



Florida Occupant Protection Coalition Meeting Report

February 16-17, 2022

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.



1.0 Attendees

The participants in the February 16-17, 2022 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input type="checkbox"/>
Thomas Aspey	Seminole Police Department	<input type="checkbox"/>
Andrea Atran	Florida Department of Transportation—District 2	<input type="checkbox"/>
William Berger	Florida Highway Patrol	<input checked="" type="checkbox"/>
Michael Binder	University of North Florida	<input checked="" type="checkbox"/>
Mark Boatright	Florida Highway Patrol	<input checked="" type="checkbox"/>
Art Bodenheimer	Florida Police Chiefs Association	<input type="checkbox"/>
Danielle Campbell	Orlando Police Department	<input checked="" type="checkbox"/>
Fran Carlin-Rogers	CarFit	<input type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Leilani Gruener	Florida Department of Transportation, State Safety Office	<input 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"/>
Margaret Susie Kolb	DeMond Kolb and Associates	<input checked="" type="checkbox"/>
Sally Kreuzscher	The Children's Hospital of South Florida, Child Advocacy Program	<input type="checkbox"/>
Alan Mai	Florida Department of Health	<input type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Mostyn Mullins	Lake Placid Police Department	<input checked="" type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Zakkiyyah Osuigwe	Santa Rosa County Development Services	<input checked="" type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input checked="" type="checkbox"/>
Dewey Painter	South East American Indian Council, Inc.	<input checked="" type="checkbox"/>
Thomas Pikul	Florida Highway Patrol	<input type="checkbox"/>
Kelly Powell	Safe Kids	<input type="checkbox"/>

Tonya Randolph	St. Joseph’s Children’s Wellness and Safety Center – Safe Kids	<input checked="" type="checkbox"/>
Patrick Riordan	Florida Highway Patrol	<input checked="" type="checkbox"/>
Gregory Rittger	Orange County Sheriff’s Office	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Al Roop	University of North Florida	<input type="checkbox"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input type="checkbox"/>
Mark Solomon	Preusser Research Group	<input checked="" type="checkbox"/>
Joe Steward	Florida Department of Transportation—District 5	<input type="checkbox"/>
David Summers	Trauma Agency, Health Care District Palm Beach County	<input checked="" type="checkbox"/>
Amanda Thronsen	Florida Department of Health	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Petra Vybiralova	Johns Hopkins All Children’s Hospital	<input checked="" type="checkbox"/>
Mark Welch	Department of Highway Safety and Motor Vehicles	<input type="checkbox"/>
Moyra Willis	Traffic Safety Partner	<input type="checkbox"/>
Coalition Support		
Jasper Masciocchi	University of Florida	<input checked="" type="checkbox"/>
Wanda Tyson	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

Others in Attendance:

Sarah Cole

Melanie Brocato, Broward Sheriff Fire Rescue

Mark Boatright, Florida Highway Patrol

Julie Noble, Golisano Children’s Hospital-Safe Kids SWFL

2.0 Meeting Notes – February 16, 2022

Welcome, Introductions, and Agenda

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

FOPC Strategic Action Plan Update (2021)

Danny reviewed the Action Steps for each Goal of the FOPC Strategic Action Plan. He asked participants to volunteer to be action step leaders, emphasizing that every participant should be committed to at least one action step, noting

the importance of spreading the workload. He said the role of the action step leader is to be the point of contact for the coalition that coordinates the work being done on each action step. Identifying action step leaders is intended to be an accountability mechanism that keeps the coalition's work moving forward. Action step leaders are not necessarily performing the work in the action step description, but are coordinating that work and providing updates to the coalition on that action step's progress. He reviewed short, medium, and long term time frames within the action plan. Once identified or volunteered, action step leaders were added to the Strategic Action Plan contained at the end of this meeting summary.

