



Florida Occupant Protection Coalition

Meeting Report

December 8-9, 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 checked="" type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input 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 type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" 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 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 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"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input checked="" 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"/>
Jasper Masciocchi	University of Florida, Florida OPRC	<input checked="" type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Mostyn Mullins	Lake Placid Police Department	<input checked="" type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<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 type="checkbox"/>

Patrick Riordan	Florida Highway Patrol	<input 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 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 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 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 type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance:

- Adam Harpstrite, IPTM
- Lucy Gonzalez Barr, UF
- Julie Noble
- Blair Cope

2.0 Meeting Notes – December 8, 2021

Welcome, Introductions, and Agenda

Alan Amidon, Cambridge Systematics, welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He asked attendees to introduce themselves. Alan reviewed the agenda, and the meeting followed.

Law Enforcement Materials Development and Distribution Update

Charles Kane, Law Enforcement Liaison, gave a presentation on the number of Occupant Protection Resource Materials distributed statewide and by Law Enforcement Liaison (LEL) district. He provided a preview of the 2022 Florida Click It or Ticket (CIOT) and Border to Border (B2B) enforcement operation. There will be a paid media

campaign from May 16, 2022, through June 5, 2022. The enforcement mobilization will take place from May 23, 2022 through June 5, 2022. He summarized the CIOT and B2B participation by agency type in 2019 and 2021, as well as the activities conducted by the participating agencies. Lastly, he provided an update on the Elder Diver Tip Card intended to assist law enforcement officers when encountering elder drivers during traffic stops.

Participants had the following questions and comments:

- Danielle Kessinger, The PLAYERS Center for Child Health and Wolfson Children’s Hospital, said that the number of CPS technicians displayed in Charles’s presentation reflects law enforcement CPS techs.
 - Charles agreed and said that the agencies change from year to year as well. It is not a true reflection of law enforcement technicians throughout the state, as not all agencies are reporting.
- Jasper Masciocchi, UF, said to include a ruler with simple messaging on the back side of the elder tip card.
 - Charles said that is a good idea, but that the size may limit having a full ruler printed on the tip card.

Observed Safety Belt Usage Update

Mark Solomon, Preusser Research Group, gave a presentation on the 2021 Safety Belt Use Survey in Florida. The annual survey is designed to estimate usage during daylight hours, provides information on the characteristics of belt use, and provides a “yardstick” for measuring change over time. Mark reviewed the counties included in the statewide survey and the survey methodology. He discussed the breakdown of safety belt use by road type, vehicle type, sex, age, and race/ethnicity. Key takeaways include:

- Florida’s statewide safety belt use rate for 2021 is 90.1 percent, near the all-time high of 90.6 percent in 2018.
- Florida is maintaining the upward trend in safety belt usage with an increase of 9.2 percentage points over the last decade.
- There is room for improving use rates on local roadways, by occupants in pickup trucks, males, and occupant ages 16-34.
- He recommended looking at additional data sources and using *Countermeasures That Work* to address low use groups.

Participants had the following questions and comments:

- Chris Craig, FDOT, said that both the 2021 Safety Belt Use in Florida Final Report and the 2021 Child Restraint Survey Final Report are available on the FOPC website:

[2021 Florida Statewide Final Report.pdf \(floccupantprotection.com\)](#),

[2021 Child Restraint Survey Final Report - 8-18-21.pdf \(floccupantprotection.com\)](#)

- Mark said if participants want to know more or dive deeper into the data to forward those requests to Chris. There is always more in the dataset if the coalition can use it advantageously, pending FDOT approval.

- Chris said that he will answer any question besides the exact survey locations.
- Mark said all the locations are changing next year.
- Andrea Atran, FDOT D2, asked since the locations are changing next year, can this year's locations be released to further investigate the low use in Duval County.
 - Mark said different sites within a county can paint a different use rate picture.
 - Andrea said Duval is large and different.
 - Mark emphasized the consistent increase in Alachua County.
 - Andrea emphasized the consistent messaging over the last 20 years through her team. She reiterated that it would be helpful if the Duval sites were at least released to her. She asked if they could be released at the zip code level, as her team needs something targeted to work from for community messaging.
 - Chris said he could probably release the zip codes but needs to double check with NHTSA.
 - Mark said it would be interesting to produce a shaded zip code map. He mentioned that the sites are randomly selected, however.
 - Chris said as long as it is not the exact point, it should be releasable, pending NHTSA approval.

