



Florida Occupant Protection Coalition

Meeting Report

February 12-13, 2025

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the February 12-13, 2025 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"/>
Brennan Blanchard	Florida Department of Transportation	<input checked="" type="checkbox"/>
Keith Bourgault	Okeechobee Fire Rescue	<input checked="" type="checkbox"/>
Melanie Brocato	Broward County Sheriff's Office Department of Fire Rescue & Emergency Services	<input checked="" type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input type="checkbox"/>
Megan Case	CarFit	<input checked="" type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Melissa Hamrick	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	Public Opinion Research Lab at the University of North Florida	<input checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Alexis Kagiliery	National Safety Council	<input type="checkbox"/>
Danielle Kessenger	Silver Linings Safety	<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"/>
Gerald McCabe	Florida Department of Transportation, District 7	<input type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Christopher Norwood	Hendry County Sheriff's Office	<input type="checkbox"/>
Zakkiyyah Osuigwe	Santa Rosa County	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<input checked="" type="checkbox"/>
Tonya Randolph	St. Joseph's Children's Wellness and Safety Center – Safe Kids	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input checked="" type="checkbox"/>
Amy Stafford	Hendry County Public Safety	<input checked="" type="checkbox"/>
Morgan Stirling	Fort Walton Beach Police Department	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Rachele Solomon	Memorial Healthcare System	<input type="checkbox"/>
Petra Stanton	Johns Hopkins All Children's Hospital	<input checked="" type="checkbox"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Stacy Tyrell	Florida Department of Transportation, District 7	<input type="checkbox"/>
Kathryn Wall	Safe Kids Palm Beach County	<input checked="" type="checkbox"/>
Jasmine Webb	Florida Department of Health	<input type="checkbox"/>
Hanna Wells	South Walton Fire District	<input type="checkbox"/>
Kathy White	Florida Department of Transportation	<input type="checkbox"/>
Morya Willis	Traffic Safety Partner	<input checked="" type="checkbox"/>
Sandra Winter	University of Florida Department of Occupational Therapy	
Nick Wollschlager	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Mike Zinn	Florida Department of Transportation, District 7	<input checked="" type="checkbox"/>
Jordyn Zyngier	University of Florida Health Shands Children's Hospital Trauma Services	<input checked="" type="checkbox"/>
Coalition Support		Attendance
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Jason Rogers	University of Florida	<input checked="" type="checkbox"/>
Wanda Tison	University of Florida	<input type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Bradley Franco	University of Florida	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Crystal Mercedes	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance

David Burt, FLHSMV

Melissa Gonzalez, FLHSMV

DaN'a Perry, FLHSMV

2.0 Meeting Notes – February 12, 2025

Welcome, Introductions, and Agenda

Danny Shopf, Cambridge Systematics (CS), welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He facilitated a round of introductions, gave an overview of the agenda, and the meeting followed.

FLHSMV Standard Crash Report Form

Chris Craig, Florida Department of Transportation (FDOT), introduced Melissa Gonzalez, Florida Department of Highway Safety and Motor Vehicles (FLHSMV) to set the stage by providing the background context for Melissa's presentation. He said that the standard crash report form, which underlies all crash data, has not been updated in 14 years. Melissa and her team applied for and were successfully awarded a State Electronic Data Collection (SEDC) grant from the National Highway Traffic Safety Administration (NHTSA) to update the FLHSMV crash database. Melissa and her team from FLHSMV are attending each of the FDOT Traffic Safety Coalitions to gather feedback on what changes each coalition would like to see. Chris emphasized the importance of balancing competing needs between data users and law enforcement, noting that data users tend to want to add more fields to improve analysis and data driven decision making, while law enforcement tends to want to have less fields to clear the scene of crashes as quickly as possible. He said that Melissa will discuss the required elements that will have to be included in the updated crash report as part of the SEDC grant agreement as well. He encouraged coalition members to provide their feedback for FLHSMV to develop a wish-list of items to add that can then be evaluated for inclusion in the updated form.

Melissa introduced herself and provided her background working in traffic records both at FLHSMV and FDOT. She then provided a high level overview of the SEDC grant award, the project goals and timeline. The overall purpose of this project is to align Florida's crash report form with the 6th edition of the Model Uniform Crash Criteria (MUCC). Part of the grant award included alignment scores that provide guidelines for where Florida can improve. Melissa said that based on those guidelines she incorporated crash report elements of interest into her presentation to demonstrate the types of changes being made through this project, with a few for each section of the crash report and those elements relevant to the topical area of interest for each traffic safety coalition. She said that her team is looking for feedback to take to their leadership and to inform next steps.

