



Florida Occupant Protection Coalition

Meeting Report

August 25-26, 2021

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the August 25-26, 2021 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

| Name | Organization | Attendance |
|--------------------|---|-------------------------------------|
| Amy Artuso | National Safety Council | <input type="checkbox"/> |
| Andrea Atran | Florida Department of Transportation—District 2 | <input checked="" type="checkbox"/> |
| Michael Binder | University of North Florida | <input checked="" type="checkbox"/> |
| Art Bodenheimer | Florida Police Chiefs Association | <input checked="" type="checkbox"/> |
| Melanie Brocato | Broward Sheriff Fire Rescue | <input type="checkbox"/> |
| Danielle Campbell | Orlando Police Department | <input checked="" type="checkbox"/> |
| Fran Carlin-Rogers | CarFit | <input checked="" type="checkbox"/> |
| Robert Chaffe | Preusser Research Group | <input type="checkbox"/> |
| Chris Craig | Florida Department of Transportation, State Safety Office | <input checked="" type="checkbox"/> |
| Leilani Gruener | Florida Department of Transportation, State Safety Office | <input checked="" type="checkbox"/> |
| Ryan Hathaway | Okeechobee County Fire Rescue | <input type="checkbox"/> |
| Sarah Haverstick | Goodbaby International | <input checked="" type="checkbox"/> |
| Ginny Hinton | University of Florida | <input checked="" type="checkbox"/> |
| Andrew Hopkins | University of North Florida | <input checked="" type="checkbox"/> |
| Carrisa Johns | Orange County Sheriff's Office | <input checked="" type="checkbox"/> |
| Charles Kane | Florida Law Enforcement Liaison Program | <input checked="" type="checkbox"/> |
| Danielle Kessenger | The PLAYERS Center for Child Health and Wolfson Children's Hospital | <input checked="" type="checkbox"/> |
| Doreen Kobelo | Florida A&M University, Construction/Civil Engineering Technology | <input checked="" type="checkbox"/> |
| Sally Kreuzscher | The Children's Hospital of South Florida, Child Advocacy Program | <input checked="" type="checkbox"/> |
| Alan Mai | Florida Department of Health | <input checked="" type="checkbox"/> |
| Marilyn Merced | Traffic Safety Partner | <input type="checkbox"/> |
| Mostyn Mullins | Lake Placid Police Department | <input checked="" type="checkbox"/> |
| Zakkiyyah Osuigwe | Santa Rosa County Development Services | <input type="checkbox"/> |
| Krista Ott | Gainesville Fire Rescue | <input checked="" type="checkbox"/> |
| Dewy Painter | South East American Indian Council, Inc. | <input type="checkbox"/> |
| Thomas Pikul | Florida Highway Patrol | <input type="checkbox"/> |
| Kelly Powell | Safe Kids | <input type="checkbox"/> |
| Tonya Randolph | St. Joseph's Children's Wellness and Safety Center – Safe Kids | <input checked="" type="checkbox"/> |
| Patrick Riordan | Florida Highway Patrol | <input type="checkbox"/> |
| Gregory Rittger | Orange County Sheriff's Office | <input checked="" type="checkbox"/> |
| Tim Roberts | Florida Law Enforcement Liaison Program | <input type="checkbox"/> |