Kids Aren't Cargo Tip Card Update

Chris reviewed the background on the Kids Aren't Cargo Tip Card. Chris displayed the first draft of the Kids Aren't Cargo Tip Card to receive the coalition's input and feedback. He walked through each section of the tip card and recorded the coalition's thoughts. Chris thanked the coalition for their input and said he would coordinate with the design team to update the tip card.

Tri-County CPS Technician Meeting Update

Carissa Johns presented on a recent retention program for Child Passenger Safety Technicians in Orange County. She said that classes were being taught, but that technicians were not necessarily recertifying. She said her team wanted to create a solution. Approximately ten certification classes are taught annually that bring in people from across the state as well as outside of Florida. Even with local technicians there is not enough maintenance of certification. The team developed and implemented a technician retention program. The goals of the program are to reduce last minute recertification requests and increase participation in community events. She mentioned that several certified technicians must maintain their certification through their job, but do not necessarily want to be certified. This creates a situation where those employees allow their certification to lapse, followed by respective supervisors sending those employees through the full certification class multiple times. It does take seats away from other potential candidates. The methods include regular communications through a monthly newsletter that kept technicians updated on upcoming events, as well as a social media group.

This initial communication was not enough. The next step was offering quarterly technician meetings, pairing them with Continuing Education Units (CEUs). Although named "tri-county," attendance and engagement extended beyond Orange, Osceola, and Seminole counties. This meeting provided networking opportunities, provided a forum for

updates from attendees' respective counties, provided program and grant updates, as well as local needs and staffing assistance. During the meeting, resources were shared. The team developed a monthly calendar that was color coded based on technician needs such as practice, community education, CEUs and meetings, and instructor sign off availability. Also developed were partner location lists and virtual check lists so that technicians can internally refer technicians to the right resources. This has been done for years but needs to incorporate things needed in our community. An example session looked at the LATCH manual and identified updates based on technician needs through Safe Kids Worldwide and CEUs. Expected outcomes include increasing engagement, knowledge, and skills, develop resource list for non-certified partners to promote CPS activities in the area, expand on heat stroke awareness, create a network to connect hospital with non-hospital technicians to bridge divide, and expand work in poorer areas and partnerships. Carissa provided implementation notes. She said making it fun is critical through opportunities such as meet and greets, ice breakers, group activities, networking lunches, and survey on needs and interest. The team wants meetings to be beneficial. The team asked what the technicians want to get out of meeting and what will make it beneficial. Due to the pandemic, less technicians recertified. She said many did not know certification was extended. She emphasized making recertification accessible and communicating early and often. She said the team created and provided a tutorial in navigating the certification website.

Next steps include offering local technician instructor of the year awards or other things that make them feel acknowledged and valued, help to mentor new instructor candidates, and develop resources for technicians outside of major hospital setting.

Participants had the following questions and comments:

- Ginny Hinton, UF, asked if the CEUs update could be sent out statewide once developed? She would be happy to expand this model in the panhandle.
 - Carissa said the whole point is to retain technicians. Share everything. More than happy to work with everyone on CEU opportunities.
- Danielle asked CEU approved sessions and present them in person? Making sign offs accessible? Are parents coming in, or are they installing in cars?
 - No that's at a checkpoint event.
 - She said they had to turn people away because of the number of people interested.
- Danielle said this is excellent and could serve as a statewide model.

Traffic Safety Resource Center Update

Chris asked Alan to display the Traffic Safety Resource Center website currently under development. It is anticipated to be completed before the coalition's next meeting in February.

Chris said the impetus for the website was the recurring partner feedback of having difficulty locating traffic safety materials. Law enforcement in particular was looking for more community outreach materials.