As part of the background on the project, Melissa noted that Florida was awarded an \$8.5 million grant on January 15th, 2025 with funding from the Infrastructure Investment and Jobs Act (IIJA). The SEDC grant's purpose is to provide states resources to update crash systems and facilitate transmission of data to NHTSA. The requirements of the grant include public input. To meet that requirement FLHSMV is asking the coalitions what is missing from the crash criteria. Melissa emphasized the complexity and interdependence of updating the crash database. For example, she noted that adding a field for witness phone numbers required 1,200 technical hours without updating any manuals or documentation.

Next, Melissa discussed the SEDC goals, noting that this is a five-year project that will conclude in 2029. The first phase of the project is MUCC alignment and crash database planning to keep up with technology trends, integration with other databases, and the development of a data governance plan. Melissa then gave an overview of the annual crash and fatalities submission. Florida is ranked third in the number of fatalities

nationwide. She noted that 99 percent of crashes are being reported electronically. Currently, Florida is compliant with the 3rd edition of MUCC. She noted that aligning with the latest edition of MUCC, provides consistency in data definitions and compliance in the Model Inventory of Roadway Elements (MIRE), National Emergency Medical Service Information System (NEMSIS), and the Fatality Analysis Reporting System (FARS). Overall, the Florida crash database is only 45.22 percent aligned with the MUCC 6th edition. Melissa then went through relevant sections of the crash report, discussed their alignment ratings, and the required and recommended data elements to increase alignment. She emphasized that the approach to collecting, consolidating, evaluating, and implementing coalition feedback is under development, but noted that a virtual report out could be an option as well as specific outreach through the Law Enforcement Liaison (LEL) program where the required fields are highlighted to focus feedback on gaps.

Participants had the following questions and comments:

- Danielle Kessenger, Silver Linings Safety, asked if under the Airbag Deployed element the infographic can be modified.
 - Melissa encouraged coalition members to send resources such as graphics to her at melissagonzalez@flhsmv.gov
- Andrew Hopkins, University of North Florida (UNF), Public Opinion Research Lab (PORL), asked if video cameras at intersections could be used to validate information in the crash database?
 - Intersection cameras tend to be owned by local agencies and are often live stream only. Additionally, FLHSMV does not have access to those cameras and crash analysis is not FLHSMV's role. FLHSMV's role is to be the statutory custodian of records.
- Jasper Masciocchi, University of Florida (UF), asked if law enforcement agencies send paper crash reports to FLHSMV?
 - Yes, approximately 5,000 crash forms are submitted to FLHSMV via paper crash reports. FLHSMV reviews the forms for quality assurance and a third party vendor enters the forms into the crash database.
- Jasper asked what are the big pieces that Florida is missing compared to other states?
 - Data validation occurs at the database level and aligning definitions with federal definitions are some of the larger gaps. Additionally, there are attributes within different elements in the crash report that Florida is simply not collecting. These updates are ultimately intended to improve safety analysis.
- Andrew asked if there were common errors between agencies of certain sizes serving similarly populated regions?
 - The Accuracy, Completeness, and Timeliness (ACT) report provides some ratings broken down by agencies, but there have been challenges in providing that report directly to agencies. Despite the challenges, the team is striving to make it more accessible and to include vehicle and driver elements for accuracy and completeness. Additionally, the Florida Crime Information Center (FCIC) and National Crime Information Center (NCIC) are pulling

from the driver and vehicle databases, which should match the information on the crash report, but if it does not match then the data quality output is only as good as the data quality input.

- Zee Osuigwe, Santa Rosa County Development Services, asked for clarification on the process of entering paper forms into the crash database. Is there overlap in the agencies submitting paper crash reports and agencies identified as inputting common errors?
 - Melissa emphasized that the challenge goes beyond the agency or officer level, noting that there are close to 11 different software vendors serving 350 agencies.
 - David Burt, FLHSMV, said that the team contacts individual agencies to email their reports. Once the team has the ATC reports, higher level data could be extracted to analyze by region and agency size.
- Krista Ott, Gainesville Fire Rescue, asked if the guidelines provide definitions?
 - MUCC is exactly that. It is a 493 page document. The crash manual, in comparison is 113 pages. Additionally, the guidelines provided explain the why behind the change in definitions. An additional challenge is the discrepancy between some statutory definitions and MUCC. There are also user validations in MUCC.
- Danielle asked how many states are complaint with MUCC 6th edition?
 - Melissa emphasized that compliance is not quite the right word, noting that the MUCC is more of a set of recommendations and best practices to streamline data transmission and analysis between state and federal data systems. Most states have implemented MUCC 5 and are transitioning to MUCC 6, however most states do not have as big of a database as Florida or the number of crashes and fatalities that Florida does. Additionally, other states have resources that Florida does not have due to agency limits. One of the larger challenges facing Florida is the lack of validation due to many agencies not prioritizing documentation.
- Jasper asked if the software vendors and law enforcement agencies have to follow the recommendations?
 - Structured testing compels the vendors to follow the structure. TraCS currently serves 200 agencies that submit 60 percent of annual crash reports statewide and will be the partner through which these changes are piloted. There will also be additional outreach with the e-crash vendors. However, the e-crash vendors also work with numerous contractors, presenting a large communications gap that has to be closed.
- Keith Bourguault, Okeechobee Fire Rescue, asked if FLHSMV pulls data from the fire rescue system as well?
 - No, FLHSMV is the custodian of driver records and is charged with ensuring that crash data is organized in a uniform format. Any interactions with other agency databases would need to go through a governance and MOU process.

