



Florida Occupant Protection Coalition Meeting Report

February 24-25, 2021

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the December 9-10, 2020 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input checked="" type="checkbox"/>
Art Bodenheimer	Florida Police Chiefs Association	<input type="checkbox"/>
Melanie Brocato	Broward Sheriff Fire Rescue	<input type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input checked="" type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input 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 checked="" type="checkbox"/>
Ryan Hathaway	Okeechobee County Fire Rescue	<input type="checkbox"/>
Sarah Haverstick	Goodbaby International	<input checked="" type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input checked="" type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Danielle Kessenger	The PLAYERS Center for Child Health and Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Doreen Kobelo	Florida A&M University, Construction/Civil Engineering Technology	<input checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input checked="" type="checkbox"/>
Alan Mai	Florida Department of Health	<input checked="" type="checkbox"/>
Carol Mazzocco	Kidz In Motion Inc	<input type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Mostyn Mullins	Lake Placid Police Department	<input 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 checked="" 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 checked="" type="checkbox"/>
Mark Solomon	Preusser Research Group	<input type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input checked="" type="checkbox"/>
Petra Vybiralova	Johns Hopkins All Children's Hospital	<input type="checkbox"/>
Mark Welch	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Moyra Willis	Traffic Safety Partner	<input checked="" type="checkbox"/>
Coalition Support		
Jasper Masciocchi	University of Florida	<input type="checkbox"/>
Patty Turner	University of Florida	<input type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Nusrat Sharmin	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance:

- Adam Harpstrite, University of North Florida
- Amanda Throndsen, Florida Department of Health
- Chanyoung Lee, Center for Urban Transportation Research (CUTR)
- Edie Peters, Florida Department of Transportation
- Jon Askins, Florida Law Enforcement Liaison Program
- Julie Brewer, Tennessee Occupant Protection Center
- Lisa Nicole, Wolfson Children's Hospital
- Lucy Gonzalez, University of Florida
- Maya Taylor, Cambridge Systematics
- Paul Simpson, University of Florida
- Shaun VanBeber, Florida Law Enforcement Liaison Program

2.0 Meeting Notes – February 24-25

Welcome, Introductions, and Agenda

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

OP Assessment Update

Leilani Gruener, FDOT, shared an update on the National Highway Traffic Safety Administration (NHTSA) required Occupant Protection (OP) Assessment. She noted the last OP assessment was in 2016. This year OP assessment will be conducted virtually and will be limited to 26 participants in total (including staff). The assessment is scheduled for May 17-21, 2021 and more information on the participants will be shared as the assessment date approaches.

Coalition members had the following questions and comments:

- Andrea Atran, FDOT District 2, asked who the assessment team will be?
 - Leilani reviewed the list of assessors. Chris said they are filtering through some questions the assessors provided and it is important to be strategic in selecting participants to ensure the coalition can accurately respond to the specific questions. Leilani will reach out to the members requesting their participation.

OP Materials Distribution Update

Tim Roberts, Florida Law Enforcement Liaison (LEL), gave an update on the Florida LEL Occupant Awareness project. He noted the Florida Click It Or Ticket (CIOT) Program has been active for 19 years. Tim said over 78,000 OP materials have been distributed to partner agencies with an additional 115,455 items being delivered before the May 2021 CIOT campaign. The materials include yard signs, USB drives preloaded with OP information, safety belt ticket books and quick reference cards for officers, CIOT banners, etc. A CIOT Distribution Box was also purchased to create CIOT toolkits to distribute materials to LE agencies across the state. Tim added that staff is working with NHTSA to get approval for a seat belt extender, targeted at officers who do not wear their seatbelts. An app was developed to help track the distribution of materials.

Coalition members had the following questions and comments:

- Is there a way to monitor whether distribution of materials is making any difference?
 - Primarily it is measured through the observed safety belt usage rate, the LE survey, and the traffic crash data.
- David Summers, Trauma Agency, Health Care District Palm Beach County, reported 47 officers were killed in automobile related incidents last year.
- Chris said that the seat belt extender was identified as a solution based on the LE survey. Many officers indicated they chose not to wear their seatbelt even though there might be a policy. NHTSA has approved a pilot project for seat belt extenders distribution to see if the extenders encourage officers to wear their seat belt while on-duty.

Motorcycle Safety Coalition Overview

Eddie Peters, FDOT, provided an overview on the Motorcycle Safety Coalition. She said the Motorcycle Safety Coalition discovered there may be an overlap with the FOPC when it comes to child passengers on motorcycles and the coalition wants to collaborate on the FOPC Strategic Action Plan Proposed Goal 3 which is specifically related to child passenger safety. She noted in Florida it is against the law for a child five years old or under to ride in a car without a car seat or booster seat but it is legal for a five year old child to ride on the back of a motorcycle with only a helmet. 151 children age 10 or younger were killed between 2011 and 2018 while riding on the back of a motorcycle. She said the language in Florida statutes regarding children and the use of motorcycle is insufficient. Eddie suggested a specific age for children be included in Florida's motorcycle safety law.