The site is designed to be a one stop shop for traffic safety resources with no cost to the partner ordering materials from the resource center. The website design is ongoing. The public interface is working, but the software behind the site is still being worked on.

The site is organized across four different areas:

- Topics
- Campaigns
- Target groups
- Language

Materials are downloadable as high-resolution PDFs and can be ordered in hard copy format. The shopping cart function tracks the login information. The site also cross populates materials across program areas. Materials for riding a bicycle while impaired was provided as an example that is available under program areas. Once ordered, the materials are shipped free of charge. The site contains numerous topic areas. The different safety coalitions will assist in identifying gaps. Once complete, the Traffic Safety Resource Center will be significantly promoted. The Law Enforcement Liaison program will still exist. The Traffic Safety Resource Center is intended to provide community partner materials. A valuable piece of this model will be the ability for each coalition to view what the others have produced, and potentially blend and adapt what is effective for other partners. On average it is anticipated that materials will ship to an agency within two weeks. These materials are spread out across multiple sites currently. The completion of this site will coincide with the closing of the other sites.

Participants had the following questions and comments:

- Will there be specific branding to the resources on the Traffic Safety Resource Center?
 - There is a logo. Ultimately it is a government site, will not be flashy, it is hosted by FDOT. UF will be supporting it. Aesthetically, it will resemble a typical FDOT site, but it will provide all the resources traffic safety partners would want.
- Having everything in one place is helpful.
 - Chris said a lot of feedback reflects the difficulty in navigating the scattered sights. The site will help with coalition collaboration. As an example, DUI technically applies to bicycles. Materials from one coalition will be adapted to other emphasis areas and will increase distribution of materials.
- Will reporting be done at OPRC and the Bicycle and Pedestrian websites?
 - Reporting will eventually be done through the Traffic Safety Resource Center, but UF is still working out the details of that process.
 - Danielle said it would be great to see reporting going to the state again. Many people are not using national digital check form for a variety reasons. The only numbers are coming in from places distributing seats.
 - Patty Turner, UF, asked what is needed in terms of support.
 - Danielle said there is no reason to report to the state until the state requires it.
- Does the state cover training costs?
 - No. The state can cover some, but not all the training costs.
- How does NHTSA access car seat data to determine funding?
 - Danielle said if an instructor gets a stipend, the instructor must travel on PTO or unpaid time. \$ 1,500 covers travel, hotel and time, but is often not enough. She said she can send program reports at any time, but has no reason to.
- How does this affect the coalition's funding?