- Danny noted that emergency medical information presents challenges due to the presence of personal identify information.
- Chris emphasized that it is challenging enough with 350 law enforcement agencies. He said it would be a monumental undertaking to integrate fire and EMS with law enforcement and the crash database, especially when state agencies are relying on the crash database to do analysis.
- Morya Willis, Traffic Safety Partner, noted that there were previous efforts to merge data from emergency runs, trauma records, and police records. Even with efforts undertaken to eliminate data that would fall under HIPPA, there was extraordinary pushback from unlikely sources.
- Melissa said that integrating data systems is one thing. The question then becomes how are the systems linked? Tying it to location could be the key, but there is no statutory requirement to do so. EMS agencies have similar challenges as law enforcement agencies (LEAs) in National Emergency Medical Services Information System (NEMSIS), but are not required to do electronic reporting or location. To successfully link databases, a unique identifier code would need to be developed.
- Morya asked about how micromobility devices such as e-bikes, scooters, and one-wheels would be incorporated?
 - The new fields will break micromobility into two groups with definitions that determine where each device falls. There will be an additional subgroup that delineates between motorized and non-motorized.
 - Morya asked if there was anything in the trauma registry that would provide a better sense of what different devices are out there and what types if any are involved in crashes.
 - Melissa noted that she would discuss with Brenda Clotfelter, Florida Department of Health (FDOH), micromobility and the trauma registry.
- Melanie Brocato, Broward County Sheriff's Office, identified the need for officer education to identify misuse of devices and asked if training will accompany changes to the crash report?
 - Melissa emphasized that this type of feedback is why the team is going to the traffic safety coalitions. She encouraged coalition members to share recommendations or example images for fields relevant to their focus areas.
 - Jasper asked what officers enter when a child is improperly restrained? She emphasized that part of the coalition's role in convening a network of stakeholders to educate officers on identifying misuse.
 - Amy Artuso, National Safety Council, noted that the free online resource Car Seat Basics for Law Enforcement could be included in the best practices guide. She said the resource identifies types of misuse and that gross misuse is the most likely to be identified. Additionally, there are Law Enforcement Liaison (LEL) tip cards that educate on the existing law that could be used as a starting point.

- Chris Craig said that there will be coordination with FLHSMV once the updated report is adopted to disseminate educational materials for law enforcement on changes, noting that farther along in the process when the changes to the data elements are finalized the coalitions can start designing materials.
 - Melissa said that by September 2025 the crash report will be updated visually and the crash manual and data dictionary will also be updated by September. Once those items are approved, work on implementing changes within the database will occur. She emphasized that by the end of 2025 there will be a clear indication about which changes will be feasible. Implementation of those changes will take several years.
- Danielle asked if Action Step 2C.1 could be expanded to include outreach to LEA executives specifically for the crash report update?
- Danielle said that there is a feedback form utilized in the CPS certification process that could be used to collect feedback for this as well.
 - Melissa noted that the team is weighing how to survey stakeholders while emphasizing the challenge of three pages worth of data elements that would need to be in the survey.
 - Amy said she will send an example survey that could be adapted.
- Chris encouraged coalition members to send comments and recommendations to the FOPC leadership and support team, noting that they will coordinate with Melissa and her team.

FOPC Membership Breakdown Presentation

Chris presented on the current composition of the FOPC. He provided context for this presentation noting that every year as part of the Annual Grant Application (AGA), the FDOT State Safety Office must document and report the coalition's membership by focus area to NHTSA. He emphasized that NHTSA is interested in ensuring that the group represents a broad set of viewpoints across occupant protection stakeholder groups. Since its creation in 2017, the FOPC has grown to 41 members with 23 members focusing on Child Passenger Safety (CPS), 11 focusing on Occupant Protection for Low Use, and seven focusing on law enforcement. Chris said that coalition members should be cognizant of the size and representation across the coalition as a whole and within each focus areas, emphasizing that currently there is a need for additional representation within the Law Enforcement and Low Use focus areas.