Coalition members had the following questions and comments:

- Gregory Rittger, Orange County Sheriff's Office, suggested children under age 10 should not be allowed to ride on the back of a motorcycle or moped ([Florida Statute 316.2085¹](#)).
- Is the coalition partnered with the military bases to focus on motorcycle safety?
 - The Motorcycle Safety Coalition is partnered with some of the military bases. The bases are fairly strict about requiring personnel to wear protective equipment.
- We have a lot of kids (6-10 years) racing on dirt bikes. Is there any regulation for kids riding dirt bikes and other vehicles?
 - There are regulations on mopeds and motorcycles. For dirt bikes and all terrain vehicles (ATV) that are not on the roadways, there is not much that can be done legally. However, if they are on the roads, officers are encouraged to cite them.
 - David mentioned race tracks are good places for safety education related to dirt bikes and ATVs.
- Julie Brewer, Tennessee Occupant Protection Center, asked what is the helmet law in Florida?
 - Edie responded according to [Florida Statute 316.211²](#), anyone under age 21 is required to wear a helmet when operating a motorcycle. For those who are over 21, riders must have \$10,000 worth of health insurance to ride upon a motorcycle without a helmet.

Legislative Update: Safety Belts and CPS Restraints

Danny Shopf, Cambridge Systematics, noted the Safety Belt Usage and Child Passenger Safety (CPS) restraint model language were revised based on the comments received at the December meeting, and were shared with Vin Petty, Traffic Safety Resource Prosecutor Program. He reviewed the feedback received from Vin with the members to help finalize the model language.

CPS Restraint Law (Florida Statute 316.613)

- 316.613. subsection (1)(a)2.a. "Is being transported gratuitously by an operator who is not a member of the child's immediate family" – inclusion of the word "gratuitously" might create confusion.
 - Charles Kane, Florida LEL, recommended to change it as- an officer at their discretion can issue a warning in this circumstance.
 - Moyra Willis, Traffic Safety Partner, said the word "gratuitously" is confusing. Using a different word may make it easier to get it through.
 - Danielle Kessenger, Wolfson Children's Hospital, suggested using "Good Samaritan".
- Take out "motorcycle" from 316.613. subsection (2)(e), and add "golf cart, when not operating on or across roads, streets, or highways".
- Subsection 3, proposing "A child who is younger than 13 years of age shall be transported in the rear seat of a motor vehicle, unless the number of children exceeds the number of seats in the rear of a motor vehicle".
 - Remove the component 'unless the number of children exceeds the number of seats in the rear of a motor vehicle'.

Safety Belt Usage (Florida Statute 316.614)

¹ http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&URL=0300-0399/0316/Sections/0316.2085.html

² http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&URL=0300-0399/0316/Sections/0316.211.html

- Subsection 5- leave the reference to 18 years of age or older. Worth adding a reference that citations will be given to the violator/driver depending on the age.
- Rephrase Subsection 6.c, “The requirements of this section do not apply to the living quarters of a recreational vehicle or a space within a truck body primarily intended for merchandise or property” to avoid conflicting actions.

Danny thanked attendees for their input. He will follow up with Vin on the suggested changes and will post the final draft to the FOPC website.

Danielle Kessenger shared a legislative update on Child Passenger law in the Senate Bill (SB) and House Bill (HB). She said [SB 380: Child Restraint Requirements](#)³ is proposed again by Senator Keith Perry, which has gone through two committees and is headed for Rules Committee. [HB 297: Child Restraint Requirement](#)⁴ is also proposed by Representative Hinson, that is currently referred to Tourism, Infrastructure & Energy Subcommittee. She requested attendees to support the proposed legislatives from their standpoints, if possible.

Action Plan Status

Danny noted the Florida Strategic Highway Safety Plan (SHSP) draft final is available for public comment and Leilani will send over an email to the coalition members with detailed information and a link to provide feedback. He said Chris, Leilani, and CS staff have been working on the proposed FOPC Strategic Action Plan and want to make sure the proposed plan is well aligned with the SHSP and the upcoming OP Assessment. He noted a draft proposed Action Plan will be shared with the coalition members after the completion of the SHSP and OP assessment.

Public Comment

There were no comments from the public.

3.0 Action Plan Implementation – Group Breakouts

Three separate virtual meetings were conducted for each of the three group breakout sessions- Education, Communication, and Outreach; Law Enforcement; and Occupant Protection for Children.

The following sections include meeting notes from the three breakout sessions. A revised FOPC Action Plan is attached as an Appendix of this summary report and can also be found at www.floccupantprotection.com.

Strategic Action Plan Goal 1 – Education, Communication, and Outreach

Subcommittee members conducted a breakout session on February 25, 2021, to discuss activities they have been working on since the last FOPC meeting and review their section(s) of the FOPC Action Plan. Danny updated the Action Plan on-screen.

Coalition members had the following questions and comments:

- Action Step 2.1 E- Digital toolbox would be a prominent way to share educational resources during this pandemic. Need to find out standard educational materials to order for a targeted campaign.
 - The Occupant Protection Resource Center (OPRC) has a key word search tag to find materials by topic.