| | | |
|--------------------------|---|-------------------------------------|
| Al Roop | University of North Florida | <input checked="" type="checkbox"/> |
| Bob Smallacombe | Palm Beach County Fire and Rescue | <input type="checkbox"/> |
| Mark Solomon | Preusser Research Group | <input checked="" type="checkbox"/> |
| Joe Steward | Florida Department of Transportation—District 5 | <input type="checkbox"/> |
| David Summers | Trauma Agency, Health Care District Palm Beach County | <input checked="" type="checkbox"/> |
| Amanda Throndsen | Florida Department of Health | <input checked="" type="checkbox"/> |
| Melissa Valido | Florida Teen Safe Driving Coalition | <input checked="" type="checkbox"/> |
| Petra Vybiralova | Johns Hopkins All Children's Hospital | <input checked="" type="checkbox"/> |
| Mark Welch | Department of Highway Safety and Motor Vehicles | <input type="checkbox"/> |
| Moyra Willis | Traffic Safety Partner | <input checked="" type="checkbox"/> |
| Coalition Support | | |
| Jasper Masciocchi | University of Florida | <input checked="" type="checkbox"/> |
| Patty Turner | University of Florida | <input checked="" type="checkbox"/> |
| Danny Shopf | Cambridge Systematics | <input checked="" type="checkbox"/> |
| Nusrat Sharmin | Cambridge Systematics | <input checked="" type="checkbox"/> |
| Alan Amidon | Cambridge Systematics | <input checked="" type="checkbox"/> |

Others in Attendance:

- Susie Kolb, Layperson, Advocacy group
- Amanda Handley, Atkins
- Lisa Nichols, Wolfson Children’s Hospital, Jacksonville
- Adam Harpstrite, IPTM.
- Lucy Gonzalez Barr, UF
- Juliana Whitaker-Golisano, Children’s Hospital, Fort Myers

2.0 Meeting Notes – August 25, 2021

Welcome, Introductions, and Agenda

Chris Craig, Florida Department of Transportation (FDOT), welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. Danny Shopf, Cambridge Systematics, asked attendees to introduce themselves. Chris reviewed the agenda, and the meeting followed.

FOPC Strategic Action Plan Update (2021)

The Occupant Protection Assessment Report 2021 was recently completed. In the past few meetings, the coalition discussed the FOPC Action Plan goals for the 2021 update at a high level. Taking into account the Occupant Protection (OP) assessment recommendations and the status of the existing Action Plan, the coalition reviewed an updated Strategic Action Plan draft and provided feedback on the actions steps to prioritize over the next five years.

Danny walked through the updated Action Plan and briefly described the proposed goals, objectives, action steps and performance measures. He said members would be identified to lead these action steps at a future meeting.

Coalition members had the following questions and comments:

Goal 1: Program Management

- Patty Turner asked what kind of data would be used to do the analysis. Danny said traffic record data (fatalities and serious injuries) will be used. She asked what tools are available beyond the fatality and serious injury data (i.e. minority populations) that the coalition could be focusing on to support Action Step 1B.3 related to increasing Occupant Protection data sources.
 - Lisa Nichols asked is there a way to tap into data from Trauma agencies.
 - Some challenges with trauma center data is data privacy related to traffic records. Other Florida safety coalitions are working on addressing those challenges.
- Mark Solomon asked if the OP Assessment team offered suggestions for additional data sources to use.
 - The OP Assessment team said to pursue access to emergency medical data.
- Andrea Atran asked if updated data will impact the observational safety belt survey location selection
 - No, observational safety belt survey locations are determined based on strict guidelines provided by the National Highway Traffic Safety Administration (NHTSA) and are required to be updated every five years.
 - Alan Mai mentioned that there are some safety belt use data in the Behavioral Risk Factor Surveillance System (BRFSS) and Youth Risk Behavioral System (YRBS) datasets.
- Mark Solomon mentioned that since we collect some information on race/ethnicity in the observational safety belt survey that there may be an opportunity to use that existing data. Demographic information is collected for the statewide observational surveys and could inform some of our minority information.
- Consider adding the following groups to support Action Step 1D.2 related to expanding FOPC membership:
 - American Association of Pediatrics group, Department of Children and Families, and Foster Florida.
 - David Summers mentioned that the state's EMS subcommittee is working on identifying resources and strategies that support safe transportation for children.
 - Danielle Kessinger suggested creating a 'friends of the coalition' designation for individuals who would like to be kept informed about what the coalition is doing, but who may not be able to participate as a coalition member.
 - Andrea Atran mentioned the challenge will be that many of the missing organizations are participating on other coalitions.
 - Patty Turner asked Chris Craig if any federal partners would be involved as members or friends of the coalition.
 - Chris Craig responded that there are too many different coalition meetings for regular attendance of a federal representative, but that they occasionally sit in. Chris said he meets regularly with federal partners and conveys the activities and needs of Florida's safety coalitions.

