



Florida Occupant Protection Coalition

Meeting Report

August 2-3, 2022

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the August 2-3, 2022 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input type="checkbox"/>
Thomas Aspey	Seminole Police Department	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
William Berger	Florida Highway Patrol	<input type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Mark Boatright	Florida Highway Patrol	<input type="checkbox"/>
Art Bodenheimer	Florida Police Chiefs Association	<input type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Ryan Hathaway	Okeechobee County Fire Rescue	<input type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input type="checkbox"/>

Name	Organization	Attendance
Adam Harpstrite	University of North Florida, Institute of Police Technology and Management	<input checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Danielle Kessenger	Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input type="checkbox"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input type="checkbox"/>
Alan Mai	Florida Department of Health	<input type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>
Zakkiyyah Osuigwe	Santa Rosa County Development Services	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewey 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 type="checkbox"/>
Patrick Riordan	Florida Highway Patrol	<input checked="" type="checkbox"/>
Gregory Rittger	Orange County Sheriff's Office	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Al Roop	University of North Florida	<input type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input type="checkbox"/>

Name	Organization	Attendance
Amy Stafford	Hendry County Public Safety	<input checked="" type="checkbox"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input type="checkbox"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Petra Stanton	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		Attendance
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Wanda Tison	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

2.0 Meeting Notes – August 2, 2022

Welcome, Introductions, and Agenda

Danny Shopf, Cambridge Systematics, welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He reviewed the agenda, and the meeting followed.

FOPC Strategic Action Plan Subcommittee Breakout

Coalition members split into subcommittee groups organized around each goal of the strategic action plan. The subcommittee groups reviewed the action steps for their respective goals. Action step leaders updated committee members on activity progress and took notes on updates to share with the coalition during the Action Plan Report Out.

2021 Safety belt Use Rates By State

Jasper Masciocchi, University of Florida (UF), presented progress on researching states with safety belt use rates above the national average as part of Objective 1C. She provided an update on the literature review and methods used to identify the states and territories with the highest use rates over time. From 2012-2021 the states and territories with the highest use rates were California, Georgia, Hawaii, Oregon, D.C., Washington, Illinois, Michigan, Iowa, Minnesota, and Indiana. Her team compared the states and territories whose use ranking decreased the most based on 5 and 10-year averages. The states and territories whose ranking decreased the most were American Samoa, Guam, Connecticut, New Jersey, Utah, Wisconsin, Montana, Indiana, and New York. Additionally, the team compared the states and territories whose use ranking increased the most based on the 5 and 10-year averages. The states and territories whose safety belt use ranking increased the most were Minnesota, New Mexico, Alabama, Puerto Rico, Nevada, Ohio, Texas, Maryland, Kentucky, Oklahoma, and North Dakota. Florida's use increased slightly, maintaining the state's position near the median. Jasper then compared states and territories by law type (e.g. primary, secondary, or no adult law) and base citation fees.

Jasper cited Center for Disease Control (CDC) fact sheets that corroborated the relationship between the adoption of a primary law and a high use rate. She emphasized that all of the states with use rates above 90 percent had adopted primary laws. Additionally, several of the top states' primary laws are applicable to all passengers 16 and older. This differs from Florida's primary law that only applies to passengers in the driver and front passenger seat.

In summation, primary laws, increased penalty fines, high visibility enforcement, and nighttime enforcement programs were cited as key strategies to increase Florida's use rate.

Jasper concluded with next steps to focus on two to three states for case study interviews. The interviews would identify law enforcement mobilization efforts, media and campaign spending, education and encouragement with emphasis on diversion programs, and demographics.

More information can be found at [Safety belt Use Rates by State](#).