Participants had the following questions and comments:

- Chris Craig, FDOT, asked how the literature review would be split up for 1C.1
 - The approach used previously of dividing up the top states (with observed seat belt usage above 90 percent) between participants will be used.
- Chris mentioned an automated vehicles deployment tracking website
 - The website can be found at the following link: [AV TEST Initiative | Automated Vehicle Tracking Tool | NHTSA](#)
- Chris asked if the Battle of the Belts program will be developed or only conducted by the Law Enforcement Liaisons?
 - Petra Vybiralova, Johns Hopkins All Children's Hospital, will coordinate with Melissa Valido, Florida Teen Safe Driving Coalition, and Andy Johnson, Florida LEL program, to develop the battle of the belts program for the LEL team to distribute.
- Chris asked participants if there would be support for virtual Child Passenger Safety meetings or conferences.
 - Danielle Kessenger, The PLAYERS Center for Child Health and Wolfson Children's Hospital, expressed support for starting out virtual with the possibility of transitioning to in-person meetings as participation grows.
- Participants recommended Expanding Object 3B.1 to include student pick up lines.
 - Danielle said to contact the Florida Parent Teacher's Association to help spread awareness and distribute materials.
- Patty Turner, University of Florida (UF), reviewed Action Step 3B.1 that discusses identifying gaps in materials from reviewing the FTSRC and asked if all Florida Traffic Safety Resource Center (FTSRC) materials will be made available in Spanish.
 - Chris said there were efforts underway to find a translator to help develop Spanish materials.
 - Patty said NHTSA has Spanish materials.
 - Chris said the national dialect compared to various Florida regional dialects pose challenges. He said all the tip cards need to be translated.
 - Danny asked if there was a feature to request existing materials in different languages on the Traffic Safety Resource Center?
 - Chris said the goal is updating the Traffic Safety Resource Center with all materials before starting to translate existing materials.
- Participants identified CPS, school busses and ride share services as topics for additional materials to be developed.

- Patty reviewed Objective 3A and asked if special needs training is included.
 - Chris said special needs training is included, but noted that the acquisition and distribution of special needs child passenger seats are not. He said this is because no other state uses grant funding for purchasing seats. Other states are directing people to their insurance companies to obtain special needs seats.
 - Petra and Sarah identified Special Needs CPS training as an opportunity as part of objective 3A.
 - Danielle said seats being purchased for the state were for loaner programs, not long term purchases that were not covered by insurance.

Kids Aren't Cargo Tip Card Update

Chris Craig, FDOT, reviewed the latest draft of the Kids Aren't Cargo Tip Card. He said all comments from the last meeting have been implemented. He reviewed each section of the tip card and asked participants for additional feedback.

Participants had the following questions and comments:

- Petra recommended starting with facts from NHTSA that provide a hook and sense of authority.
- David Summers recommended simplifying the last paragraph to ensure it is easily understandable to a wide audience.
- Danielle said the collisions and crashes comparison complicates its readability.
- Charles recommended adjusting the language of the last bullet from “most non-collision fatalities” to say “some non-collision fatalities”
- Dewey Painter, South East American Indian Council, Inc., suggested adding contact information and additional relevant logos.
- David suggested revising the last bullet from non-collision fatalities to passengers in pickup truck beds are caused by falls” to “most non-crash deaths are caused by falls.”

Aging Road User Law Enforcement Tip Card

Charles Kane, reviewed the Aging Road User Law Enforcement tip card that began with collaborating with Fran Carlin Rogers. The tip card emphasizes that air bags work without seat belts and encourages aging road users to consult with their doctors to determine how to comfortably and safely wear their seat belt. Charles credited Fran Carlin Rogers' expertise as the driving force behind the tip card. Elements of the card include proper wearing of seatbelt, proper placement of head, and hand over wheel placement.