- Action Step 1E.1 is to annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.
 - Fran Carlin-Rogers suggested reviewing Safe Mobility for Life’s recently created guidance for new vehicle safety features (lane departure warnings, adaptive cruise control, etc.). AARP does a workshop related to new vehicle technology. Safe Kids Worldwide recently completed a two-year international consortium on Children & Automated Vehicles that Fran Carlin-Rogers and Kelly Powell were both involved in. An Automated Vehicle Alliance will be started soon. The following website shows all the work the consortium has completed thus far:
<https://www.safekids.org/AVs>.
 - Patty Turner suggested considering activities for occupant protection in ridesharing and provided a link to a 2019 Report on Child Seat Usage in Rideshare Services:
https://safed.vtti.vt.edu/wp-content/uploads/2020/07/01-005_FinalResearchReport_Final.pdf

Goal 2: Enforcement

- The Law Enforcement subcommittee is working on the Click It or Ticket (CIOT) resource toolbox (Action Step 2A.1).
- Doreen Kobelo mentioned that Florida A&M University has Click It or Ticket banners from a previous project that will be shared with the Florida A& M University, Florida State University, and Tallahassee Community College campus police departments as students return to campuses.
- Fran Carlins-Rogers mentioned that the National CarFit organization have suspended events through the end of September and anticipates the suspension will be extended until the end of 2021. She said she has a list of law enforcement (LE) attendees that have participated at CarFit events that will support Action Step 2A.5— increasing law enforcement participation at CarFit events.
- Danielle Campbell asked how many of the safety belt extenders have been distributed?
 - Charles Kane said NHTSA is processing the initial approval of the purchase, noting that NHTSA limits the purchase to approximately 300 extenders and requires a plan for distribution. The Law Enforcement subcommittee is working on a plan to show NHTSA results of how extenders improve law enforcement safety in the hope that the purchase limitation may be relaxed.
 - David Summers mentioned that some officers are reluctant to wear their safety belts because they believe it inhibits their ability to reach their weapons and to react quickly in an emergency. He informed the coalition that nationally, 219 officers fell in the line of duty since January 2021, with 39 by gunfire and 42 auto related. Florida specific numbers showed two by gunfire and one auto related, but noted that these numbers do not include any injury data.
- Leilani Gruener suggested including a summary of the Law Enforcement Survey on the Executive Handout as well as the creation of an "Occupant Protection Guide for Law Enforcement Executives" mailout each year to the top 25% counties or agencies on the Highway Safety Matrix, to help inform them of the problem and promote the availability of materials through the Law Enforcement Liaisons and through Highway Safety subgrants.
- Melissa Valido said the Florida Teen Safe Driving Coalition has a subcommittee working on identifying best practices for a Battle of the Belts program. She and David Summers said they would coordinate on solutions to support Action Step 2C.5 related to the development of a Battle of the Belts best practices guide/toolbox.