- Chris said it does not affect the coalition's funding. NHTSA only asks about what they paid for. NHTSA looks at materials distributed and law enforcement involvement, not just the distribution of child passenger seats.
 - Danielle said NHTSA funds the surveys expecting increases. Why not the same for CPS?
 - Chris said we need to look at what Carissa is doing and how it can be supported, expanded, and aid distributing more materials.
- It seems like the focus of the coalition is simpler than in the past. The collation used to give CPS technician updates throughout the state and the state used to provide large numbers of car seats
 - Chris said NHTSA mandates the amount of car seats to be distributed. He noted the coalition is spending the maximum amount through the award to UF. The coalition can prioritize collaboration. The challenge is the work capacity.
- Amy Artuso, National Safety Council, asked if CPS technicians are receiving seats from state, are technicians expected to report them.
 - Danielle said that was the hope, but Safe Kids does not use the digital system because it would be duplicative and unpaid work. Sometimes there is not enough data to report. Safe Kids reports the seats from the state for certification course, and seat checks. The only reporting is saying the seats were distributed.
- Jasper said OPRC does not have a way to connect the seat check information with NDCF.
 - Amy said she does not understand how.
 - Jasper said the challenge is the monthly check form. OPRC differentiates between OPRC seats and non OPRC seats, allowing for a total, but this went away when the digital car seat check form was started. OPRC has no way to know if it was reported in the digital car seat check form. She can see if the seats were *not* reported, but there is no way to see if the seats *were* reported. There needs to be some guidance on what can be done in terms of student volunteers to complete the duplicative work of digitizing the paper form.
- Chris asked what the advantage is of getting data in the national system.
 - Jasper said the intent was to centralize everything in one place. She said it is not as simple as how many car seats checked. It requires the input every car seat and is duplicative for people using paper forms.
 - Amy said it is only duplicative for Safe Kids. It is supposed to relieve work. NHTSA does work to report into as it is the only national database. If you use the NDCF it automatically tallies the number of car seats checks and is tied to individual technicians.
 - Chris asked how Safe Kids can be brought onboard.
 - Amy said Safe Kids want paper forms. There has not been enough communications between the two systems due to security concerns. Unless Safe Kids worldwide changes their system, the solution is using the paper forms, posing the duplicative work challenge. Another barrier is when digitizing paper forms, people do not want to use personal devices. Donated money could potentially be used for tablets without cellular capability, but that is a paradigm shift for car seat checks. Florida is number one on the list for the replacement of old tablets with the expectation of utilizing the national database.
- There appears to not be a place for signature, the coalition member's city legal is not okay with that. Has that changed?
 - There is a place for signature, but no Personal Identification Information(PPI). There is a unique ID number that is generated that is used on paper to correlate with database.
 - That gets back to the duplicative effort. In court context want to know who that car seat was for.
 - Amy said she will work with the coalition member's agency.
- Chris said Drug Recognition Experts (DREs) created a national database. Reporting to the national database is a requirement for recertification. This could potentially be a long-term solution that would address the problem.
 - Danielle said CPS is different because of tripod system of NHTSA, Safe Kids, National Child Safety Board managed by NSC, where each organization has a different role within the national system. Certification is with Safe Kids, and the check form is with NSC. The systems do not communicate, making that an unlikely solution.
 - Chris noted that DREs did see a drop in certifications after implementing the requirement.

- Amy said different states are doing what they want. Indiana is a leader. She said it comes down to state deciding if it is worth committing to or not.
- Jasper said if you distribute 24 seats, it would be expected to see that number in NDSF.
- Chris asked if reporting is required for seats provided by the state?
 - Jasper said there is no way to look without pulling all the state's data and looking at increase year over year and hoping it correlates with what is entered on paper forms.
 - Amy said that part of tiered access of the system allows you to look per technician and agency as a program manager
 - Jasper said Leilani might have had access but Patty and her do not have that access.
 - **Amy said she will follow up to grant program manager access to Jasper and Patty.**

Public Comment

There were no comments from the public.

3.0 Meeting Notes – December 9, 2021

Recap of Day 1

Alan 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.

FOPC Strategic 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. Considering 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 Reviewed Goal 1: Program Management

Participants had the following questions and comments:

- Melissa Valido, FTSD, said that teens come up with lowest seat belt usage and are worth including demographically.
 - Danny said the 18-34 age bracket could be expanded to include 17 and 16 years old, maybe even 15-year olds.
 - Chris said the current age bracket is 16-34, but does not include 15-year-old. He agreed that 15-year-olds olds are worth including due to their overrepresentation.
- Jasper said UF distributed a survey to ten states with the highest belt use rates to determine best practices for increasing the safety belt use rate past 90%.
 - Danny said action item 1C.1 would follow the same procedure.
 - Lisa Nichols, Wolfson's Children Hospital, asked if there would there be a way to look at top metropolitan areas compared to rural areas, the racial discrepancy, and places doing well with our target audiences.