³ <https://www.flsenate.gov/Session/Bill/2021/380>

⁴ <https://www.flsenate.gov/Session/Bill/2021/297/?Tab=BillHistory>

- If we could get a list of the types of materials people are ordering, that would provide a better idea where to focus on in terms of material/toolbox development.
- Danny asked if it is worth outlining a list of topics to promote on the OPRC on various weeks/months.
 - Older Driver Safety Awareness is on the first week of December
- Andrea will draft a proposed monthly topic and will send that to Chris, Leilani and Danny.
- David asked when the Traffic Safety Resource site will be up?
 - Leilani said the staff will test the site in August. The OPRC will shut down by October and have the site fully active. The Safe Mobility for Life resource center might need some more time to shift to the Traffic Safety Resource site.
- David mentioned that CIOT messaging is not conducive for the non-enforcement groups.
 - Leilani said [Click It or Ticket Florida](#)⁵ website has some alternate messages (Buckle Up Florida). The posters those are available on this website, are also available on the OPRC, but with the FDOT logo instead of the CIOT logo. She encouraged participants to identify CIOT materials they would like adapted to include the Buckle Up Florida messaging.
- Danielle Kessenger and Carrisa Johns, Orange County Sheriff's Office will be working on some cohesive messaging for social media post and other campaigns.
- Leilani noted they will be working on the OP Assessment briefing book in the next couple of weeks and will share the draft and final document with the members once it is compiled.

Strategic Action Plan Goal 2—Law Enforcement Awareness of Occupant Protection

Subcommittee members met for their breakout session on February 25, 2021, to discuss activities they have been working on since the last FOPC meeting and review their section(s) of the FOPC Action Plan. Danny updated the Action Plan on-screen.

Coalition members had the following questions and comments:

- LELs are reaching out for additional LE support for the coalition.
- Leilani suggested adding an action item of developing a CIOT guide prior to each CIOT Campaign. The COIT guide should include a social media component as well. The guide will need to be developed with enough time to ensure FDOT has approved all social media messaging we are recommending.
 - Tim said Janice Martinez, Florida LEL, can help.
 - Want to include at least one day to focus on air bags or other underrepresented OP areas.
 - Charles Kane, Florida LEL, asked to check the [NHTSA Traffic Safety Marketing](#)⁶ website for some sample digital messages, photographs etc. He suggested using FDOT and FOPC coalition logo to those sample messages after customizing.
 - Aiming for the social media component ready prior to the upcoming wave of CIOT.

⁵ <https://clickitfla.com/>

⁶ <https://www.trafficsafetymarketing.gov/>

- Greg mentioned traffic enforcement in his region is being pushed to the back burner again. The traffic unit has been tasked to serve the COVID testing/vaccine sites so there is not as robust an enforcement presence available for CIOT.
- Could we do something that recognizes the creativity of agencies that are supporting CIOT? Even if it is just a certificate. Agencies and officers are always receptive to acknowledgement of prioritizing enforcement.
 - Personalized letter to chiefs and sheriffs from FDOT and NHTSA would be ideal. Would also like to call out officers that championed the activities during the CIOT wave (and provide their certificate).
- Tribal Police Department Officer was killed during a vehicle crash, while not wearing a seatbelt. Tiger Woods was involved in a crash and was not ejected because he was wearing his seatbelt. These are two high-profile cases demonstrating the value of seat belts.
 - Charlie shared a video by Miramar Police Department highlighting the importance of working airbag and seat belts in a rebuild vehicle- “[Deadly Consequences: What you need to know before you buy a used car](#)”⁷.
- Al Roop, University of North Florida, offered to help distributing any reference card, CIOT flyer to the street level officers through his classes.

Strategic Action Plan Goal 3—Occupant Protection for Children

Subcommittee members met for their breakout session on February 24, 2021, to discuss activities they have been working on since the last FOPC meeting and review their section(s) of the FOPC Action Plan. Danny updated the Action Plan on-screen.

Coalition members had the following questions and comments:

- Chris said NHTSA has requested information on virtual seat checks. 26 spots across the United States have indicated that they are doing virtual checks. He asked that anyone doing virtual checks go to the NHTSA website and update the information on virtual car seat checks available in Florida.
 - Some of the agencies have started in-person classes and car seat checks. Keeping them socially distanced and small.
 - Leilani will send out an email to get information about what virtual options are available.
- Action Step 7.1A- Each CPS course packet contains necessary material for five students. As far as OPRC is concerned, there just needs to be an instructor ordering the packets, not technicians. University of Florida will verify that only lead instructors can order those materials.
- Action Step 7.1E- Krista Ott, Gainesville Fire Rescue, noted they are setting up a conference in June (targeting in-person but making virtual option available). There is an interest in having an instructor meeting at this conference as a part of the schedule.
 - Krista will reach out to Amy Artuso, National Safety Council and Sarah Haverstick, Goodbaby International to coordinate on this regard.
- The priority county map is updated during April each year. Sharing this map with the CPS technicians and instructors might be helpful.