Goal 3: Child Passenger Safety

- Danielle Kessenger emphasized the importance of tracking where instructors work, not just where they live or where their office is located as part of the annual review of Child Passenger Safety Technician (CPST) and Child Passenger Safety Instructor (CPST-Is) lists as part of Action Step 3A.1. She suggested that Florida, due to its size, should consider regional coordinators. She also suggested reviewing Georgia's CPS training program and will get this information to Danny Shopf, Chris Craig, and Leilani Gruener.
- Sarah Haverstick said she conducted a survey of instructors to determine interest in an annual instructor meeting. She will share the results of the survey at the next coalition meeting as part of the surveying of instructors called for in Action Step 3A.3.
- Carrisa Johns mentioned that Orange County started a tri-county technician team to encourage technician retention. The first meeting of this team is scheduled for September 16, 2021. The meeting will have technicians from Orange, Seminole, Osceola, Lake and Brevard counties attending.
- Lisa Nichols asked if there are any educational opportunities (conferences, trainings, etc.) for CPSTs to renew their certification.
 - Andrea Atran said there were in the past, including three regional Child Passenger Safety meetings where vendors came and instructors were available to conduct seat checks, but the participation was not high enough for many of the vendors to keep participating. She said they could try again and hope for better participation, noting that virtual trainings for technicians and instructors have been well attended.
 - Carrisa Johns referred back to the tri-county CPST team meetings as having similar goals, emphasizing that each quarter a portion of the meeting will include a Continuing Education Unit (CEU) session, noting the team has a lot of great ideas on Child Passenger Safety best practices. *She can provide an update at the next meeting.*
- Participants discussed existing Occupant Protection digital and print materials and made the following suggestions:
 - Should we include other vehicle education along with golf carts? Scooters, All Terrain Vehicles, and bicycles are all different types of vehicles that could be referenced.
 - David Summers mentioned anything that resembles a motorcycle should be included.
 - Lisa added that anything with a motor, gas or electric and wheels should be included.
 - Gregory Rittger pointed out that all these items are legally separate categories.
- In reference to the Child Passenger Diversion Program, Danielle Kessenger mentioned that if we get new curriculum passed that is adopted by the judiciary, the coalition needs someone distributing materials in each area.
- Gregory Rittger praised the diversion programs noting that it is beneficial for parents and caregivers who are unable to afford a car seat, let alone an expensive ticket. He emphasized how it is the best outcome from a Law Enforcement perspective and would like to see more counties offering diversion programs.
- Carrisa Johns noted that the Orange County Sheriff's Office has a ticket book sized brochure for their diversion course.
- Jasper Masciocchi volunteered to help identify diversion program session offerings and make course information available on the Occupant Protection Resource Center.

- Danielle Kessenger noted a lack of Special Needs car seats and training. She suggested to officially move special needs seat purchase and distribution responsibility and training to FDOH or another stakeholder besides the coalition.
 - FDOT will continue to provide trainings and teaching stipends but is moving away from purchasing special needs seats.

Goal 4: Occupant Protection for Low Use Groups

David Summers, Trauma Agency, Health Care District Palm Beach County, is still working on getting data and developing material on pickup truck injuries. Next steps included making some adjustments to the language to have implementation focused and measurable actions and performance measures.

FOPC Strategic Action Plan Admin Discussion

Leilani Gruener, FDOT, led a discussion on the roles of different organizations within the coalition. She said that FDOT, Cambridge Systematics, and the University of Florida are available to provide support for the actions outlined in the action plan. She emphasized that coalition members are expected to take a leading role in achieving and implementing the actions outlined in the action plan. For the next strategic plan, FDOT and support staff will review the charter and current membership and update the application form to include revised Action Plan goals to understand the resources and expertise available to the FOPC. The updated membership application will include an option for applicants to indicate they are interested in possibly serving as a goal leader. Leilani said she would like to get updated information from all coalition members (contact information, resume, etc.) to have a better understanding of the various skillsets available on the coalition. She would like the coalition to identify two leaders for each goal in the action plan that would be responsible for coordinating efforts on each OP Subcommittee and reporting information back to the FOPC.

At a future meeting, we will take volunteers to lead action steps within each goal.

Coalition members had the following questions and comments:

- Andrea Atran asked whether the coalition considered having friends of the coalition, in addition to members like other safety coalitions.
 - Members can attend the meetings consistently and take responsibilities in advancing some action steps from the strategic plan, while Friends can stay connected to the coalition without having to take responsibilities with any task.
 - Add a "friends" checkbox on the next application/contact form and give the recipient a choice if they want to be a friend or a member of the group. We will send out a survey to identify the gaps and update the contact information.