Participants had the following questions and comments:

- Andrea Atran, FDOT District 2, noted that she was a part of the Low Use group, not CPS.
- Danielle emphasized that coalition leaders should follow up with Danielle Campbell, Orlando Police Department, about her membership on the coalition.
- Megan Case, Safe Mobility for Life Coalition, noted that she should be added to the Low Use group, as well.
- The CPS group as a whole recommended further analysis of the membership within the CPS group.

- Amy asked if the coalition leadership was looking at attendance patterns to determine who to recommend become friends of the coalition?
 - Yes, UF and FDOT track attendance which can be used to inform full membership and friend status on the coalition.
- Petra Stanton, Johns Hopkins All Children's Hospital, asked if the focus areas are predetermined?
 - Yes, the focus areas are guided by NHTSA and are implemented through the Action Plan. While revisiting NHTSA guidance and reorganizing the Action Plan is possible, it could potentially divide the Low Use group even further.
- Jasper noted that if every CPS subject matter expert on the coalition brought an LEA subject matter expert, the coalition would struggle to find a space to fit everyone and asked if there was a cap for the number of coalition members?
 - Chris noted that there is not a strict cap, but NHTSA emphasizes balance among the coalition membership.
- Andrea noted that not having a virtual option and the long travel time from South Florida may deter participation in the coalition. Additionally, sending out the agenda with enough lead time for potential participants to obtain necessary travel approvals could encourage participation as well.
- Chris reiterated that if there are additional interested CPS participants, to hold off adding them to the coalition for now.

FOPC Strategic Action Plan Subcommittee Breakout

Coalition members split into subcommittee groups organized around each goal of the Strategic Action Plan. The subcommittee groups are organized around three goals:

- Enforcement
- Child Passenger Safety (CPS)
 - To focus the Child Passenger Safety (CPS) subcommittee two groups were organized around the following Objectives:
 - Objective 3A: Expand, Improve, and Retain CPS Technicians and Instructors
 - Objective 3B: Expand CPS Digital and Print Resources and Materials, Objective 3C: Support Mandatory Diversion Programs for First-Time Child Restraint Offenders, and Objective 3D: Support Enhancement of Florida's CPS Laws and Policies.
- Occupant Protection for Low Use Groups

The subcommittee groups reviewed the action steps for their respective objectives. Each subcommittee will have a virtual check in meeting before the next coalition meeting.

Model Policy for State Agencies and Florida Businesses – Update

Willem de Greef, FDOT, provided an update on the model policy for safety belt use and child passenger safety for state agencies and businesses operating in Florida. He noted that the draft policy was developed from portions of the Florida Administrative Code (FAC). After providing the background on the model policy development, Willem reviewed updates since the coalition discussed the policy at the previous meeting and asked for additional feedback. The coalition praised the plain language of the policy and moved to finalize the draft. Willem thanked the coalition for their feedback and said the finalized policy will be posted to the coalition website. He said the CPS specific model policy would be presented to the coalition at the May meeting.

Participants had no questions or comments.

FL Task Force on Vehicular Heat Stroke

Amy Artuso, National Safety Council (NSC), presented on the Florida Vehicular Heat Stroke Task Force (FVHTF). She provided background on the National Safety Council, programs managed by the NSC, and the National Child Passenger Safety Board. She congratulated Danielle Kessenger for receiving a 2024 award from the board. She noted that several Florida advocates were nominated for awards in 2024 and encouraged coalition members to nominate CPS professionals working in Florida for the national awards in 2025.

Amy discussed the NSC Pediatric Vehicular Heatstroke (PVH) resources and the program's background. She noted that the program operates through a cooperative agreement with NHTSA and hosts a national stakeholder's workgroup. Within the workgroup there is a research and technology committee that has developed state-specific task forces. Amy emphasized that Florida has the second highest fatality rate for pediatric vehicular heat stroke, only behind Texas. She said that the task force is modeled after the Texas task force.

Next, Amy discussed Ariya's Act that designated April as Hot Car Death Prevention Month in Florida to raise awareness of the dangers of leaving children unattended in motor vehicles and to educate the public on how to prevent hot car deaths. She said that the act encourages numerous state agencies to sponsor events on specific topics that promote public awareness and education related to the dangers of leaving children unattended in motor vehicles and how to prevent hot car deaths. She emphasized that any public awareness campaign must address:

- Proper motor vehicle safety
- Steps a bystander can take to rescue a vulnerable child in imminent danger
- The criminal penalties associated with leaving a child in a motor vehicle unattended or unsupervised.

Then Amy discussed the regional distribution of Florida pediatric vehicular heatstroke deaths. She said that from 1998-2024 there were 114 deaths in Florida. Duval, Broward, Miami-Dade, Lee, Orange, and Hillsborough counties were listed as counties where deaths had occurred and where public education campaigns would be the most effective.

Amy concluded by providing the FVHTF website link, several resources, and asked coalition members to help recruit, distribute toolkits, and to register April events on the task force webpage.

