



September 5-6, 2018

Gainesville, Florida



Welcome, Introductions + Agenda

Chris Craig



Introductions

- Name
- Agency/organization
- Number of years you've worked in traffic safety
- Favorite book



Agenda

DAY 1

- Action Plan Group Breakouts
- Uniform Traffic Citation Data Update
- ClickItFla Website and Non-Ticket Media Options
- Day 1 Recap

DAY 2

- Recap and Guidance for Day 2
- CPS Mascot Update
- Resource Center Materials Update
- National Safety Council Digital CPS Check Form
- Other State's Innovative Ideas
- Action Plan Updates
- Wrap Up and Next Steps

The background features a collage of light blue hexagonal shapes of various sizes on the left side. On the right side, there is a photograph of a hand holding a pen, with a white hexagonal outline superimposed over it. The central text is contained within a dark blue rectangular box.

Action Plan Implementation

Group Breakouts

Uniform Traffic Citation Data Update

Mark Solomon



ClickItFla Website + Non-Ticket Media Options

Lani Gruener



[Home](#)[Facts & Stats](#)[Downloads](#)[Media](#)[Contacts](#)

Click It Or Ticket

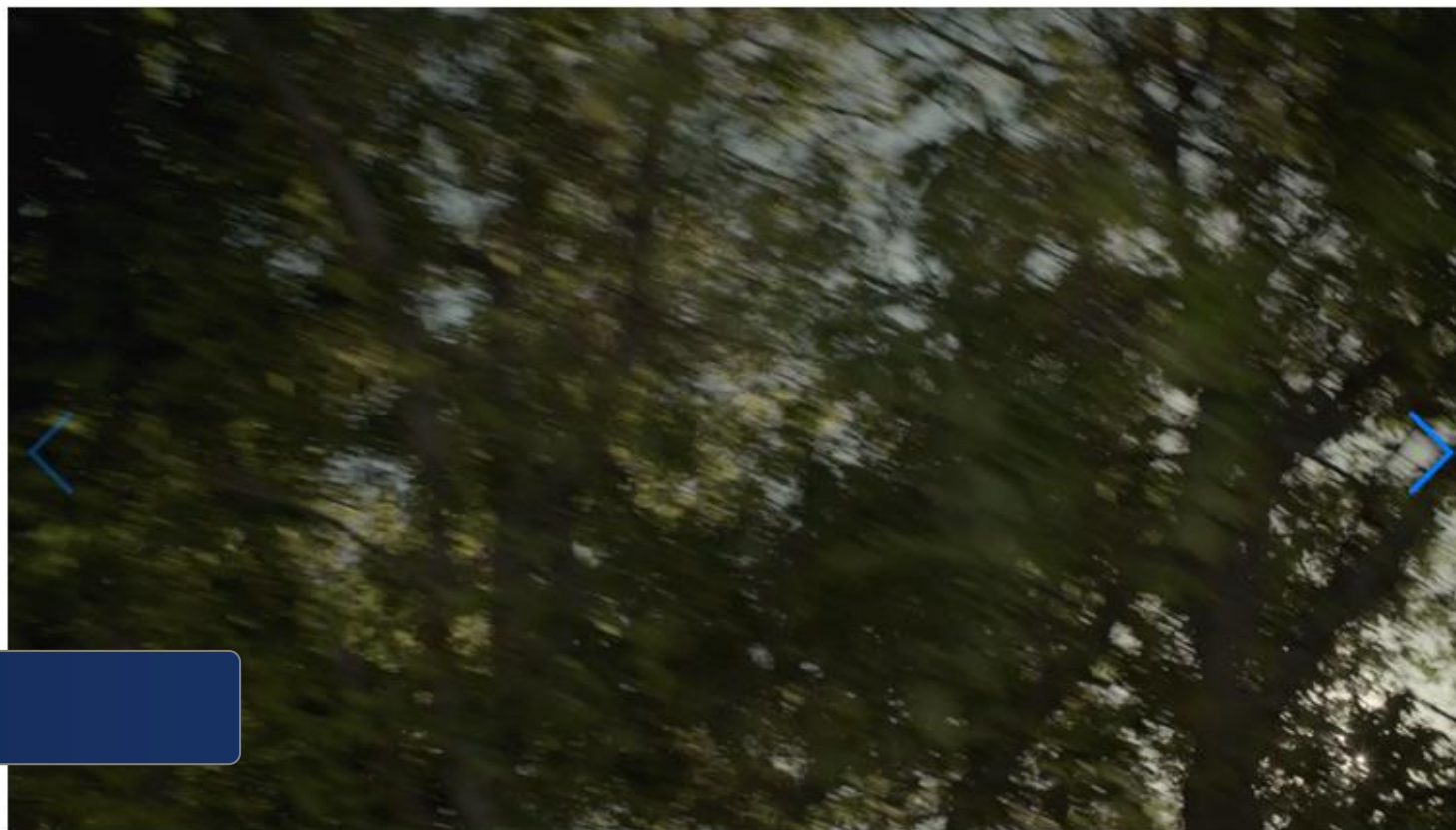
Enforcement Mobilization

From May 21 to June 3, Florida law enforcement agencies are joining NHTSA and law enforcement agencies nationwide for the 2018 Click It or Ticket enforcement mobilization. They will be out in full force, cracking down on safety belt violations, issuing citations to anyone caught traveling without a buckled safety belt or transporting unrestrained children. We are determined to get the message across: Safety belts save lives.

Safety belts save lives.

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www.ClickItFla.com





Non-Ticket Media Options

Current Materials

Click It Or Ticket Version

YOU PROTECT THE THINGS YOU LOVE MOST.