Legislative Updates

Danny Shopf provided an update on the Model Language for Safety Belts and CPS Restraints. He said the model language is available on the FOPC website at the following link:

<http://www.floccupantprotection.com/language.html>.

He encouraged everyone to share this with their network and to anyone else who may be interested.

Occupant Protection Assessment Report 2021

Leilani provided an overview of the recently finalized Florida Occupant Protection Assessment which was shared with the members prior to the meeting and is available on the FOPC on website. She highlighted key assessment

recommendations from the report and noted they have been incorporated into the revised draft Occupant Protection Strategic Action Plan.

- Andrea Atran mentioned that she has Occupant Protection data for District Two counties available at <https://trafficsafetyteam.org/county-data-resources/> and asked to have it added to the Florida Occupant Protection Coalition Website.
- Chris thanked the members for their hard work and participation during the assessment process.

Public Comment

There were no comments from the public.

3.0 Meeting Notes – August 26, 2021

Welcome and Introductions

Chris Craig, FDOT, welcomed participants and thanked them for attending Day 2 of the FOPC meeting. Chris gave a quick recap of Day 1, reviewed the Day 2 agenda and the meeting followed.

Click It or Ticket 2021 Mobilization Update

Charles Kane, Law Enforcement Liaison (LEL), presented a summary of the Click it or Ticket (CIOT) 2021 Campaign. The 2021 FL CIOT enforcement campaign kicked off with the border to border (B2B) enforcement operation on May 24, 2021 and was concluded on June 6, 2021. He said the LEL program promoted the CIOT and B2B enforcement campaigns through the LEL website and materials.

The LELs also used social media for engagement and education throughout the CIOT campaign, reaching over 13,000 individuals. Statewide, there were almost 400,000 social media hits on CIOT specific content. Charles showed the webpages created at the www.floridalel.info in support of the 2021 FL CIOT and B2B. LE had 243 CIOT reports in 2021. District 4 had the highest number of CIOT reports at 211 in 2019, the LE agency participation at B2B program also increased in 2021 from 2019. In 2020, the national CIOT wave was pushed back due to the COVID-19 Pandemic. Facebook is the most used platform for social media outreach. A pre- and post-safety belt survey was conducted as part of the CIOT campaign which indicated approximately a 5% increase in safety belt usage rate post enforcement wave.

Coalition members had the following questions and comments:

- Mark Solomon asked if there were any regional differences?
 - Charles Kane said there were no regional differences; participation has been fairly consistent over the years, but noted that the biggest factor impacting regional participation typically involves a transition in the LEL team. He said many agencies will participate in the campaign but do not complete and return reports back the LEL program.

Occupant Protection Reference Card Distribution Update

Charles Kane provided a presentation on the Resource Materials distribution through the LEL program. He shared the quantity of materials distributed by FDOT district during the CIOT campaign, for each of the five different occupant protection-related items distributed by the LELs in 2021 – Safety Belt Activity Booklets, CIOT Banners, CIOT Enforcement Yard Signs, CIOT USB Drives, and Child Restraint LE Officer reference cards. The presentation slideshow is available at the following link:

www.floccupantprotection.com/pdf/meetingmaterials/august2021/CIOT B2B Summary and Materials Distribution.pdf

Coalition members had the following questions and comments:

- Andrea Atran noted that District 2 and 3 have more rural counties and are struggling to do material distribution during COVID with limited staff. She asked if there is a plan to provide any additional support to Florida's rural areas.
 - Charles Kane said the Law Enforcement Liaisons treat all agencies and regions the same and make an effort to distribute materials to every agency at least once a year even if the agency did not request additional materials.

2021 Florida CPS Observational Survey Update

Mark Solomon, Preusser Research Group, gave a presentation on the 2021 CPS Observational Survey results. He provided an overview of the observation locations, noting that there are 200 observation sites across 20 counties. He noted the trend in child safety seat usage among children 0-3 remains very high (between 94 and 95 percent between 2017 and 2021). He said as children grow older, restraints are used less often with about 1 in 5 children age 4-5 unrestrained. He said ages 6-12 are also somewhat lower at 78 percent using a proper restraint.

