporters compiled

Action Step #	Action Step Leader(s)	Description	Performance Measures
			2.Supporters' information routinely distributed to CSPTs and instructors
3.4.1d	Leilani Gruener	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."	1. Options for toolbox presented to FOPC for input

GOAL 4: SUPPORT LEGISLATION AND POLICY THAT INCREASES USE OF OCCUPANT PROTECTION DEVICES

Objective 4.1: Support efforts to make Florida a full safety belt requirement state.

Strategy 4.1.1: Expand current safety belt legislation to include all passengers in all seating positions.

Strategy Leader: Danielle Branciforte and Kelly Powell

Action	Action Step	Description	Performance Measures
Step #	Leader(s)		
4.1.1a	Mark Solomon	Identify best practices and data available from other states.	1. Summary report of best practices and recommendations.
4.1.1b	Judge Grube Vin Petty	Draft model legislation that requires rear passenger safety belt use.	 Draft model legislation presented to FOPC for input Final model legislation posted on FOPC website

Objective 4.2: Enhance Florida's diversion program for CPS violations.

Strategy 4.2.1: Support mandatory diversion programs for first offenders.

Strategy Leader: Sally Kreuscher

Action Step #	Action Step Leader(s)	Description	Performance Measures
4.2.1a	Morya Willis	 Identify where diversion programs are available, how they are being funded, and where they are being utilized. Coordinate with team working on Action Step. 1.3.1a, 1.3.1b, and 1.3.1c 	1. Summary of diversion programs provided to FOPC (combine with needs identified in 1.3.1a)
4.2.1b	Judge Grube Vin Petty	Draft model legislative language that includes a mandatory diversion program for first time offenders.	 Draft model legislation presented to FOPC for input Final model legislation posted on FOPC website
4.2.1c	Sally Kreuscher Petra Vybrialova	Develop a standardized CPS diversion program that private organizations would be required to adhere to.	1. Draft concept for standardized program presented to FOPC for input

Action Step #	Action Step Leader(s)	Description	Performance Measures
	Kelly Powell		 Standardized program report for approval Final program report posted on FOPC website

Objective 4.3: Expand protection for occupants of pickup trucks or flatbed vehicles.

Strategy 4.3.1: Support enhancement of current legislation that allows passengers to ride in the back of pickup trucks or flatbed vehicles.

Strategy Leader: David Summers

Action Step #	Action Step Leader(s)	Description	Performance Measures
4.3.1a	FDOT Cambridge Systematics	Submit a request, on behalf of the FOPC, that pickup truck bed injuries and fatalities are included in the Crash Facts report.	1. Request submitted to TRCC
4.3.1b	Judge Grube Vin Petty	Draft model legislation that establishes that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions.	 Draft model legislation presented to FOPC for input Final model legislation posted on FOPC website