⁷ <https://www.youtube.com/watch?v=sokw7FPrYRw>

- Sally Kreuzscher, The Children’s Hospital of South Florida, did a car seat education outreach with the local radio station and that was very successful. Communicating with the local radio station is a great idea to expand education. The station offered to host a fundraiser along with the on-air marketing and education.
- Danielle Kessinger noted Florida is behind in terms of special need training. She emphasized keeping the special need training and instructors at the forefront and encouraged anyone who has been trained in special needs be recertified.
- Leilani asked if there were members of the subcommittee that would be interested in developing a CPS Guide (similar to the NHTSA CPS Guide) prior to CPS week. This way, technicians would have consistent messaging and information prior to CPS Week.
 - Danielle Kessinger offered to lead this effort. Andrea has some great educational materials that would be worth looking at. Carrisa offered to help support this as well.
- Andrea asked if there is any rough estimation of how many instructors/technicians we have lost during the last year? Curious to know where we are with the numbers of registered technicians and instructors.
 - Leilani said the map on the OPRC includes information from April 1, 2020.
 - Danielle Kessinger said the certification team at Safe Kid is offering extension, and one can do additional continuing education units (CEU) as well.
 - Carrisa said her agency just started teaching again and is getting a lot of requests for certification classes. She said classes are staying small and they cannot accommodate all of the requests they are getting.
- Sally said two county school resource officers (SROs) complained about drop off line. She suggested providing education materials to SROs or other staff at the pickup/drop off lines.
 - Could be a simple one-pager about car seat laws/safety. Also need the basic messaging of kids in the backseat.
 - Danielle Kessinger shared [Car Seat Safety Tips](#)⁸ and [Car Seat Checkup](#)⁹ from Safe Kids. She also shared [7 Rules of the School Carpool Line](#)¹⁰.
 - Need to work with Department of Education to remind school administration to emphasize this effort.
 - Carrisa, Danielle Kessinger, Sarah and Sally will work on the tip card for the SROs during March.

Next Steps

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

- June 2-3, 2021
- August 25-26, 2021

She said members will be informed about the final decision on the virtual/in-person meeting as the date approaches.

Adjourn

Contact information for occupant protection questions:

Leilani Gruener,
FDOT Traffic Safety Program Manager

Jasper Masciocchi, UF T2 Center
Training Specialist

⁸ https://www.safekids.org/safetytips/field_age/big-kids-5%E2%80%939-years/field_risks/car-seat

⁹ https://res.cloudinary.com/baptisthealth/image/upload/v1516290104/WolfsonChildrens/about/20180118_about_5-things-car-seat-checklist.pdf

¹⁰ <https://www.scarymommy.com/refresher-course-rules-school-carpool-line/>

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Florida Occupant Protection Coalition Occupant Protection Strategic Action Plan

Updated February 25, 2021

GOAL 1: EDUCATION, COMMUNICATION, AND OUTREACH

Objective 1: Identify the target demographics and audiences who are riding unrestrained.

Strategy 1.1: Analyze crash, observational, and other data to identify key unrestrained audiences.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1A	December 2018	FDOT	Identify current and reliable sources of occupant protection data.	<ul style="list-style-type: none"> List of data sources compiled 	Complete
1.1B	April 2019	Michael Binder Andrea Atran Morya Willis	Develop annual survey to collect occupant protection data from Florida’s Safety Coalitions	<ul style="list-style-type: none"> Survey questions developed 	Complete
1.1C	Biennially (2021)	Andrea Atran Morya Willis	Distribute biennial survey to Florida’s Safety Coalitions	<ul style="list-style-type: none"> Biennial survey conducted 	Complete – 2019 Coordinate with UNF, send 2021 survey out through coalition program managers
1.1D	Biennially (2021)	Michael Binder	Document biennial survey results and report to FOPC	<ul style="list-style-type: none"> Results of biennial survey presented at FOPC meeting 	Complete- 2019 Survey results presented during May 2019 meeting

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
1.1E	Annually	FDOT	Conduct analysis of Fatality Analysis Reporting System (FARS), hospital and injury crash data, and observational survey data to identify and prioritize key unrestrained audiences	<ul style="list-style-type: none"> Key unrestrained audiences identified and prioritized 	<p>Complete – 2019 In Progress – 2020</p> <p>Processing 2019 data now and will evaluate preliminary 2020 data</p>
1.1F	November 2019	Mark Solomon	<p>Develop and present a white paper to the FDOT Safety Office that includes a prioritized list of suggested targeted audiences for materials development. White paper should consider:</p> <ul style="list-style-type: none"> Target audiences identified in during June 2017 FOPC meeting Children in car seats on golf carts, ATVs, and other Class 1 or low speed vehicles 	<ul style="list-style-type: none"> White paper completed and submitted to FDOT Safety Office 	Complete- 2018 White Paper
1.1G	August 2019	FDOT	Post data, sources, and white paper on the FOPC website	<ul style="list-style-type: none"> Data, sources, and white paper available on the FOPC website 	Complete – FOPC White Paper, 2018

Objective 2: Establish a unified and comprehensive approach to deliver Florida’s occupant protection messages and materials.

Strategy 2.1: Develop occupant protection education best practices and a customizable materials (both print and digital) inventory that can be used by local partners.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1A	December 2018	Michael Binder Andrea Atran Morya Willis	Develop survey questions to identify existing occupant protection materials, programs, marketing strategies and audiences	<ul style="list-style-type: none"> Survey questions developed 	Complete