Overwhelmingly (94 percent to 99 percent), children age 5 and under were observed in the rear seat. At ages 6-12, 58 percent of children were observed seated in the rear of the vehicle. He noted that children 6-12 that were seated in the front seat were actually more likely to be restrained than those sitting in the back seat (87 percent as compared to 71 percent). The survey also indicates that children are more likely to be restrained when the driver is also restrained.

Coalition members had the following questions and comments:

- Can Mark share the results of the survey and presentation to coalition members through distributing a copy of the presentation or posting it to the Florida Occupant Protection Coalition Website?
 - Chris Craig said FDOT needs to determine if and when they will issue the results in the form of a press release before it can be shared publicly. As soon as a decision is made, the information contained in the survey results will be made available on the FOPC website.

Virtual Car Seat Education

Danielle Kessinger, The PLAYERS Center for Child Health and Wolfson Children's Hospital, gave a presentation on virtual car seat education. She discussed how COVID-19 restrictions brought many CPS programs to a halt, despite the need for CPS education. Safe Ride News was the first to create information and tips on virtual education followed by a Maryland statewide program that included group classes. SafeKids Worldwide compiled additional information and ideas along with several car seat manufacturers, some of which have been offering virtual sessions for years.

Danielle Kessinger said there are a few critical elements that need to be in place to conduct a successful virtual session:

- CPST or CPST-I
- Waiver that can be signed electronically
- Video Call Platform, (i.e. Microsoft Teams, Skype, etc.) preferably something that allows for some anonymity for the technician or instructor.
- Car Seat for demonstrations

- Checklist or tracking form
- Reliable internet access
- Good communication skills and great observation skills
- Lots of patience

She said it is also nice to have the following:

- Additional hands. Some providers will only do virtual sessions with a second technician
- Good lighting (including a ring light)
- A tripod to hold your camera/device
- Wireless mic or earbuds with a microphone (for better audio)
- A vehicle demonstration seat and a variety of car seats
- Safety Belt Safe membership (provides access to car seat safe summary seats)

She said the virtual education typically starts with installing the car seat in the vehicle before transitioning into the home to practice adjusting straps, etc. She reviewed the number of virtual sessions and distribution workshops, accounting for more than 180 vehicles and 197 car seats.

She noted that while virtual education has been effective, it's not quite the same. While it offers a lot of flexibility, the lack of a physical check of the installation is challenging. Virtual education is a very good option when social distancing is required or there are no seat check events available. However, in-person checks are always the preferable option.

Participants had the following questions and comments:

- Sally Kruescher shared resources accessible at the following link:
<https://injuryprevention.bmj.com/content/27/3/283>
- Are materials available in Spanish at this time?
 - In the process of having a Spanish instructor to conduct the workshop, but it has not been finalized.
- How do you make sure your fire departments and EMS are on board with the WHALE checks?
 - There is a video about WHALE checks on <http://www.trafficsafetyteam.org/>
 - **W.H.A.L.E check** is a sticker that goes in every car seat they check.
- Can you expand on the protective measures you take when doing in person: PPE, etc.?
 - For in-person checks- we have hand sanitizers, and make sure to use this when we touch any object, and always use n-95 mask when we are doing in-person checks.

Public Comment Period

There were no comments from the public.

Wrap Up and Next Steps

Leilani noted the following FOPC meetings are scheduled to be held in-person (tentatively) in Gainesville, Florida.