- Chris said that action step 1C is focused on safety belts. He asked if the coalition would consider doing something similar for CPS seats. He said he has reached out to his counterpart in Georgia, and that Carissa's Tri County Retention program would be a great example to highlight.
 - Danny said such a literature review and best practice scan for CPS seats may fit better in Goal 3.
- Danny said the action step 1C.2 charges the FOPC to regularly coordinate with other traffic safety coalitions highlighting how the Traffic Safety Resource Center as a good example. He said there should be more consistent coordination with other coalitions. The performance measure for this action item is the number of coalitions coordinated with. This performance measure is left vague: does it mean the number of joint coalition meetings or other coalition meetings attended by coalition program managers, etc.?
 - Danielle said she liked the idea of coalition collaboration due to the overlap between them.
 - Jasper suggested an annual combined coalition meeting.
 - Charles said Chris is in a unique position to facilitate such a meeting as he is actively coordinating with most if not all the coalitions.
 - Chris said there are quarterly coalition program manager meetings, but are in need of developing those meetings further. TRCC is considering what data elements are needed for the coalitions to improve activities.
 - Danny said Chris sits on multiple coalitions with several points of contact. The action step should be to strengthen coordination and streamline collaboration. He also said an agenda would have to be carefully crafted to be relevant for all attendees.
 - Danielle suggested having a symposium comprised of breakout sessions every couple of years rather than an annual meeting.
- Danielle said the coalition could invite friends of the coalition for one of the meetings as part of maintaining a robust and active membership.
 - Danny said a virtual meeting may have higher attendance presenting good opportunity for friends of the coalition to be engaged. He said a hybrid meeting poses challenges for virtual participants to hear and participate. It is unlikely hybrid will occur, but may be an option.
 - Chris said a hybrid meeting was attempted for a Motorcycle Safety Coalition meeting. He said it was good for listening in for the presentations, but that listeners cannot hear others' in the making participation a challenge.
 - Andrea said there needs to be multiple mics in the room.
 - Chris said that most of the coalitions are meeting in bigger rooms with more spacing which makes it more challenging, even with a high tech room.
 - Danny said it will be necessary to find a space that is equipped for a hybrid meeting, but has so far been unsuccessful.

- Chris asked if the coalition identified the Florida Department of Children and Families (DCF) as a target to expand FOPC membership since the assessment did not recommend it.
 - Melissa said DCF was a partner, but that between the Central Behavioral Health network, Florida School Board of Associations and Parent Teacher Association, DCF is overtasked. She said there is not one specific contact at DCF and that they are more of a partner or friend that will push out information, but would not regularly attend quarterly meetings. Melissa said she will continue to focus on the Florida Department of Education membership.
 - Margaret Kolb, DeMond Kolb and Associates said she **will reach out to Education contact about school transportation management.**
- Melissa identified the Florida Highway Patrol as a potential coalition member.
- Jasper suggested having minority group representation.
 - Danny agreed, but noted it would need to be specific.
- Lisa asked if EMS-C are involved. Phillis Hendry is the lead. Lisa said she will bring up participating with her at their next meeting.
- Charles recommended distributing a formal letter of introduction for request for participation.
- Chris said the coalition support group is collecting information related to the skillsets present.
- Charles said the process should be centralized with one point of contact.
- The Safe Mobility for Life coalition has examples of best practices related to emerging technologies that impact their strategies that could be adapted for Occupant Protection.

Danny reviewed Goal 2: Enforcement

Participants had the following questions and comments:

- Charles said the materials distribution presentation from Day 1 discussed Click it or Ticket Resource Toolbox
- Tim Roberts, FDLE, gave recommendations on the toolbox. He recommended folding vinyl in a cardboard box with room for logos on a 4x6. He recommended looking at the distribution map and Highway Safety Matrices to determine the best place to distribute.
- Charles said the aging road users tip card was discussed yesterday.. He said 45 days advance notice is required to provide materials on the website. He said the file format needs to be accessible, as many agencies cannot download compressed files.
- Tim discussed the Seat Belt Myth Busting Fact Sheet. He said it aligns with Below 100, the law enforcement safety program that aims to eliminate preventable line-of-duty police deaths and injuries through training and awareness. He said the IACP is reworking the seatbelt training video as the current video on the website is from 2010.