SHOULDN'T THAT INCLUDE YOU TOO?

No one expects a crash. But when it happens, anyone or anything with you in your vehicle is at risk. The people and things you love — like Max your tabby cat or the Fender Strat guitar that scored you your first kiss. Vehicle crashes in Florida are the leading cause of death among people 15 to 20. And last year, 53% of Florida teens who died in crashes weren't wearing a safety belt. So if you care about it — put a safety belt on it.

That includes you.

> EVERY RIDER, EVERY RIDE.
Learn more at ClickItFla.com

Funded by FDOT



Non-Ticket Version

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Non-Ticket Media Options: Basic Logo

OPTION 1



OPTION 2



Non-Ticket Media Options: CLICK IT FLORIDA





CLICK IT
FLORIDA

www.ClickItFla.com



Non-Ticket Media Options: BUCKLE UP FLORIDA





BUCKLE UP
FLORIDA

www.ClickItFla.com



Comments?

Day 1 Wrap Up

Chris Craig





Meeting Starts at 9:00 am



September 5-6, 2018

Gainesville, Florida



Recap of Day 1 / Guidance for Day 2

Chris Craig



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CPS Mascot Update

Chris Craig





Pose A



Pose B



Pose C



Pose D



Comments?

Resource Center Materials Update

Alison Tillman





FLORIDA OCCUPANT PROTECTION RESOURCE CENTER

www.floridaoprc.ce.ufl.edu



Welcome to the Florida OPRC

[Car Seats](#)[Resources](#)[Scholarships](#)[OP Coalition](#)[Contact Us](#)

Welcome to the OPRC

The Florida Occupant Protection Resource Center (OPRC) was established by the Florida Department of Transportation (FDOT) to be a one stop resource center providing equipment/educational/promotional materials on child passenger safety (CPS) seats, safety belts, and air bags to support the services of CPS instructors and technicians across Florida.