Participants had the following questions and comments:

- Julie Noble, Golisano Children's Hospital-Safe Kids SWFL, asked if coalition members joining the FVHTF task force would be a way of balancing the FOPC membership?

- Amy said membership opportunities on the task force may be limited, but there are several partnership opportunities between the task force and the coalition.
- Any asked if collaboration with the task force could be added as an Action Step to the OP Strategic Plan?
 - Chris Craig said it depends on the need and purpose of the collaboration. He noted that NHTSA guides the content in the strategic plan through the assessment process. He emphasized that partnering with task force could work and that NHTSA funds may not be available.
- Patty Turner, UF, emphasized that if a bystander sees a child in a hot car, the bystander can break a window if the child is in duress and the bystander has good intentions, noting that the temperature in a car goes up 20 degrees every ten minutes.
- Jasper noted that the number of deaths occurring would not connect with the crash report and that the Florida Department of Health would have that information.
- Petra asked if there was heat stroke prevention training for daycares?
 - Amy said that would likely be considered workplace training, but the task force should be proactive in communicating with daycares. Florida Department of Children and Families does include heat stroke prevention as part of their training that are required for daycares.
- Melanie noted that there is a technology component to preventing these deaths.
 - Jasper added that vehicular heatstroke is a problem for anyone in a car including the elderly and pets.
- Andrew asked if there was data for tickets being written for leaving children in cars?
 - Amy said the task force is not currently funding research, but are working on a proposal to build out more activities related to preventing PVH.
- Chris noted that there was a limited requirement in IIJA to address this issue but noted that the challenge is that there are limited strategies in Countermeasures That Work (CTW), which largely determines what type of activities NHTSA supports.
 - The manufacturers in the Auto Alliance for Innovation are voluntarily adding technology to their vehicles. There are currently alerts and detection systems using in-vehicle technology.
- Patty noted that there could be an opportunity to distribute children in hot car tip cards at car seat installation events.
 - Melanie noted that her and Megan Case from CarFit collaborated on joint venture events, but there really needs to be a tailored audience. Few of the attendees were looking for both car seat installation and older driver awareness.

Public Comment Period

There were no public comments.

Day 1 Recap

Danny provided a brief recap of Day 1, thanked everyone for their participation and reminded coalition members that Day 2 of the FOPC meeting would be held at the FDOT State Materials Office starting at 9 am.

3.0 Meeting Notes – February 13, 2025

Recap of Day 1

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

Orange County CPS Diversion Program

Carissa Johns, Orange County Sheriff's Office, presented on the Orange County CPS Diversion Program. She provided a timeline of the program in the Orange County area. She noted that as law enforcement became more educated about child passenger safety more citations were written. However, many of the offenders could not afford a car seat let alone a traffic ticket. The goal of the diversion program is to improve compliance without causing a financial burden.

The Child Restraint Offender's Program (CROP) started in 1993 and is a three hour course in Orlando that is an alternative to paying a ticket. Carissa noted that the curriculum was designed to emphasize the importance of proper safety belt and car seat usage. Carissa emphasized that many of the offenders enter the program skeptically, but leave it believing in the importance of CPS. She noted that class sizes are typically between 15-25 people and that the program prioritized the curriculum to be recognized by the state. She said it was critically important for those administering in the program to not judge those enrolled in it and provided an overview of upcoming program enhancements.

CPS Diversion Pilot Program

Amy presented on the CPS Diversion Pilot program that is being funded through FDOT as a demonstration project. The objectives of the project include building a model program with a national focus to advertise diversion as a best practice and engage key stakeholders for feedback in program development. Additionally, a draft report will be submitted within the first year that will identify anticipated actions to apply the pilot to other jurisdictions as well as statewide and identify potential challenges of expanding the program.

Participants had the following questions and comments:

- Who is teaching CPS diversion courses?
 - Currently Amy, Danielle, and Rhonda Cerulli, FDOH, are teaching the diversion course. The program has already identified that further coordination between teachers and court system will be needed.
- What stakeholders are needed for a successful diversion program?
 - A sustainable way to provide car seats is the primary challenged of this program.
- Jasper asked if there was a way to have law enforcement outreach as part of the program?
 - Tim Roberts, LEL, provided officer feedback that every local agency in every judicial system will be different.