- Art Bodenheimer asked how long is the video?
- Tim said the video can be edited down. He said he will provide a USB copy of the video once edited.
- Tim said the coalition is not moving forward on the distribution of safety belt extenders.
- Art is presenting at FPCA. He said he intends to focus on reengaging officers in issuing citations.
 - Chris asked about the details of the meeting and if the coalition and support team were needed to develop presentation materials.
 - Art said the meeting is the following Tuesday and speaking time is 45 minutes for all the different committees with each speaker having 5 minutes to quickly highlight key points. The main point of discussion is how to reengage officers.
 - Chris said the results from seat belt survey last year may be able to be incorporated and to promote this year's survey.
 - Danny asked Chris to coordinate with Art about presentations and speaker notes
- Charles asked if assessors provided successful and adaptable examples of increasing officer safety belt use?
- Andrea asked if members of the coalition would present survey results to the Sheriff's Association.
 - Danny said a presentation highlighting the high-level takeaways could be developed and incorporated.
 - Melissa said she previously brought a speaker to that conference. She emphasized that it should be a traffic contact. She said she is coordinating with Steve Levitt.
- Chris said **2.C.2 should have another task to develop a presentation.** Currently the action item only says present.
- Melissa said Battle of the Belts is more teen focused, but added that as the statewide effort launches, law enforcement will be vital to distribution. She said there needs to be a plan with an OP specific initiative. She said she will coordinate with TSDC and assist the OP coalition. She said there needs to be a stakeholder in each county, but added that prizes cannot incentivize use posing difficulties statewide. She emphasized how critical law enforcement agencies are. She added that MADD has a similar model that could be adapted where the top three would receive a recognition, prize, or plaque. She said part of the kit could include SROs and local dealerships partnering to create a program to push in their respective county.

Danny reviewed Goal 3: Child Passenger Safety

Participants had the following questions and comments:

- Danielle said instructor retention is updated annually.
 - Danny asked the if the lists were updated recently?

- Danielle said it is a challenge due to the pandemic as CPSTs are spread across the state with some areas that do not have lead instructors. She said she teaches in areas without oversight due to other priorities, work, etc. to pay for mentoring. She wonders why there is not a coalition specifically focused on Child Passenger Safety.
 - Chris said NHTSA wraps CPS and safety belts together. The OP coalition covers both items in the action plan.
- Danielle asked if the OPRC or the coalition program manager is responsible for annually reviewing and updating the lists?
 - Jasper said OPRC pull lists of tech and instructors once a month. The current list of certified technicians does not identify who is active. The OPRC did put out a survey, but received a low response rate. She said another department is mapping car-fitting stations.
- Danielle said Goal 3 is different than Goals 1 and 2. She asked if Safe Kids could help administratively?
 - Charles asked if Safe Kids conducts regular analysis done on technicians?
 - Danielle says Safe Kids has access to the information to do so.
 - Danny said that part of the action step is leader identification. Action step leaders are responsible for coordination and are directly accountable.
- Could an annual instructor meeting similar to Carissa's Tri-County Meeting take place?
 - Danielle said Carissa's program is a great seed, but a statewide meeting would need sign offs.
- Are there reminder emails for recertification?
 - Jasper said Safe Kids sends out email 90 days out. OPRC sends out emails saying technicians need to renew. She said a lot of members are maxed out on time, posing challenges for volunteering to be action step leaders. Are there ways to reward instructors?
 - Would need to find a new funding source to do awards.
- Danielle said it would be helpful to have large seat checks around the state to have appropriate sign off opportunities, certainly for areas that do not have seat checks on a regular basis. Regional updates offering Continuing Education Units and check offs would greatly enhance the number of those recertifying. OPRC and Safe Kids only covers 42 percent of counties. She said the challenge last year was getting travel approved. She suggested doing a roadshow.
 - If it has a lot of travelers, it will require approval from the Governor's Office.
 - **Regroup with UF about what's feasible. Chris said to see what Safe Kids are covering, don't duplicate efforts and to come back with a better answer for next meeting.**
- Are there any Child Passenger Safety Materials Specific to Golf Carts?