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1B	April 2019	Andrea Atran Morya Willis	Distribute survey to FDOT Districts, Florida Safety Coalitions, law enforcement Public Information Officers (PIOs), the child passenger safety (CPS) community, and others	<ul style="list-style-type: none"> Survey conducted 	Complete
2.1C	August 2019	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	Complete. Survey results presented during May 2019 meeting
2.1D	Biennially	FDOT	Interview states with a safety belt usage rate greater than 92 percent to identify suggestions for innovative strategies and best practices	<ul style="list-style-type: none"> Interviews conducted 	Preliminary research started. Consider waiting until we get survey results after CIOT to see if any states have improved safety belt usage rate and find out their strategies
2.1E	February 2020	TBD	Develop and distribute Occupant Protection Toolbox(es) that includes materials, model programs, marketing strategies, and audiences identified through the survey and interviews	<ul style="list-style-type: none"> Occupant Protection Toolbox(es) developed Toolboxes distributed 	To be completed after 2.1C Consider developing digital toolbox, like LEL created.
2.1F	April 2020	Jasper Masciocchi	Make physical and digital Occupant Protection Toolbox(es) available on OPRC website for Occupant Protection outreach.	<ul style="list-style-type: none"> Occupant Protection Toolbox(es) available on OPRC website 	In progress. CPS is working on materials for technician/instructor toolbox. Collect materials for older adults/ CarFit as well.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.1G	June 2020	TBD	Draft and promote a Battle of the Belts program for all FDOT Districts	<ul style="list-style-type: none"> Program template drafted Number of programs conducted by District 	<p>Postponed.</p> <p>Useful for a toolkit, but not realistic at this moment.</p>
2.1H	August 2019	Andrea Atran Morya Willis	Identify community partnerships best suited to distribute informational/marketing materials to identified target audiences based on analysis conducted in Strategy 1.1	<ul style="list-style-type: none"> List of partnerships developed 	To be completed after 1.1G
2.1I	Annually	FDOT Andrea Atran Morya Willis	Distribute informational/marketing materials to target audiences through identified distribution networks	<ul style="list-style-type: none"> Number of target audiences reached Number of individuals reached within each target audience Number of materials distributed 	Preliminary research started
2.1J	June 2020	Michael Binder Andrea Atran Morya Willis	Develop survey questions to assess the efficacy of occupant protection education/marketing materials and approach	<ul style="list-style-type: none"> Survey questions developed 	<p>Complete</p> <p>Survey results presented during May 2019 meeting</p>
2.1K	Every Other Year	Michael Binder	Conduct surveys with occupant protection professionals and other partners to assess efficacy of materials and approach	<ul style="list-style-type: none"> Survey conducted 	To be completed after 2.1J
2.1L	Every Other Year	Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	To be completed after 2.1K

Strategy 2.2: Develop an Occupant Protection Communication Plan that identifies existing paid media efforts and future communications strategies.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
2.2A	December 2018	FDOT	Draft Occupant Protection Communications Plan that outlines existing media campaigns and efforts conducted by FDOT	<ul style="list-style-type: none"> • Occupant Protection Communications Plan draft completed 	Complete
2.2B	March 2019	FDOT	Present Draft Occupant Protection Communications Plan to FOPC for review and comment	<ul style="list-style-type: none"> • Occupant Protection Communications Plan presented to FOPC 	Complete
2.2C	May 2019	FDOT	Finalize Occupant Protection Communications Plan based on input from FOPC	<ul style="list-style-type: none"> • Occupant Protection Communications Plan finalized 	Complete

GOAL 2: LAW ENFORCEMENT AWARENESS OF OCCUPANT PROTECTION

Objective 3: Reduce the number of law enforcement officers who are killed or injured due to not wearing their safety belt.

Strategy 3.1: Increase safety belt usage among law enforcement officers.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
3.1A	July 2018	Greg Rittger Charles Kane Michael Binder	Develop survey questions to determine whether or not law enforcement officers are wearing their seatbelt	<ul style="list-style-type: none"> Survey questions developed 	Complete
3.1B	Annually	Greg Rittger Charles Kane Michael Binder	Distribute survey to all law enforcement agencies in Florida through the Florida LELs	<ul style="list-style-type: none"> Annual survey conducted between June 1 and July 31st each year 	Complete -2020
3.1C	Annually	Greg Rittger Charles Kane Michael Binder	Document survey results and present at FOPC meeting	<ul style="list-style-type: none"> Results of survey presented at FOPC meeting 	Complete - 2020
3.1D	June 2021	Greg Rittger Charles Kane	Partner with risk management associations to provide training that includes occupant protection information and best practices <ul style="list-style-type: none"> Provide data analysis from crashes involving emergency vehicles including contributing factors, costs, and liability data (injury claims) Compile costs across the state to promote benefits of the training Determine if risk management associations have “leave behind” informational piece(s) on the key information from the program 	<ul style="list-style-type: none"> Data analysis, including statewide cost comparison completed and summary presented to FOPC Draft informational piece presented to FOPC for input Final informational piece presented to FOPC Number of agencies receiving informational piece 	In Progress. Waiting to finalize the update of Signal Four. Need to be able to query emergency responder involvement.
3.1E	June 2019	Tim Roberts	Seek support of the Florida Sheriffs and Police Chiefs Associations (endorsements) to encourage law enforcement officers to become champions for safety belt use within their respective agencies	<ul style="list-style-type: none"> Number of endorsements received Number of champions promoting safety belt use 	Closed out. It was determined that this activity was unnecessary because both associations already support safety belt use.

Objective 4: Research possibilities of an annual or biannual state traffic safety symposium to include occupant protection, CPS, and occupant protection-related law enforcement tracks.