Additional resources can be found [Senior Driver Safety & Mobility – AAA Exchange](#), [CarFit \(car-fit.org\)](#), and the [Occupant Protection Coalition \(floccupantprotection.com\)](#)

Participants had the following questions and comments:

- Charles said the first step is motivating law enforcement to be engaged. The second step is motivating officers to store the tip card for easy access. Officers that work in areas with a higher proportion of older drivers may take this more seriously and use it to engage with aging road users.
- Can the tip card could be narrowed to fit in a ticket book?
 - Not under this current format, but other formats such as fold out card could be considered.

- How will this get to seniors?
 - This is to provide law enforcement with tools to encourage drivers to consider the consequences of driving unrestrained through an encounter based intervention. Partners besides law enforcement are welcome to utilize the information contained in the tip card for broader outreach.

Traffic Safety Resource Center Update

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

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

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

The site is organized across four different areas:

- Topics
- Campaigns
- Target groups
- Language

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

Participants provided the following questions and comments:

- Does the Florida Traffic Safety Resource Center require registration for each focus area?
 - Only one registration is required, but it will require multiple permissions. Registration will go through validation a process.
- Will online reporting be available on the website?
 - It will be reported, but not on the FTRSC website.
- Danielle recommended changing the font of Ill driving because it looks roman numerals or to "driving when unwell"

Public Comment

There were no comments from the public.

Recap of Day 1

Danny gave a quick recap of Day 1 and provided a preview of Day 2, including the action step break out groups and Brenda Young's presentation on the Target Zero campaign, reminding the coalition to be ready to ask questions.

Day 1 Adjourned at 4:30 pm.

3.0 Meeting Notes – February 17, 2022

Recap of Day 1

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

Action Plan Breakout Sessions

Participants broke out into subcommittee groups. The participants in each subcommittee reviewed the action steps they will be leading, identified next steps, set expectations for the next FOPC meeting, and made plans to coordinate with other members to make progress on their respective action step(s). More detail is available in Appendix A.

Target Zero Campaign

Brenda Young, FDOT, gave a presentation on the Driver Safety Initiative to develop new safety campaigns. She discussed the challenges and approach of the program. The team did an evaluation of all Florida Safety Campaigns, an industry scan of best practices, a crash data analysis, a road user analysis, and Target Zero concept testing. She discussed the Paid, Earned, Owned, and Shared (PESO) media plan, the evaluation of the initiative's effectiveness, ongoing partner engagement, and the Target Zero Ambassador Program.

She provided context of the Target Zero campaign. She said 94 percent of crashes nationally involve driver behavior as a contributing factor. She said there are 8 daily fatalities and 49 daily serious injuries on Florida's roads, emphasizing that even one is too many. She reviewed the recently updated Florida Strategic Highway Safety Plan (SHSP) [Strategic Highway Safety Plan \(fdot.gov\)](#), currently in its second of five years. She focused on the vital few emphasis areas of lane departure, intersections, and pedestrian and cyclists calling out that 9 out of 10 fatal crashes and 3 out of 4 serious injury crashes involve a vital few emphasis area. The plan incorporates the safe system approach, acknowledging that humans make mistakes and that mistakes make us vulnerable. The safe system has five elements: road users, vehicles, speeds, roads, and post-crash-care. She praised the efforts being conducted in each of these areas. She said this campaign initiative falls in the category of safe road users. Citing the SHSP she stated that crashes rarely have a single contributing factor. She cited the strategies in the SHSP to address high-priority issues facing the transportation system around:

- Roadways:
 - Lane departures
 - Intersections
- Road users
 - Pedestrians and bicyclists
 - Aging road users
 - Motorcyclists and motor scooter riders
 - Commercial motor vehicle operators
 - Teen drivers
- User behavior
 - Impaired driving
 - Occupant protection

- Speeding and aggressive driving
- Distracted driving

Brenda then discussed the approach to the Target Zero initiative. The approach aims to identify behaviors contributing to serious injuries as well as the reasons for those behaviors. The initiative takes a human factors approach to better understand the motivations behind behavior, how behavior changes, and how to encourage behavior change. Utilizing social marketing approaches, the initiative intends to minimize pain and maximize gain to encourage behavior change. The campaign approach is utilized by a multi-disciplinary team investigating data, marketing, human factors as well as building off of the University of South Florida's (USF), College of Public Health's social marketing research applications to transportation safety. The team is starting to analyze behaviors. The team conducted a global scan of behavioral research as well as research supported by FDOT and NHTSA. Using this literature review, the team formed focus groups. Human factors experts developed a questionnaire for the focus groups. The questionnaire is continually being adjusted as it is tested and measured.