- December 8-9, 2021
- February 16-17, 2022
- May 18-19, 2022

- July 14-15, 2022

Adjourn

Contact information for occupant protection questions:

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Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan 2022 Update (Draft Outline)

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|--|-------|
| 1A.1 | | | Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings. | Number of meetings conducted annually | |
| 1A.2 | | | Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities. | Action Plan progress updated quarterly | |

Objective 1B: Data Analysis/Reporting

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|--|-------|
| 1B.1 | | Annual | Develop an Annual OP Fact Sheet. | Fact sheet developed and posted on FOPC website and publicized | |
| 1B.2 | | | Review Florida's OP traffic records related data annually and determine if target audiences have changed. | Data analyzed and target audiences adjusted (if applicable). | |

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|---|----------------------------------|
| 1B.3 | | | Increase the number and availability of OP data sources. | Information for all applicable data sources available on FOPC website and publicized (i.e. Signal Four, etc.) | Review public health/trauma data |
| 1B.4 | | | Analyze OP data to understand trends and challenges specifically for minority populations. | Data analysis conducted annually and posted on FOPC website and publicized. | |

Objective 1C: Policies and Best Practices

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|--|-------|
| 1C.1 | | | Review literature and interview states above the national average observed safety belt use rate to identify innovative strategies and best practices. | Research conducted; Interviews conducted. | |
| 1C.2 | | | Regularly coordinate with other Florida traffic safety coalitions to identify education and enforcement opportunities across Strategic Highway Safety Plan (SHSP) Emphasis Areas. | Number of traffic safety coalitions coordinated with (annually). | |

Objective 1D: Maintain a Robust and Active FOPC Membership

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|-------|
| 1D.1 | | Annual | Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate. | Members contacted; meeting attendance increased. | |

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|---|
| 1D.2 | | | Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives. | Potential members identified and contacted; number of new representatives participating. | American Association of Pediatrics, FL Chapter Child Transport Groups (social agencies?) DCF (foster parent organizations?) |

Objective 1E: Research and Track Best Practices Related to Emerging Technologies Impacting OP Strategies

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|--|
| 1E.1 | | Annual | Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created. | Safety feature inventory updated (annually). | Review SMFL for an example. AARP does a workshop related to new vehicle technology. |
| 1E.2 | | Annual | Annually review the latest research on connected and automated vehicle technology to determine potential (positive and negative) impacts on occupant protection. | Annual review complete (white paper?) | |

GOAL 2: ENFORCEMENT

Objective 2A: Improve Law Enforcement Awareness of Important OP Challenges

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|---|-------|
| 2A.1 | | | Create a Click It Or Ticket (CIOT) Resources Toolbox. | Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized. | |
| 2A.2 | | | Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies. | Number of tip cards distributed. | |
| 2A.3 | | | Meet with law enforcement agencies in counties with a higher than average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources. | Number of agency meetings. | |
| 2A.4 | | | Develop and distribute a tip card for aging road users. | Number of tip cards distributed. | |
| 2A.5 | | | Increase law enforcement participation at CarFit events. | Number of officers participating at CarFit events. | |

Objective 2B: Improve Law Enforcement Safety Belt Usage

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|---|-------|
| 2B.1 | | Annual | Conduct annual safety belt survey targeted at law enforcement officers to determine officer safety belt use practices. | Survey conducted. | |
| 2B.2 | | | Develop and distribute educational materials demonstrating the myths and facts about law enforcement safety belt usage and proper restraint use for law enforcement officers. | Number of materials distributed and publicized. | |

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|---|-------|
| 2B.3 | | | Distribute safety belt extenders to law enforcement officers. | Number of extenders distributed (include questions about this in the survey). | |

Objective 2C: Law Enforcement Tools and Resources

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|---|-------|
| 2C.1 | | | Develop and distribute an occupant protection guide for law enforcement executives about occupant protection best practices and opportunities. | Number of guides distributed and publicized. | |
| 2C.2 | | Annual | Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges. | Presented to FSA and FPCA. | |
| 2C.3 | | | Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available. | LEL website updated and publicized. | |
| 2C.4 | | | Develop a best practices guide for Observational Safety Belt Surveys conducted by law enforcement agencies. | Guide developed and posted on LEL website and publicized. | |
| 2C.5 | | | Develop a Battle of the Belts best practices guide/toolbox. | Guide/toolbox developed and posted on LEL website and publicized. | |