Participants had the following questions and comments:

- Leilani Gruener, Department of Highway Safety and Motor Vehicles (FLHSMV), asked if the states highlighted changed their laws to entail a primary offense?
 - Robert Chaffe, Preusser Research Group (PRG), noted that Rhode Island among others adopted a primary use law during this time period. He emphasized that the largest increases in the use rates in the data sheet provided by Jasper followed adoption of primary use laws.
- Chris Craig, Florida Department of Transportation (FDOT), asked if the research team could contact National Highway Traffic Safety Administration (NHTSA) representatives from these states and talk about different strategies being used for education and enforcement in these states.
- Robert said that there are two stories evidenced by the data provided. The first is the increase in safety belt use rates among the midrange states to a high rate and states that maintained their high use rates.
- Petra Stanton, John Hopkins All Children's Hospital, asked how many states PRG works in.
 - Robert said PRG has collected safety belt use rate data in eight to ten states this year, but emphasized the work is data collection not trends analysis.
 - Petra asked if Robert was familiar with any of the states ranked highest or states with the most significant increase in ranking?
 - Robert said PRG has worked with Georgia in the past, specifically for nighttime and pickup truck observation surveys. However, he noted that he is not familiar with data and why it is consistently high. He said PRG is not doing work in the top ten ranked states though.
- Danny asked if there is citation data from Texas that could inform a per capita comparison? Are Texas officers reluctant to write citations since the state's base fine is significantly higher than any other states?
- Leilani recommended the research team analyze where/how occupant protection programs are being funded.
- Jacob Gonzalez, Tampa Police Department, said that in his jurisdiction the local fees may make officers reluctant to write citations for drivers not wearing safety belts. He highlighted a "fix it" ticket example that could be used more readily by law enforcement agencies (a reduction in fine if the offender takes a diversion course, for example).
- Leilani asked if the research team looked at county based fines in addition to the statewide base fine? She said the average is about \$130 with increases if the offense occurs in a school zone.
- Tim Roberts, Law Enforcement Liaison Program (LEL), said the LEL team distributed a diversion program survey to state attorneys and law enforcement with very little response.

- Danny echoed Jasper's next steps saying the team should hone in on comparable states. At a future meeting the coalition will identify volunteers for the case study research.
 - Chris said a set of standard questions answering what does the coalition want to know from these states should be developed. He said to select two or three of the states with the highest increase in ranking as well as two or three states with highest decrease in ranking. He emphasized to note whether there was a statutory or enforcement change in each case.
- **The coalition suggested a presentation for Occupant Protection for Low Use Groups for next meeting.**
- Patrick Riordan, Florida Highway Patrol (FHP), asked if there are additional fines levied by insurance companies based on the number of safety belt use related tickets?
 - Jasper asked if additional insurance based fees are determined locally?
 - Leilani said that could be the case, but that fees applied by national insurance companies would likely be the same regardless of jurisdiction. She noted that there is an annual tax collector fee schedule that could identify which counties opt in to levy additional fines.
- **Robert and Jasper coordinating to select states to study with set of developed questions. Volunteers selected at a future meeting.**

Updated OP Tip Cards

Chris Craig led a group discussion to provide feedback on the Kids Aren't Cargo and Aging Road User Tip Cards. The coalition provided input and feedback on the tip cards. The feedback was recorded and will be implemented before the next meeting.

CPS Technician and Instructor Conference Session

Krista Ott, Gainesville Fire Rescue, provided an overview of the recent Child Passenger Safety Technician and Instructor Conference Session. Overall, the session was a success with significant attendance and provided significant network and connection value. She said the educator's association also thought the session was a success. Future plans may include expanding the session to the whole chapter at the conference.

Participants had the following questions and comments:

- Danielle Kessenger, Wolfson Children's Hospital, said she appreciated meeting technicians and instructors from across the state. Additionally, the conference session provided the opportunity to correct misinformation and to direct attendees to the Occupant Protection Resource Center, (OPRC). She noted that there were some concerns about travel costs from interested Child Passenger Safety Technicians (CPSTs) that could not attend.
- Krista said the registration process differed from other registration processes, potentially causing some confusion.
- Carissa Johns, Orange County Sheriff's Office, noted that CPSTs value opportunities to network.
- Julie Noble, Golisano Children's Hospital, praised the sessions as excellent and informative emphasizing the importance of connection.
- Patty Turner, University of Florida, agreed that the session provided a good networking opportunity as well as showing CPSTs available resources. She asked if the session could be expanded to include vendor participation?
 - Krista said the normal vendor showcase occurs Tuesday-Thursday and is not necessarily geared towards child passenger safety.
- Chris asked for an estimate of the number of attendees and if there was a registration fee.
 - Patty approximated 75 attendees, emphasizing that there were far more CPSTs than instructors. The registration fee was \$50.
- Krista said the organizers underestimated interest in car seat checks, noting that there were at least thirty attendees who wanted car seat checks.
- Danny asked if a conference session next year would have similar attendance?
 - Krista said it was hard to say, but was optimistic that this year's attendees would reach out to others for next year.

- Danielle said SafeKids is doing away with alternates for certification sign offs. She emphasized the importance of regularly sending reminder emails.
 - Chris asked if the coalition is sending out reminder emails.
 - Patty said recertification reminder emails are sent out at regular intervals.
 - Danielle strongly encouraged that the reminder emails are revised from mentioning *recertification* to say that the CPSTs *certification is about to expire* to compel CPSTs to recertify.
 - Willem de Greef, FDOT, and Patty will revise reminder emails to reflect this.
- Danny asked if the Child Passenger Safety subcommittee thinks it's a worthwhile event?
 - Danielle said any and all events where CPSTs can network is worthwhile. Ideally, there would be quarterly events by district.
 - There is going to be a virtual event after the Kidz in Motion Conference, which is intended as a networking event for instructors, and helps the subcommittee determine instructor and technician needs. The goal is to do this twice a year.
- Danielle and FDOH staff can be offered to help Krista in continuing endeavors.

Public Comment Period

There were no comments from the public.

Recap of Day 1

Danny gave a quick recap of Day 1. Day 1 adjourned at 4:30pm.

3.0 Meeting Notes – August 3, 2022

Recap of Day 1

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

OP Fact Sheet

Danny presented the annual OP fact sheet. He asked for the coalition's feedback on the data visualization elements. He noted that the fact sheet will be available on the FOPC website once finalized. He discussed the potential use of the fact sheet in conjunction with model language. He reiterated that the presentation of the data contained within the fact sheet can change. He said the fact sheet is intended to provide a high level overview of the occupant protection problem in Florida. He outlined the trends for fatalities and serious injuries and discussed the yearly observed safety belt usage rate, emphasizing the importance of the primary offense law, as well as the significance of Florida's consistency in maintaining a safety belt usage rate around 90 percent. The data team will continue to monitor whether or not changes in trends from 2020 will continue or become an outlier. Danny reviewed each section of the OP fact sheet asking for the coalition's feedback and comments.

Participants had the following questions and comments

- Leilani suggested adding a visualization that displays all age groups by percentage restrained compared to percentage unrestrained over time. She suggested it would show if the rates are changing over time.
- Danny noted that buckling up messaging is consistent year round and that road users that are not buckling up are not doing so consistently. He distinguished the pattern of behavior to other emphasis areas such as distracted or impaired driving.
 - Petra Stanton, John Hopkins All Children's Hospital, agreed but underscored the importance of how changes in routine affect driver behavior, especially for teens and parents. She cited that emergency room numbers are higher whenever there is a change in routine.
- Jacob noted that Saturday and Sunday are so high because Friday and Saturday night citations (after midnight) are grouped on the following day.
 - The night time spikes present challenges for law enforcement. It is harder to enforce safety belt laws at night. The demographics of the late night driver may be different than the day time driver, as well. Late night driving is also when several contributing factors are occurring including impairment, drowsiness, and speeding among others.
- Wanda Tison, UF, asked that of the urban and rural breakdown if we knew how many of those crashes are commuters from rural areas?
 - The analysis is limited to what is available on the crash report. It could be done, but it likely would not demonstrate a dramatically different breakdown in rural compared to urban crashes.