Strategy 4.1: Form a subcommittee to research, plan, and oversee the symposium's occupant protection-related tracks designed to strengthen Florida's occupant protection community and partnerships through professional education and networking.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
4.1A	April 2021	TBD	Establish safety symposium planning subcommittee	<ul style="list-style-type: none"> Subcommittee established 	In Progress.
4.1B	Annually	Symposium Planning Subcommittee	Partner with Florida's Safety Coalitions to plan and organize the symposium	<ul style="list-style-type: none"> Funding and sponsors secured Dates and location confirmed 	To be completed after 4.1A
4.1C	Annually	Symposium Planning Subcommittee	Determine beneficial information/presentations for each track. <ul style="list-style-type: none"> Present national data/trends and how Florida compares and affects the statistics 	<ul style="list-style-type: none"> Speakers and moderators confirmed 	To be completed after 4.1B
4.1D	Annually	Symposium Planning Subcommittee	Offer training/recertification for law enforcement and certified Child Passenger Safety Technicians (CPST)	<ul style="list-style-type: none"> Number trained (by group) Number certified (by group) Number recertified (by group) 	To be completed after 4.1C
4.1E	Annually	Symposium Planning Subcommittee	Promote the conference among a broad array of traffic safety professionals and stakeholders	<ul style="list-style-type: none"> Draft promotional material presented to FOPC for input Final materials presented to FOPC Distribution networks identified Number of individuals registered Diversity (by representation) of conference attendees 	To be completed after 4.1C
4.1F	Annually	Symposium Planning Subcommittee	Conduct the symposium	<ul style="list-style-type: none"> Symposium conducted Attendee post event survey presented to FOPC 	To be completed after 4.1E

Objective 5: Deploy a comprehensive approach to deliver occupant protection information, messages, and materials to law enforcement officers.

Strategy 5.1: Increase the number of law enforcement officers who deliver messages on proper restraint use.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1A	Ongoing	Charles Kane	Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions	<ul style="list-style-type: none"> • List of programs • Number of agencies receiving information about programs • Number of officers completing a program 	Complete, <ul style="list-style-type: none"> • Tip Card developed • Florida Fitting Station cards developed as a resource to engage law enforcement and provide them with an option to share information with offenders. • FDOT approved to distribute the tip cards to the LEL agencies
5.1B	Ongoing	Tim Roberts Fran Carlin-Rogers	Increase law enforcement officer participation in community CarFit training and events	<ul style="list-style-type: none"> • Number of officers participating in training • Number of officers participating in events 	In Progress Tip Card development is underway

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1C	December 2021	Charles Kane Fran Carlin-Rogers Morya Willis	Provide or create reference card to help law enforcement officers recognize when restraints are not being used properly, particularly for children and older drivers. Reference card to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> • Number of officers receiving reference kit 	<p>In Progress.</p> <p>Distributed 64,000 reference cards to LELs and additional tip cards going to other partners. Also have electronic copies on the USB drives</p>
5.1D	October 2021	Tim Roberts	Include occupant protection resources and information in the Florida Police Chiefs Association and Florida Sheriffs Association Newsletters.	<ul style="list-style-type: none"> • Newsletter content drafted 	<p>In Progress</p> <p>All new materials and awareness campaigns are sent out to all chiefs. Also provide the USB drives to these organizations.</p>
5.1E	Ongoing	Charles Kane Fran Carlin-Rogers Morya Willis	Post resources on the LEL website for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Resources to be included as materials in the Occupant Protection Toolbox(es) (Action 2.1D)	<ul style="list-style-type: none"> • Resources presented to FOPC for input • Number of agencies receiving template • Number of agencies distributing handout • Number of handouts distributed to the public 	<p>Resource inventory is already available; would like to incorporate CPS information to streamline for law enforcement. Collaborate with CPS to identify diversion programs across the state. OP is the only section now available on the website.</p>

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1F	TBD	TBD	Incorporate proper restraint use, particularly for children and older drivers, into the law enforcement Academy/basic training	<ul style="list-style-type: none"> • Proper restraint use incorporated into Academy training • Proper restraint use incorporated into basic training 	No action
5.1G	August 2019	Florida LELs	Identify roll call videos that align with FOPC's mission, as well as reflect current law, policies, guidance, and best practices, and encourage their use to increase law enforcement participation in occupant protection enforcement and activities	<ul style="list-style-type: none"> • Roll call videos which meet the criteria identified annually • List of videos meeting criteria provided to law enforcement agencies annually • Number of agencies using videos which meet the criteria tracked annually 	<p>Complete, roll call videos identified.</p> <p>Complete, tracking the number of officers watching videos during Law Enforcement Challenge.</p>
5.1H	December 2021	Charles Kane	<p>Increase law enforcement awareness of external resources available for occupant protection, including:</p> <ul style="list-style-type: none"> • Information available on the FOPC and Occupant Protection Resource Center websites; • Data hubs such as Signal 4; and • Train street level officers on the connection between traffic safety (including occupant protection) and crime data to target traffic safety hot spots <p>List of external resources to be included as materials in the Communications Plan (Action 2.2C)</p>	<ul style="list-style-type: none"> • Number of officers accessing the websites annually • Number of officers accessing data hubs annually 	<p>On-going</p> <p>Also conducting virtual meetings to get the message out.</p>

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
5.1I	Ongoing	Charles Kane	Increase the number of occupant protection law enforcement champions. <ul style="list-style-type: none"> Create award(s) to help recognize law enforcement for occupant protection efforts to encourage participation in enforcement challenges. 	<ul style="list-style-type: none"> Number of new champions 	In Progress. Considering awards for exemplary employees. Due to the Pandemic, will have the national mobilization for CIOT in 2021, and provide awards.
5.1J	December 2019	Tim Roberts	Develop survey questions to gauge law enforcement awareness, use, and participation in resources developed by the FOPC	<ul style="list-style-type: none"> Survey questions developed 	Complete
5.1K	Annually	Tim Roberts	Distribute survey to all law enforcement agencies in Florida through the Florida LELs through existing survey (Action 3.1B)	<ul style="list-style-type: none"> Annual survey conducted 	Closed out. It was determined that this activity was a duplicate of 3.1B.
5.1L	Annually	Tim Roberts	Develop CIOT Guide (messaging, strategies, social media, etc.) prior to each CIOT Campaign.	<ul style="list-style-type: none"> Message content developed Content posted on social media 	

GOAL 3: OCCUPANT PROTECTION FOR CHILDREN

Objective 6: Ensure the CPS community has access to data resources and related contracts.