- Jordyn Zingier, UF Shands Children Hospital Trauma Services, expressed concerns for consistency in delivering the message of the program to all staff cohesively. She noted that there is a lack of resources in north-central Florida to sustain a program. Challenges vary from obtaining a judge's approval and differences in requirements that even vary between agencies within the same county.
- Jasper wondered if one of the requirements to receive NHTSA funds could include active participation in CPS week?
 - Andrea emphasized that many agencies do participate in CPS week already and requiring participation for funding would not necessarily decrease the variation across agencies and court circuits.
- Krista cautioned that there is a fine line between pushing and encouraging agencies, emphasizing the importance of effective coordination. She said that keeping all affected agencies in the loop is critically important so that agencies delivering these services are not blindsided by requests from people referred from partner agencies. She emphasized the need for statewide consistency and how long travel times are not tenable for program longevity.
 - Amy agreed that there needs to be a phased approach so the program can be properly scaled without overwhelming participating agencies.
- Danielle said that in Jacksonville seats were not provided, but connections to local resources that provided discounted seats were distributed. She emphasized that providing seats is considered to be a best practice, but that providing information about lower cost seats is better than not providing seats.
 - Amy said that the aim is to connect the diversion program with the fitting station location map and the national digital car seat check form, but noted that there are several moving parts that require extensive coordination which will be reflected in the recommendations included in the project report.
- Morya asked if there was a charge to be in the diversion class?
 - Florida Safety Council charges 35-40 dollars, but they typically reduce the penalties on the driver's license.
- Morya provided historical background on how multiple stakeholders can collaborate on a program while sharing the burdens so that first responders are not the one's carrying the program and emphasized that any program has to be accessible and supported.
- Petra added that in Pinellas County there is not a designated diversion course, but some Pinellas judges will send offenders to car seat check events. Many offenders had car seats that were improperly installed. She emphasized that having a streamlined process is good and added that the law enforcement perspective on the Safe Kids Council is that offenders are motivated to participate by the incentive of not receiving a citation. She emphasized that the program should reduce points and fees and reiterated that law enforcement's biggest concern is writing a citation that puts the offender farther away financially from buying a car seat.

- Amy emphasized that this will be an iterative process that will be adjusted based on lessons learned from key audiences.
- Morya added that the context in rural counties is vastly different as well. Many Sheriff's departments only have a handful of personnel. Every county is required to have a health department, but they are also overtasked.
- Chris emphasized that this program is about demonstrating that diversion works. He added that it is going to be different in every jurisdiction, but the pilot program can set the ground work so that if a community wants to set up a diversion program they can and have a best practices guide and turnkey toolkit to do so.

CarFit Presentation

Megan Case, Statewide CarFit Instructor, Safe Mobility for Life Coalition, presented on the CarFit program. CarFit is an educational safety program developed in collaboration with AAA, AARP, and the American Occupational Therapy Association. CarFit is designed to help aging drivers improve the "fit" of their vehicles for safety and comfort. The program promotes conversations about safe driving and provides information on community-specific resources that enhance safety and increase mobility.

Megan emphasized the importance of programs such as CarFit due to Florida adults living longer, driving longer, and driving more miles with many older drivers outliving their ability to drive safely by seven to ten years. She added that older drivers are more likely to self-select to drive during non-peak times and are less likely to engage in risky driving behaviors, but are more likely to be injured in the event of a crash. She noted that older drivers are overrepresented in traffic fatalities.

As one of the Safe Mobility for Life Coalition's programs, Megan reviewed CarFit's program objectives. She emphasized that CarFit is an opportunity to start a non-threatening conversation between older drivers and their medical providers, to stay safe behind the wheel, and to connect with community resources. She emphasized that CarFit is not an evaluation or tool to take away older driver's keys, noting that the information gathered from CarFit events is not shared or reported, is purely educational, and does not include a mechanical inspection. The CarFit checkup elements consist of a 12 point check list that includes items such as: safety belt use and fit, mirror position, seat position, line of sight, position relative to gas and break pedals and vehicle controls. Megan noted that occupational therapists participate in the program and help to bridge the gap between families and elders through connecting them with resources. She emphasized that CarFit and its volunteers do not assess older adults' ability to drive.

Megan then discussed the different volunteer roles within a CarFit event. She said all volunteers are trained using a train-the-trainer model and that only instructors can train event coordinators, who in turn host events and train technicians to assist at CarFit events. Occupational therapy practitioners participate as community volunteers that coordinate with older adults one-one-one, which requires an additional 30 minute training. That training also allows for the practitioner to conduct individual CarFit checkups outside of community events, adding convenience and accessibility to the program.

Megan concluded by discussing ways that coalition members could collaborate further. She said coalition members can attend a training, recruit volunteers, and promote events in their respective areas.