- Andrea Atran, FDOT District Two, emphasized the importance of geographic scaling. She said a statewide perspective may look different than what the districts see day to day.
- Jacob asked if there is an update on the action items related to occupant protection for low use groups?
 - The team is honing in on their target audience and intend to create different materials for different audiences.
 - Even beyond the district level, different communities within a large municipality, such as Tampa, have widely different usage rates.
- Andrea asked for clarification on the federal paid media requirements related to Click It Or Ticket.
 - FDOT's paid media for occupant protection is a two week intensive campaign that is part of the national Click It Or Ticket wave. There is more flexibility for materials, *Buckle Up* messaging rather than Click it Or Ticket, being an example. Target Zero will eventually have safety belt oriented messaging after its initial focus on speeding and aggressive, impaired, and distracted driving. Target Zero focus testing has found that to reach the target audience of young males ages 18-34, the messages need to focus on the effects of unsafe decisions on their family and sometimes friends rather than their individual safety. The recent NHTSA CIOT ads reflect this as well: [Knock at the Door | :60 - YouTube](#)
- The coalition recommended collapsing the 2nd row back, 3rd, 4th, and other seating positions for the seating position visualization.
- Jacob asked for clarification on the intended audience for the fact sheet.
 - The intended audience is the general public. The fact sheet provides a high level overview that should be accessible to anyone that has any level of understanding of the OP problem. However, more detailed data analysis can be provided for specific use cases.
- The coalition recommended creating maps that shows the statewide breakdown of unrestrained fatalities and serious injuries at the county level.

Updated OP Tip Cards

Chris Craig led a group discussion to provide feedback on the Buckle Up in Your Truck and Golf Cart Safety Tip Cards. The coalition provided input and feedback on the tip cards. The feedback was recorded and will be implemented before the next meeting.

Action Plan Report Out

Danny asked the coalition subcommittee groups to report out what was discussed in each subcommittee breakout group. He updated the FOPC Strategic Action Plan on-screen as each step leader reported out their next steps, which can be found in Appendix A. Follow Up Action Items are listed below:

- **Robert and Jasper coordinating to select states for further analysis for safety belt use rate best practices to begin case study interviews with developed questions. Volunteers will be selected at next meeting.**
- **Revisit and review model language.**

Public Comment Period

There were no comments from the public

Wrap Up and Next Steps

Danny noted the following FOPC meeting is scheduled to be held in-person in Gainesville, Florida.

- October 26-27, 2022
- February 15-16, 2023
- May 10-11, 2023
- July 26-27, 2023

Adjourn

The coalition meeting ended at 12:30pm.

Contact information for occupant protection questions:

Chris Craig, FDOT Traffic Safety Administrator Phone: 850.414.4009 chris.craig@dot.state.fl.us	Willem de Greef, FDOT Traffic Safety Program Manager Phone: 850-414-4048 willem.degreef@dot.state.fl.us	Jasper Masciocchi, UF T2 Center Training Specialist Phone: 352.273.1685 j.masciocchi@ufl.edu
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Appendix A - Florida Occupant Protection Strategic Action Plan

Updated August 3, 2022

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 2/16/22 & 2/17/22	In-person meeting conducted 5/18/2022 & 5/19/2022	In-person meeting conducted 8/2/2022 & 8/3/2022	
1A.2	Cambridge Systematics	Quarterly	Update progress on Occupant Protection (OP) Strategic Action Plan strategies to include recent implementation activities.	Action Plan progress updated quarterly	Posted on website	Posted on website	Posted on website	

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	CS Developing	CS will present at Aug 2022 meeting	CS to revise and post prior to Oct 2022 meeting	
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable)	Reviewing FARS, S4, and previous Fact Sheet	Reviewing FARS, S4, and previous Fact Sheet	Coordinating internally	
1B.3	Andrew Hopkins	Annual	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.)	Reviewing public health/trauma data	Reviewing public health/trauma data	Reviewing public health/trauma data	
1B.4	Doreen Kobelo	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Coordinating with Mark Solomon	Continuing to coordinate with FLHSMV and FARS	Will follow up at a future meeting.	