The team also evaluated Florida's existing Traffic Safety Campaigns. Comparing each campaign based on the number of impressions and what a reasonable cost per impression for various campaign markets would be. The actual spending and the cost per impression were compared for each campaign. Each campaign was compared using the marketing term cost-per-thousand (CPM) to denote the price of 1,000 advertisement impressions. She noted that the highest cost of impressions are television advertisements, which vary on the time slot purchased. She noted that the television costs of impressions are well in line with industry averages and represent the best way to reach the public with available funds. She dug deeper by posing the question to the coalition, if targeted audiences are seeing the advertisements are they effective? She said it is important to measure outcomes not just for education, but for engineering, enforcement, and emergency response. She said declining serious injuries are due to the collective efforts of the four E's, not just engineering. Fatalities are staying steady or increasing, however, noting that severity should be addressed.

She provided examples of successful behavioral change initiatives from around the world. The commonalities of these initiatives were as follows:

- *Emotional engagement* through sympathy and humor to engage a sense of connection
- *Humanization* through facial recognition and external motivation through socialization, family, and culture
- *Consequences* that make clear how behaviors effect themselves and others
- *Call to action* with actionable steps

The marketing industry scan analysis identified best practices for campaign development. The best practices identified include:

- identification of trends and crash types,
- utilizing additional data from Census and other demographic sources,
- assessing behavior and attitudes through surveys and focus groups,
- establishing a name brand as an umbrella,
- continual evaluation of refined and improved as program evolves,
- areas that commit to zero deaths for several years see a decrease in fatalities as education takes time.

Brenda then discussed the data analysis process conducted by the team. The team reviewed crash data from the Signal Four database, Crash Analysis and Reporting (CAR) database, and State Safety Office Geographic Information System database. The team analyzed demographic and consumer data from the US Census and by ESRI market segmentation. The team also analyzed law enforcement traffic stop data from the Florida Highway Patrol. From the

data analysis, the determinants of crashes were driver ability, skill, experience, style and personality, and behavior. The top three driver behaviors contributing to fatalities and serious injuries were aggressive and reckless driving, distraction, and impairment. The crash data shows these crashes are happening between 2pm and 9pm, with the highest number of crashes between these hours occurring on Friday's. She noted that the months with the highest crashes vary by emphasis area. Those most likely to be in these crashes are males between the ages of 17 and 44. The Center for Urban Transportation Research (CUTR) recommended further age segmentation within this age group. Marketing and communications recommended focusing on males between ages 22-27 as this age group is more receptive to messaging due to increased life experience, maturity, and financial responsibilities related to driving, compared to males ages 17-21.

Brenda then discussed why these road users behaved this way. The team broke down demographic information further via census data by zip code, ethnicity, market segmentation information, gender and age range, ethnic enclaves, generation x, retirement communities, typical income levels and employment, job, consumer spending, and car-ownership. Despite this detailed data backed understanding of the target audience, changing behavior is complex. Using a human factors scan, the team focused on precursors that increase the risk of a crash that were then further broken down by market segmentation, noting that influential messages are not one-size fits all. The purpose of the focus groups was to find the target audience's motivations and trusted information sources. There were four focus groups per region in Tampa Bay, Central Florida, Southeast and Southwest Florida, and South Florida made up of young male Floridians. Brenda reviewed the focus group recruiting efforts. The team made 445 phone calls, sent approximately 1,000 emails, reached out to 800 organizations, and received 283 denials to receive the participation of 65 recruits. There were 17 focus group sessions focused finding the "why" behind driver behavior. The precursor behaviors leading to distracted, reckless and aggressive, and impaired driving were as follows:

- Running Late, Rushing
- Thrill, Adrenaline rush
- Phone, Apps, Food, Music
- Multi-tasking, Overcommitted
- Stress, pressure, Anxiety
- Confidence in Abilities
- Personality, Emotions
- Less care of Own Safety
- Lack of Empathy

Brenda said impairment, distraction, and aggressive and reckless driving together result in speeding. Using the information gained from the focus groups and combining it with research and crash data, regional focus areas were developed. Distracted driving will be the focus in Central Florida, reckless and aggressive in Tampa Bay, and speeding in South Florida. She said the campaign is developing and testing new campaigns before finalization.

The initiative will take a Phased approach that consists of:

1. Formative research
2. Statewide campaign
3. Behavior campaigns
4. Evaluation

Brenda then discussed the campaign deployment's PESO plan and the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and Florida Highway Patrol (FHP) focus group that met to inform initial concept development. She then talked through the statewide awareness campaign pretesting occurring in Miami-Dade and Volusia counties and the Cities of Tampa and Fort Myers. She displayed an example. There were 61 respondents to the team's on-street survey. Top suggestions received included:

- liking family imagery,
- integrating driving related imagery,

- brighter colors for visibility,
- driving focused,
- distinct from COVID messaging,
- and why aren't people getting home.

Brenda said the Phased approach is being utilized to set up partners for success. The campaign is focused on earned, shared, and owned media, with a soft social media launch on January 20, 2022. She then reviewed the schedule of the PESO Plan and the initiative evaluation criteria recommendations from CUTR.

Participants had the following questions and comments:

- A participant asked if the PowerPoint is available on Target Zero website?
 - Yes will be available on FOPC website as well.
- Charles asked if law enforcement will play a new or specific role in the Target Zero campaign or will law enforcement play the same role.
 - Brenda said the campaign is working closely with the Florida Highway Patrol in developing materials and tear sheets for law enforcement distribution particularly for the speed and aggressive driving resources. She suggested evaluating law enforcement effectiveness could be a collaborative opportunity.
- Danny asked what how FDOT plans to increase social media engagement.
 - Brenda said the campaign is leveraging partner relationships to increase engagement with the messaging as well as purchasing targeted social ads on TikTok rather than creating a specific FDOT account.

Action Plan Report Out

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

Public Comment Period

There were no comments from the public

Wrap Up and Next Steps

A survey will be sent out about in person vs virtual participation.

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

- May 18-19, 2022
- July 14-15, 2022

Adjourn

The coalition meeting ended at 12:00pm

Contact information for occupant protection questions:

Chris Craig, FDOT

Traffic Safety Administrator

Phone: 850.414.4009

chris.craig@dot.state.fl.us

Willem DeGreef, FDOT

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Appendix A: Florida Occupant Protection Coalition Strategic Action Plan

Updated February 17, 2022

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 2/16/22 & 2/17/22			
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			

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	CS Developing			
1B.2	Robert Chaffe Mark Solomon	Annual	Review Florida's OP traffic records related data annually and determine if target audiences have changed.	Data analyzed and target audiences adjusted (if applicable).	Reviewing FARS, S4, and previous Fact Sheet			
1B.3	Andrew Hopkins	Annual	Increase the number and availability of OP data sources.	Information for all applicable data sources available on FOPC website and publicized (i.e. Signal Four, etc.)	Reviewing public health/trauma data			
1B.4	Doreen Kobelo	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized.	Coordinating with Mark Solomon			

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed safety belt use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Identifying states above 90%			
1C.2	Jasper Masciocchi Danielle Kessenger	Biennial	Review literature and interview states above the national average observed CPS use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Identifying states above 90%			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1C.3	Leilani Gruner	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			