- Danielle said there are no child safety seat manufactured or allowed on golf carts.
- David Summers, Health Care District Palm Beach County, said North Florida has tip cards due the significant amount of golf cart use. He noted that the number of injuries is small, but the severity is high due to head trauma. He said the number is always increasing.
- Danielle said there should be a Golf Cart Tip Card.
- Andrea said existing social media outreach should be sent to coalition to adapt for resource center.
 - Lisa said there was a Facebook live event that she will send along as well.
- David said that in Palm Beach County there are 1.2-1.5 million people, 5,026 patients, 35 golf cart injuries across all age groups. He said the number of less serious injuries in local ER and doctors' offices is unknown. He said seven were pediatric and 27-28 were adults. He emphasized the small number, but significant nature of golf cart injuries.
- Danielle said state statute requires CPS Diversion Program approval from judicial circuit.
- Petra Vybiralova, Johns Hopkins All Children's Hospital, asked if data is available?
 - The data exists, but is not readily available. It will be incorporated as part of the fact sheet update.
- Art said all agencies should have information turned into state by January 1.

Danny reviewed Goal 4 OP for Low Use Groups.

Participants had the following questions and comments

- Danielle anticipated there being another minority task force for increasing safety belt use for low use groups.
- Educational materials on child seats and safety belts on golf carts were identified as potential subject gaps for the Traffic Safety Resource Center to develop materials.

Coalition Charter and Membership Discussion

Danny provided background on updating the coalition charter. He said it has not been updated in several years, with the last update occurring five years ago. UF recently sent out applications to update the coalition's membership and account for the variety of skillsets available to the coalition. Rather than a true "application," the form is intended to stay up to date with the latest changes related to members' agencies, organizations, positions, and titles. It was noted that NHTSA requires this documentation as a contingency for funding. The correspondence with UF is more of a survey of existing members than a true application; no current member that is meeting their coalition duties will be denied membership.

The distinction between members and friends of coalition was discussed. Membership is not a full-time job, but the demands may be too much for some. Friends of the coalition are able to stay up to date with coalition activities without being tasked with activities between meetings. The membership discussion is relevant for the identification of action step leaders who will be coordinating activities discussed in the coalition's updated action plan.

Participants had the following questions and comments:

- Chris emphasized that this is not an approval process, the coalition support team is collecting information to meet federal requirements on reporting.
- Art reiterated its importance for NHTSA.
- Petra asked if there was information on how the charter is being reviewed
 - Chris said he is looking at all the coalitions to make sure members are actively participating as the main charge of coalition members is participation.

Wrap Up and Next Steps

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

- February 16-17, 2022
- May 18-19, 2022
- July 14-15, 2022

Adjourn

The coalition meeting ended at 12:00pm

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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	Consider breaking out 15-19 as an additional secondary group. FHSMV finished its data update in October. Cambridge Systematics is downloading and analyzing the data. The analyzed data will be brought to a future meeting to talk through developing and publishing an up-to-date fact sheet.
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).	
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.	Consider looking at urban/rural areas separately. Also consider looking at other breakdowns (areas that represent our primary audiences)
1C.2			Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	
1C.3			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.	<p>American Association of Pediatrics, FL Chapter Child Transport Groups (social agencies?) DCF (foster parent organizations?) Central FL Behavioral Health Agency might be a better fit than DCF. FL School Board Assoc. and PTA ☒</p> <p>Margaret Kolb, she will reach out to Education contact about school transportation management.</p> <p>Melissa identified the Florida Highway Patrol as a potential coalition member.</p>

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.	Toolboxes created. Continuing to developed additional OP materials to include
2A.2			Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Notes
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.	Target sending out in January.
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.	Some national resources are being updated and those are available on the LEL website
2B.3			Distribute safety belt extenders to law enforcement officers.	Number of extenders distributed (include questions about this in the survey).	Not moving forward at this time.

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 and/or presentation 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.	Art plans to share a highlight video at the next FPCA meeting.
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.	LEL's provide this info on their website
2C.5			Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Probably more of a teen initiative. Revise to distribute

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).	Regroup with UF about what's feasible for a roadshow, see what Safe Kids are covering, don't duplicate efforts and come back with a better answer for next meeting.

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.	Need to add an element to coordinate with Judicial branches.
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.	Existing data that is not readily available will be incorporated in next update.

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	