Funded by FDOT



www.floridaoprc.ce.ufl.edu

State News

National News



BREAK

National Safety Council Digital CPS Check Form

Amy Artuso

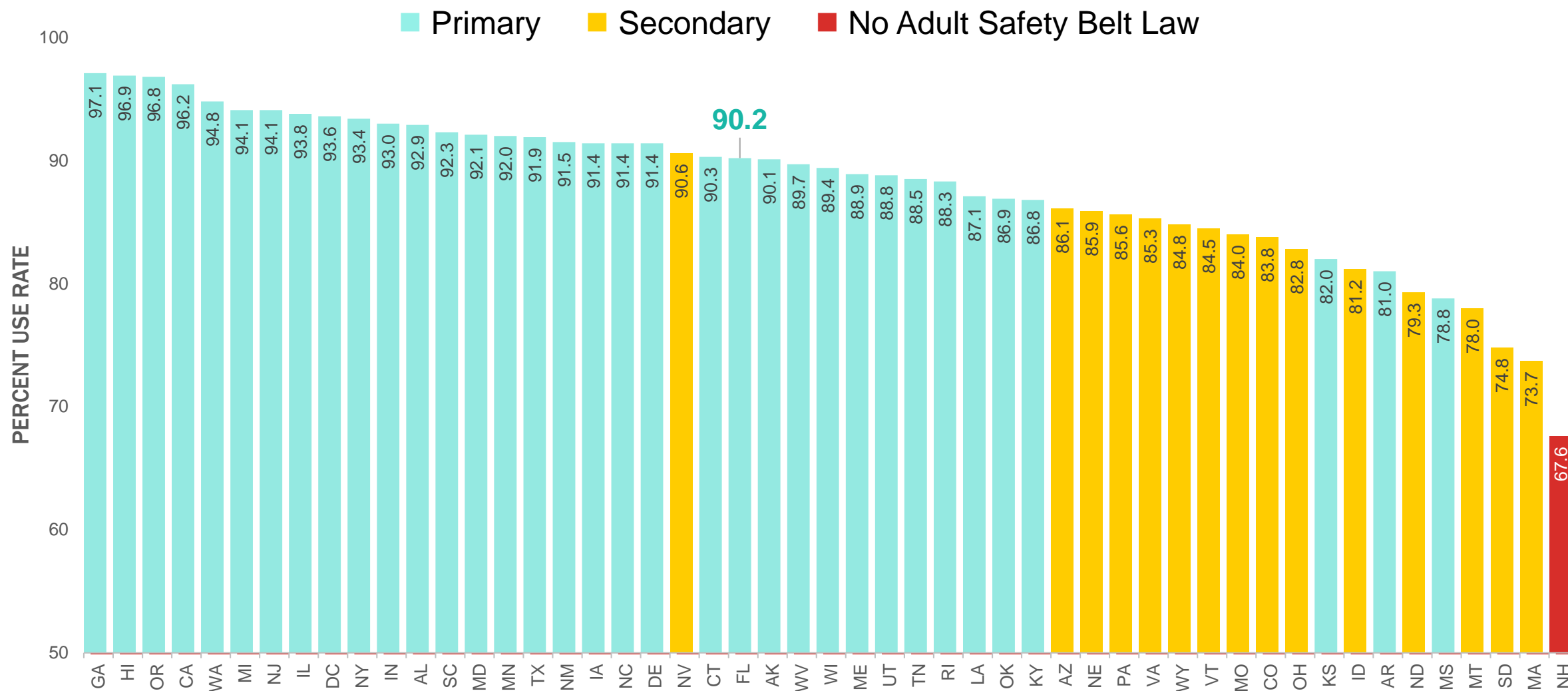


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Other State's Innovative Ideas for OP

Discussion

2017 Safety Belt Use Rates, By Law Type and State



State surveys conducted in accordance with Section 402 FAST Act

Primary laws were recently passed in RI (2011); WV (2013); UT (effective 5/12/2015 to 7/1/2018).

Volunteers to Contact Other States

STATE	FOPC Member
GA	Charles Kane
HI	Danielle Kessenger
OR	Leilani Gruener
CA	Kelly Powell
WA	Kelly Powell
MI	Alison Tillman
NJ	Sally Kreuscher

STATE	FOPC Member
IL	Alison Tillman
DC	Greg Rittger
NY	Tonya Randolph
IN	Karen Morgan
AL	Ginny Hinton
SC	David Summers
MD	Greg Rittger

STATE	FOPC Member
MN	Karen Morgan
TX	Kelly Powell
NM	Robert Chaffe/ Mark Solomon
IA	Karen Morgan
NC	David Summers
DE	Greg Rittger
NV	Tim Roberts

Other State Aging Road User Programs

- Our Aging Road User Coalition contact reached out to other states.
- None had a specific campaign/program for belt use among older adults.
- **Georgia Dept. of Public Health**
 - Seatbelt use messaging is incorporated into all safety presentations aimed at aging road users.
 - Some seatbelt campaign materials (on right) which are not specific to aging road users, but still used in discussions and education sessions with older adults.



Other State Aging Road User Programs

- **Maine Office of Public Safety**

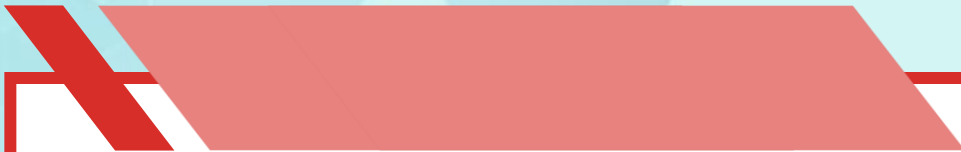

- Developed the “Are You ABLE” to address all aspects of driving as well as putting emphasis on wearing a seatbelt.

- **Maryland Dept. of Motor Vehicles**


- Their basic safety message, “All belted all the time” is included in their Resource Guide for Aging Drivers.

- **Michigan Office of Highway Safety Planning**

- Programming is much geared to child passenger safety and targeted PSAs for young males...because that's what their data indicates.



Report Outs + Discussion



Action Plan Update

Danny Shopf



Wrap Up + Next Steps

Chris Craig + Alison Tillman



Wrap Up + Next Steps

- Travel Reimbursement Reminder
- **Next Meeting**
 - November 28–29, 2018
Gainesville
- Future Meeting Date Options
 - February 18–22, 2019
 - March 2019



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18	19	20	21	22
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