Strategy 6.1: Increase CPS related data available to pinpoint target areas for operational improvement.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
6.1A	June 2018	Alan Mai	Identify and post a list of current and reliable sources of occupant protection data on the FOPC website, including: crash data, hospital data, car seat installation data (when a caregiver arrives/proper usage), and Emergency Medical Services (EMS) data to identify which kids are getting hurt, how they got hurt, and related factors (alcohol, distraction, etc.)	<ul style="list-style-type: none"> List of data sources accessible on website 	Complete
6.1B	December 2018	Jasper Masciocchi	Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website	<ul style="list-style-type: none"> List of contacts accessible on website 	Complete
6.1C	December 2018	Jasper Masciocchi Leilani Gruener	Increase awareness of CPS technicians (techs) and instructors by revising the map available through the Florida Occupant Protection Resource Center (OPRC) to accurately reflect the number and location of each and work to ensure adequate support is available in those areas where few techs/instructors	<ul style="list-style-type: none"> Revised map available on OPRC website Number of counties meeting per capita guideline for number of technicians and instructors (guideline established in 3.3.1g) 	Complete

Objective 7: Maintain a cadre of trained CPS professionals who are available to serve all areas of the state and at-risk populations.

Strategy 7.1: Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1A	Ongoing	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Review current CPS technician and instructor recruitment needs to determine strategies to increase technicians and instructors in areas of needs	<ul style="list-style-type: none"> Program(s) reviewed Strategies developed 	In Progress CPS Instructor Course packets have been printed and distribution has started. Still coordinating mailing out these packets. Course packets are also available on the OPRC.
7.1B	April 2021	Kelly Powell Alan Mai Sally Kreuscher Jasper Masciocchi	Determine what is needed by current CPS professionals to maintain an appropriate number of trained CPS professionals who are available to serve all areas of the state and at-risk populations	<ul style="list-style-type: none"> Criteria identified 	In Progress
7.1C	Ongoing	Jasper Masciocchi Patty Turner	Provide travel and other support (including scholarships) for certification requirement items	<ul style="list-style-type: none"> Types of support, associated criteria, and application process identified List of support and requirements provided on OPRC website Summary of support received/denied provided annually to FOPC 	Approving stipends for instructors on a case by case basis (if under 50 miles).

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1D	Ongoing	Petra Vybrialova Alan Mai Jasper Masciocchi	Provide non-monetary assistance for soon-to-be expiring CPSTs to encourage them to meet recertification requirements, e.g., providing mechanisms to more easily get seat checks and continuing education units (CEU)	<ul style="list-style-type: none"> Types of assistance and associated criteria identified Consistent process to assist CPSTs established statewide and outcomes tracked Summary of assistance and impact on recertification provided annually to FOPC 	
7.1E	Annually	Kelly Powell Alan Mai Sally Kreuzscher Leilani Gruener	Conduct CPST instructor meetings annually for support and ideas	<ul style="list-style-type: none"> Instructor meetings conducted annually 	In Progress. Krista will reach out to Amy & Sarah to coordinate.
7.1F	Annually	Jasper Masciocchi Leilani Gruener	Collect, analyze, and report reasons individuals provide for not maintaining their certification and post on the OPRC website	<ul style="list-style-type: none"> Report presented to FOPC and posted on website 	In Progress Jasper to update at next meeting.
7.1G	Annually	Jasper Masciocchi Alan Mai	Find travel funds for instructors to attend district meetings, technical updates, and instructor meetings	<ul style="list-style-type: none"> Source of funding secured annually 	Reviewing list of technicians and identifying those that are actually available to host events/travel

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
7.1H	Annually	Alan Mai Sally Kreuzscher	Establish a subcommittee to develop and oversee an annual recognition program for CPSTs and instructors	<ul style="list-style-type: none"> • Subcommittee established • Draft categories and criteria for recognition presented to FOPC for input • Final categories and criteria for recognition presented to FOPC • Recognition program and criteria posted on FOPC and OPRC websites • Recognition awarded annually 	OPRC will continue sending certificates on a quarterly basis.
7.1I	Annually	Leilani Gruener	Identify priority counties where the CPST and instructor rate is lower than the target rate set by FDOT	<ul style="list-style-type: none"> • Rates reviewed annually 	In Progress. Priority counties are determined each April for FDOTs Federal Funding application.

Objective 8: Ensure child passenger safety materials and resources are available to all child passenger safety programs.