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Identifying states above 90%	Narrowing list to a few target states with consistently above 90%	Reported progress at Aug 2022 meeting	
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Identifying potential states	Identifying potential states	Identifying potential states	
1C.3	Leilani Gruener	Quarterly	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).	Attending upcoming coalition meetings	Attending upcoming coalition meetings	Attending upcoming coalition meetings	

Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1D.1	FDOT	Quarterly	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.	Updating current membership list	Continuing to monitor member participation	Will add agenda item to conduct detailed review of membership at Oct 2022 meeting	

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1D.2	Susie Kolb Dewey Painter	Quarterly	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.	Connecting with potential contacts. Will forward info to FDOT.	Petra is coordinating with American Association of Pediatrics (AAP) Susie has identified a retired pediatrician	Met with AAP and they are mostly interested in legislative topics. Will coordinate on model legislative language..	

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).	Reviewing SMFL and AARP examples.	Developing list of vehicle safety features	Developing list of vehicle safety features	
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)	Attending CAV safety meetings	Carissa presented on Safe Kids Automated Vehicles Alliance (SKAVA)		

GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Toolboxes created and available through LELs	Toolboxes created and available through LELs	Available through LELs	
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	LELs coordinating with agencies	LELs coordinating with agencies	Will present at Oct 2022 meeting	
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing	Distribution ongoing	Distribution ongoing	
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	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.	Identifying target agencies	Identifying target agencies	Identifying target agencies	
2A.5	Charles Kane	Quarterly	Develop and distribute a tip card for aging road users.	Number of tip cards distributed.	Conducting Tip Card revisions	Finalizing and will publish prior to next meeting	Reviewed at Aug 2022 meeting. Will finalize prior to Oct 2022 meeting	
2A.6	Charles Kane	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Coordinating prior to next meeting	CarFit will now allow in-person events again	Will coordinate with new CarFit representative when appointed	

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
2A.7	Tim Roberts Willem DeGreef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.		Included with CIOT enforcement activities	Ongoing. Will add to the COIT Survey Report to encourage nighttime enforcement	

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
2B.1	Charles Kane Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Under development	Survey has been updated and streamlined	Ongoing. Will update survey language.	
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under Development	

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
2C.1	Tim Roberts	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Under development	Under development	Under development	
2C.2	Tim Roberts	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.	Presented at FPCA meeting	Will follow up at Aug 2022 meeting	Presenting at FSA and FPCA prior to Oct 2022 meeting	
2C.3	Tim Roberts	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Reviewed and updated	Reviewed and updated	Complete	
2C.4	Tim Roberts	Annually	Develop a best practices guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Posted to LEL website	Posted to LEL website Considering adding guidance on demographic survey information	Complete	
2C.5	Andy Johnson Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FTSDC	Coordinating with FTSDC	Coordinating with FTSDC	

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	Feb 2022	May 2022	Aug 2022	Q1 2023
3A.1	FDOT	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.	List/Map available on OPRC	Working on identifying gaps		
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.	Compiling list of recently expired technicians	Compiling list of recently expired technicians	Will update when new statewide SafeKids coordinator is appointed.	
3A.3	Krista Ott Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Coordinating in-person instructor meeting	Agenda drafted	Virtual Meeting Scheduled Oct 2nd	
3A.4	Danielle Kessenger Sarah Haverstick	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Coordinating prior to next meeting	Still working on tracking down those that need to renew	Will update when new statewide SafeKids coordinator is appointed.	
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.	Number of CPST-Is trained.	Coordinating training.	Training will be offered before Kids In Motion conference. Will hold another training after (targeting November)		