Participants had the following questions and comments:

- Andrea asked about the breakdown in the number of CarFit volunteers, coordinators, instructors, and occupational therapists volunteering?
 - The list is available on website and will highlight if the volunteer is an occupational therapist.
- Andrew asked if there was more success in doing collaborative events or standalone CarFit events?
 - It varies and depends on the context. Generally collaborative events are starting to work more. She emphasized the importance of local knowledge and familiarity to drive attendance to safety events.
- Zee asked if there were virtual training options?
 - Event coordinator training can be done virtually. Technician training is more complicated.
- Julie asked if there was a list of technicians?
 - The list is on the on the website, but can only be accessed through a volunteer account
- Jasper praised the effort in conducting online training events and indicated that any upcoming trainings could easily be added to the Occupant Protection Resource Center (OPRC) website.
- Amy noted that CarFit has potential applications for novice drivers as well.
 - Megan agreed, but emphasized that Safe Mobility for Life's focus is on older populations.
 - Leilani Gruener, FLHSMV, noted that her agency's teen focused subgrant funded project does similar things for teens.
 - Mike Zinn, FDOT District 7, added there is a version for DOT employees as well and that the Teen Driver Challenge covers similar items.
- Danny asked if there were any engagement partnerships with car dealerships?
 - Car dealerships could be worthwhile community partnerships, but sometimes there are challenges in differing priorities that prevent effective collaboration.

Occupant Protection Newsletter

Jasper Masciocchi, University of Florida (UF), presented the Occupant Protection Newsletter. The first newsletter's focus is on sharing the story of UF's OP activities. She displayed the fall newsletter and asked coalition members what they would like to see in the newsletter. She noted that the fall newsletter was distributed to over 1,500 people with a 40 percent open rate. She said the most clicked on links were CEU webinars, the CPS fitting station locator map, and new curriculum webinars.

Jasper discussed the six-week timeline for the development of the newsletter. She asked coalition members to submit their events and keep her informed of things to be included in the newsletter. She emphasized that the team is collecting articles for the spring newsletter and encouraged the coalition to submit article ideas and feedback.

Participants had the following questions and comments:

- Julie recommended posting the newsletter on the FOPC website.
- Carissa recommended including topics beyond CPS for the next newsletter to broaden the audience.
- Amy suggested adapting the curriculum feedback form to streamline the feedback process and to add a visible subscription button.
- A presentation focused on process improvements for the scholarship program was identified as a future agenda item.

Action Plan Report Out

Danny led the coalition in the Action Plan Report out. Action Step leaders provided updates on their respective action steps. Updates are available in Appendix A.

Public Comment Period

There were no comments from the public.

Wrap Up and Next Steps

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

- May 7-8, 2025
- July 21-22, 2025

Adjourn

The coalition meeting ended at 12:30 pm

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Florida Occupant Protection Strategic Action Plan

Updated February 13, 2025

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 05/15/2024 & 05/16/2024	Meeting cancelled	In-person meeting conducted 11/13/2024 & 11/14/2024	In-person meeting conducted 02/12/2025 & 02/13/2025
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	Updated action plan during subcommittee meetings	Posted on website	Posted on website.

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	Under Review. Will present at Q4 FOPC Meeting	Will present at Q1 FOPC Meeting.	Presented on 11/13/2024	Presented on 11/13/2024
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 latest traffic records; will update accordingly	No change.	No change.	No change.
1B.3	Andrew Hopkins Amy Stafford	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.)	Exploring Biospatial	Considering including Biospatial info in Fact Sheet.		Analyzing Biospatial data
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Analyzed survey history. Low awareness for primarily Spanish speaking households.	Survey data indicates FL's rural counties (Group III) are lowest use.	Focusing on rural counties

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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 priority best practices for FOPC consideration	Identifying priority best practices for FOPC consideration	Looking at how we can implement our version of High Five Program. Mark to present at next meeting.	Continuing to discuss High Five. Mark to present at a future 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.	Ongoing	Ongoing	Ongoing	Ongoing.
1C.3	Willem de Greef	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.	Attending upcoming coalition meetings.

Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Ongoing.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
1D.2	Susie Kolb Dewey Painter Petra Stanton	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.	Ongoing. Also looking at Pediatricians	Ongoing. Also looking at Pediatricians	Ongoing. Faith Based Organization? Amy has someone that might work. Fransisco.Pan toja@dot.state.fl.us.	Ongoing. CS to coordinate with FDOT to review prior membership rosters and identify gaps.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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).				No updates available.
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?)				No updates available.

GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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.	Available through LELs	Available through LELs	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>	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting	Tim presented After Action report at Q2 meeting	Will present at a future 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	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.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.	Ongoing. Focusing on the Highway Safety Matrix.
2A.5	Nick Wollschlager	Quarterly	Develop and distribute tip cards for aging road users.	Number of tip cards distributed.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.	Printed and ready for distribution. Complete.
2A.6	Nick Wollschlager	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Ongoing.	Ongoing.	Ongoing.	
2A.7	Tim Roberts Willem de Greef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Complete	Complete	Complete	Complete

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
2B.1	Tim Roberts Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Tim presented at Q2 meeting	Tim presented at Q2 meeting	Will present at a future FOPC meeting.	Will present at a future FOPC meeting.
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	Under development

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
2C.1	Jacob Gonzalez Nick Wollschlager	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.	Presented at Q2 meeting	Presented at Q2 meeting	Will present at a future meeting.	Will present at a future meeting.
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.	Ongoing. Will present to FPCA in August.			
2C.3	Nick Wollschlager	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.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practice guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
2C.5	John Askins Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and 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	May 2024	Aug 2024	Nov 2024	Feb 2025
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.	Ongoing. Waiting on website.	Ongoing. Waiting on website.		
3A.2	Willem de Greef Patty Turner	Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Annual survey conducted.	Annual survey conducted.		
3A.3	Carissa Johns Danielle Kessenger Danielle Campbell Petra Stanton Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Networking meeting at Kids In Motion in Orlando in August			
3A.4	Willem de Greef Patty Turner	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Included in the survey. Automated email system.	Included in the survey. Automated email system.		
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.	Working on scheduling future trainings.	Working on scheduling future trainings.		

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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.	Ongoing.	Ongoing.	Low use groups need languages beyond Spanish and Creole	
3B.2	Chris Craig Willem de Greef Leilani Gruner	Short-Term	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.	Updates ongoing	Updates ongoing		
3B.3	Danielle Kessenger Danielle Campbell Carissa Johns	Short-Term	Develop and distribute educational materials on child seats and safety belts at school pick-up/drop-off lines	Number of materials distributed	Complete and being distributed.	Complete and being distributed.	Complete	Complete
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	Will review at Q3 Subcommittee Meeting		Complete	Complete
3B.5		Medium-Term	Develop and distribute CPS Responsibility Guide to potential CPST Supervisors to ensure they understand expectations of CPSTs	Number of materials distributed	Could have this tied to the stipend/scholarship. Maybe something separate that's just for information ?			

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs and post results to FOPC website.	Inventory conducted.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie.	Complete – Orange and St. Lucie
3C.2	Ginny Hinton Susie Kolb Ronda Cerulli Amy A	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation and approval by FLHSMV.	Model diversion program developed.	Ongoing	Ongoing		NSC is working on developing a model program. Amy presented on 02/13/2025.
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli Mark	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	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	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	May 2024	Aug 2024	Nov 2024	Feb 2025
3D.1	Julie Noble Danielle Kessenger	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.	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting	Reviewed and revised at Q3 Meeting
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.	Nothing relevant.	Nothing relevant.		Nothing available yet.
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.	Will coordinate with 3C activities.	Will coordinate with 3C activities.		
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives		Will coordinate with 3C activities.	Will coordinate with 3C activities.		

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	May 2024	Aug 2024	Nov 2024	Feb 2025
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	Update ongoing.
4A.2	Michael Binder	Annual	Conduct post-CIOT Awareness Survey annually and present results to the FOPC.	Survey conducted and results presented.	Will update at Q4 meeting	Will present at Q1 Meeting.	Presented on 11/14/2024	Presented on 11/14/2024
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Presented at Q3 FOPC Meeting	Presented at Q3 FOPC Meeting	Presented at Q3 FOPC Meeting	Will present at future FOPC meeting
4A.4	Andrea Atran Dewey Painter David Summers Miranda Sargent	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.	Materials available.	Materials available.	Materials available.	Materials available. Discussed value of virtual materials and distribution

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
4B.1	Andrea Atran Brain Dean	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Ongoing	Schedule time to review materials.		Ongoing.
4B.2	Jasper Masciocchi Miranda Sargent	Short-Term	Develop and distribute OP materials for low-use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Identified African American Seatbelt Safety Toolkit.	CS to send to FDOT.		Discussed creating standard social media posts to share with partners
4B.3	Chris Craig David Summers Miranda Sargent	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran Dewey Painter David Summers	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewed materials. Focused on creating pickup trucks and Spanish materials			

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	May 2024	Aug 2024	Nov 2024	Feb 2025
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	Expect CarFit coordinator in Q4			To coordinate with Megan to identify OP materials to include at CarFit events
4C.2	Chris Craig Miranda Sargent	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	Ongoing. Evaluating popular materials and considering creating our own.	Ongoing	Ongoing	Ongoing.
4C.3	Chris Craig Miranda Sargent	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	Ongoing.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	May 2024	Aug 2024	Nov 2024	Feb 2025
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	Reviewed at Q3 Meeting.	Will post on website.	Reviewed and finalized on 11/13/2024	Reviewed and finalized on 11/13/2024
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.	Will present at Q4 FOPC meeting. Will discuss at Low Use Q3 subcommittee meeting.	Will present at Q1 FOPC meeting.	Presented on 11/14/2024	Presented on 02/13/2025
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	Not relevant this year.			No update yet.