Strategy 8.1: Increase availability of car seats, resources, and materials.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
8.1A	August 2019	Ginny Hinton	Identify marketing materials for Florida vehicle owners and increase awareness among Department of Motor Vehicles (DMV) office staff regarding the \$2 Difference car seat donation program during the license plate renewal process	<ul style="list-style-type: none"> • Materials Identified • Materials made available on OPRC • Awareness training provided to DMV staff 	
8.1B	Ongoing	TBD	Draft best practices for identifying and approaching partner organizations that can provide car seats and other resources not covered by the OPRC (pens, keychains, etc.)	<ul style="list-style-type: none"> • Best practices drafted 	
8.1C	December 2019	Jasper Masciocchi	Explore options to allow ORPC to provide inspection station items including pool noodles, forms, scales, measuring tape, duct tape, safety belt repair information, signage, etc. in the form of a convenient “toolbox” (to be included in Action 2.1E)	<ul style="list-style-type: none"> • Options for toolbox presented to FOPC for input 	Danielle Kessinger will start a draft.
8.1D	December 2021	Carrisa Johns Danielle Kessinger Sarah Haverstick Sally Kreuzer	Develop education material on pickup/drop off lines for elementary and middle schools. Share with the SROs.	<ul style="list-style-type: none"> • 	

GOAL 4: MODEL LANGUAGE TO INCREASES USE OF OCCUPANT PROTECTION DEVICES

Objective 9: Support efforts to make Florida a full safety belt requirement state.

Strategy 9.1: Support enhancement of current safety belt laws to include all passengers in all seating positions.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
9.1A	November 2021	Mark Solomon	Identify best practices and data available from other states	<ul style="list-style-type: none"> Summary report of best practices and recommendations 	In Progress
9.1B	February 2019	Judge Grube Vin Petty	Identify and share model laws that require rear passenger safety belt use	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 9.1A

Objective 10: Enhance Florida’s diversion program for child passenger safety violations.

Strategy 10.1: Support mandatory diversion programs for first-time offenders.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1A	August 2019	Morya Willis	Identify where diversion programs are available, how they are being funded, and where they are being utilized	<ul style="list-style-type: none"> Summary of diversion programs provided to FOPC 	
10.2B	February 2019	Judge Grube Vin Petty	Identify and share model laws that include a mandatory diversion program for first time offenders	<ul style="list-style-type: none"> Identify model laws to be presented to FOPC for input Final model laws posted on FOPC website 	To be completed after 10.1A
10.1C	July 2019		Identify the counties/agencies that have the diversion program available and usage data	<ul style="list-style-type: none"> Summary of counties/agencies and available data provided to FOPC 	To be completed after 10.1B

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1D	September 2019		Identify best practice programs <ul style="list-style-type: none"> Review CPS “classes” provided by County Health Departments to determine if they could be used for the diversion program 	<ul style="list-style-type: none"> Review of CPS “classes” completed Best practices programs/program components presented to FOPC 	To be completed after 10.1C
10.1E	TBD	Sally Kreuzer Petra Vybrialova Kelly Powell Morya Willis Judge Grube Vin Petty	Develop a standardized CPS diversion program that private organizations would be required to adhere to	<ul style="list-style-type: none"> Draft concept for standardized program presented to FOPC for input Standardized program report for approval Final program report posted on FOPC website 	To be completed after 10.1D
10.1F	TBD		Identify judicial champions to promote/encourage the diversion program	<ul style="list-style-type: none"> List developed 	To be completed after 10.1E
10.1G	TBD		Develop training, and materials in a quick reference format, for law enforcement on the diversion program	<ul style="list-style-type: none"> Draft program and materials presented to FOPC for input Program and materials developed Number of training sessions offered Number of officers trained Number of agencies with trained officers 	To be completed after 10.1F
10.1H	TBD		Create a template for a diversion program handout that can be customized by law enforcement and given with a ticket	<ul style="list-style-type: none"> Draft handout template presented to FOPC for input Final handout presented to FOPC Number of agencies receiving template Number of agencies distributing handout with ticket Number of handouts distributed to motorists 	To be completed after 10.1G

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
10.1I	TBD		Create a uniform certificate of attendance for all diversion classes and make available to diversion program managers for their use	<ul style="list-style-type: none"> • Draft certificate presented to FOPC for input • Final certificate presented to FOPC • Number of diversion programs using certificate 	To be completed after 10.1H

Objective 11: Expand protection for occupants of pickup trucks or flatbed vehicles.

Strategy 11.1: Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.

Action Step #	Timeframe	Action Step Leader(s)	Description	Performance Measures	Notes
11.1A	Annually	FDOT	Collect pickup truck bed injuries and fatality data and report to FOPC.	<ul style="list-style-type: none"> • Data presented at FOPC meeting 	Complete.
11.1B	February 2021	David Summers, Danielle Kessinger, Doreen Kobelo	Identify and share model laws that establish that a vehicle transporting occupants under 18 in areas primarily used for cargo shall not exceed certain low-speed restrictions.	<ul style="list-style-type: none"> • Identify model laws to be presented to FOPC for input • Final model laws posted on FOPC website 	In Progress. Subcommittee established to identify best practices and draft model language
11.1C	May 2021	David Summers	Develop tip card that provides an overview of pickup truck bed injuries and fatalities and educational information	<ul style="list-style-type: none"> • Tip card developed 	To be completed after 11.1A
11.1D	August 2021	David Summers	Include tip cards as materials in the Occupant Protection Toolbox(es) (Action 2.1E)	<ul style="list-style-type: none"> • Tip cards included in toolbox(es) and distributed 	To be completed after 11.1C