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
3B.1	Patty Turner Danielle Kessenger	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.	In progress	In progress	In progress	
3B.2	Chris Craig Leilani Gruner	Short-Term	Develop and distribute educational materials on child seats and s on golf carts (partnership with law enforcement, Visit Florida, FDOH, Safe Kids, etc.).	Number of materials distributed.	Coordinating with FDOT and FLHSMV	In Design. Will share at Aug 2022 meeting.	Reviewed at Aug 2022 meeting. Will update prior to Oct 2022 meeting.	
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and s at school pick-up/drop-off lines	Number of materials distributed	Reviewing Orange County examples	Danielle K will share draft content prior to next meeting	Under development Will review at Oct 2022 meeting.	
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	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	Feb 2022	May 2022	Aug 2022	Q1 2023
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs in Florida and post results to FOPC website.	Inventory conducted.	Contacting counties to inquire about programs	Continuing to coordinate with counties and courts	Compiling info about existing diversion programs. Meeting Sept 9th to discuss best practices	
3C.2	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation.	Model diversion program developed.	To be completed after 3C.1	To be completed after 3C.1		
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2	To be completed after 3C.2		
3C.4	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	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.	To be completed after 3C.2	To be completed after 3C.2		

Objective 3D: Support Enhancement of Florida’s CPS Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
3D.1	Julie Noble Danielle Kessinger	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.	Will review following legislative session	No changes needed following 2022 legislative session	No changes needed following 2022 legislative session	
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	Tracking legislative activities	No CPS-related changes following 2022 legislative session	No CPS-related changes following 2022 legislative session	
3D.3	Petra Stanton	Medium-Term	Coordinate with the Florida Department of Children and Families to update their Child Transportation Log to include confirmation of proper child restraint usage.	Transportation Log updated.		Petra will identify a DCF contact	Contacted DCF. They suggested a standardized course delivered at the local level.	
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives					

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	Feb 2022	May 2022	Aug 2022	Q1 2023
4A.1	Michael Binder	Annual	Review and update the OP Communications Plan to ensure communications strategies and target audiences (Action Step 1B.2) remain effective.	Communications plan reviewed annually.	To be completed after 1B.2	To be completed after 1B.2	To be completed after 1B.2	
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Under development	Under development	Will present at Oct 2022 meeting	
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Pending CIOT media campaign	Presented at May 2022 meeting		
4A.4	Andrea Atran Dewey Painter	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Reviewing materials on TSRC	Reviewing materials on TSRC	Reviewing materials on TSRC	

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Reviewing TSRC	Reviewing TSRC	Collecting a list of materials currently under development.	
4B.2	Jasper Masciocchi	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Identifying materials	Identifying materials	Developing a list of available materials and identifying gaps	
4B.3	Chris Craig David Summers	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Revising draft tip card	In Design. Will share at Aug 2022 meeting.	Reviewed at Aug 2022 meeting. Will update prior to Oct 2022 meeting.	
4B.4	Andrea Atran Dewey Painter	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewing TSRC	Reviewing TSRC	Reviewing TSRC	

Objective 4C: Support the Expansion of Programs that Encourage and Support Occupant Protection for Low-Use Groups

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
4C.1	TBD	Short-Term	Partner with the Safe Mobility For Life Coalition to increase the number of CarFit Events in Florida	Number of CarFit events conducted	CarFit not meeting in-person yet	CarFit approved to meet in-person again. Will follow up in Aug 2022	Will coordinate with new CarFit representative when appointed	
4C.2	Chris Craig	Short-Term	Coordinate with Florida's Community Traffic Safety Teams (CTST) to identify regional and local occupant protection challenges	List of local and regional challenges developed	Meeting CTST coordinators	Meeting CTST coordinators	Meeting CTST coordinators	
4C.3	Chris Craig	Medium Term	Coordinate with Florida CTSTs to identify specific occupant protection materials and best practices and implement pilot programs, where appropriate	List of materials and best practices developed Number of pilot programs conducted	To be completed after 4C.2	To be completed after 4C.2	To be completed after 4C.2	

Objective 4D: Support Enhancement of Florida’s Laws and Policies

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Will review following legislative session	No changes needed following 2022 legislative session	Will review at Oct 2022 meeting. Specifically will review language about number of occupants in a vehicle.	
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Under development	Under development	Under development	
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC	Tracking legislative activities	No -related changes following 2022 legislative session	No safety belt-related changes following 2022 legislative session	