GOAL 3: CHILD PASSENGER SAFETY

Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|-------|
| 3A.1 | | Annual | Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps. | List of active instructors created and updated annually. | |
| 3A.2 | | Annual | Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources. | CPTS-Is contacted. | |
| 3A.3 | | Annual | Conduct annual CPST-I meeting to share ideas and best practices. | Annual meeting conducted. | |
| 3A.4 | | | Coordinate with CPST-Is to contact CPSTs that need to renew their certification. | Number of CPSTs recertified (annually). | |

Objective 3B: Expand CPS Digital and Print Resources and Materials

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|-------|
| 3B.1 | | Annual | Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions. | TSRC reviewed; materials updated or replaced annually. | |
| 3B.2 | | | Develop and distribute educational materials on child seats and safety belts on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.). | Number of materials distributed. | |

Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|------------------------------------|-------|
| 3C.1 | | | Conduct an inventory of existing CPS Diversion programs in Florida and post results to FOPC website. | Inventory conducted. | |
| 3C.2 | | | Develop a model CPS diversion program based on Florida and national best practices. | Model diversion program developed. | |
| 3C.3 | | | Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot. | Potential locations identified. | |
| 3C.4 | | | Develop and distribute a CPS Diversion Program fact sheet for LE to distribute when issuing a citation for improper child restraint. | Number of fact sheets developed. | |

Objective 3D: Support Enhancement of Florida's CPS Laws

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|---|-------|
| 3D.1 | | Annual | Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices. | Model language reviewed annually; Adjustments made as needed. | |
| 3D.2 | | Annual | Annually review Florida' legislative proposals to identify opportunities for improved CPS specific model legislative language. | legislative language reviewed annually and reported to FOPC. | |

GOAL 4: OP FOR LOW USE GROUPS

Objective 4A: Focus Paid Media Activities on Low Use Groups

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|--|--|-------|
| 4A.1 | | | Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective. | Communications plan reviewed annually. | |
| 4A.2 | | Annual | Conduct post-CIOT Awareness Survey annually and present results to the FOPC. | Survey conducted and results presented. | |
| 4A.3 | | Annual | Provide annual updates to the FOPC on paid media strategies, activities, and results. | Presentation given to FOPC. | |
| 4A.4 | | | Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low use groups. | Number of Buckle Up Florida impressions. | |

Objective 4B: Expand Digital and Print Resources and Materials for Low Use Groups

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|---------------|-----------------------|-----------|---|---|-------|
| 4B.1 | | Annual | Annually review materials available on the TSRC to identify potential gaps or existing material revisions. | TSRC reviewed. | |
| 4B.2 | | | Develop and distribute OP materials for low use groups (including males 18-34, pickup drivers, and minority populations). | Number of materials distributed. | |
| 4B.3 | | | Develop and distribute materials related to passengers riding in the bed of a pickup truck. | Number of materials distributed. | |
| 4B.4 | | | Evaluate existing OP-related materials and develop new materials focused on minority populations. | Materials reviewed annually, updated as needed, and publicized. | |

Objective 4C: Support Enhancement of Florida’s Safety Belt Laws

| Action Step # | Action Step Leader(s) | Timeframe | Description | Performance Measures | Notes |
|----------------------|------------------------------|------------------|--|--|--------------|
| 4C.1 | | Annual | Annually review safety belt model language and suggest adjustments based on priorities and emerging best practices. | Model language reviewed annually; Adjustments made as needed | |
| 4C.2 | | | Develop a model safety belt policy for consideration by state agencies and other Florida businesses. | Model language posted on FOPC website and publicized. | |
| 4C.3 | | Annual | Annually review Florida’ legislative proposals to identify opportunities for improved safety belt specific model legislative language. | Legislative language reviewed and reported to FOPC | |