Objective 1D: Maintain a Robust and Active FOPC Membership

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1D.1	FDOT	Quarterly	Review meeting attendance of existing membership and connect with members that have not attended the previous two meetings to ensure they still intend to participate.	Members contacted; meeting attendance increased.	Updating current membership list			
1D.2	Susie Kolb Dewey Painter	Quarterly	Expand FOPC membership to include Florida business leaders, tourism leaders, civic organizations, trade and medical associations, insurance companies, Florida Highway Patrol (FHP), and Florida Department of Education, and others deemed to benefit the Coalition's mission and objectives.	Potential members identified and contacted; number of new representatives participating.	Connecting with potential contacts. Will forward info to FDOT.			

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1E.1	Danielle Campbell Carissa Johns	Annual	Annually inventory vehicle safety features related to occupant protection to determine if educational materials need to be created.	Safety feature inventory updated (annually).	Reviewing SMFL and AARP examples.			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
1E.2	Carissa Johns Petra Stanton	Annual	Annually review the latest research on connected and automated vehicle (CAV) technology to determine potential (positive and negative) impacts on occupant protection.	Annual review complete (white paper?)	Attending CAV safety meetings			

GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
2A.1	Tim Roberts	Annual	Create a Click It Or Ticket (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Toolboxes created and available through LELs			
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national Click It Or Ticket campaign and enforcement activities.	Number of agencies participating in Click It Or Ticket	LELs coordinating with agencies			
2A.3	Tim Roberts	Quarterly	Distribute Child Passenger Safety (CPS) Tip cards to Florida law enforcement agencies.	Number of tip cards distributed.	Distribution ongoing			
2A.4	Tim Roberts Carissa Johns Danielle Campbell	Quarterly	Meet with law enforcement agencies in counties with a higher than average rate of fatalities involving unrestrained or improperly restrained children to share CPS Tip cards and other resources.	Number of agency meetings.	Identifying target agencies			
2A.5	Charles Kane	Quarterly	Develop and distribute a tip card for aging road users.	Number of tip cards distributed.	Conducting Tip Card revisions			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
2A.6	Mostyn Mullins	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Coordinating prior to next meeting			
2A.7	Tim Roberts Willem DeGreef	Annual	Encourage Florida law enforcement agencies to continue nighttime safety belt enforcement activities when possible.	Number of notifications distributed and publicized.				

Objective 2B: Improve Law Enforcement Safety Belt Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
2B.1	Charles Kane Greg Rittger	Annual	Conduct annual safety belt survey targeted at law enforcement officers to determine officer safety belt use practices.	Survey conducted.	Under development			
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement safety belt usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development			

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
2C.1	Tim Roberts	Annual	Develop and distribute an occupant protection guide and/or presentation for law enforcement executives about occupant protection best practices and opportunities.	Number of guides distributed and publicized.	Under development			
2C.2	Tim Roberts	Annual	Present at Florida Sheriff's Association (FSA) and Florida Police Chief's Association (FPCA) meetings annually on Florida's OP challenges and how their membership can help address these challenges.	Presented to FSA and FPCA.	Presented at FPCA meeting			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
2C.3	Tim Roberts	Quarterly	Review and update the LEL website quarterly to ensure the most recent and relevant tools and resources are available.	LEL website updated and publicized.	Reviewed and updated			
2C.4	Tim Roberts	Annually	Develop a best practices guide for Observational Safety Belt Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Posted to LEL website			
2C.5	Andy Johnson Petra Stanton		Distribute Florida's Battle of the Belts best practices guide/toolbox.	Guide/toolbox posted on LEL website and publicized.	Coordinating with FTSDC			

GOAL 3: CHILD PASSENGER SAFETY

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
3A.1	FDOT	Annual	Annually review list of CPS Technicians (CPSTs) and CPS Technician Instructors (CPST-Is) across the state to identify active instructors and potential gaps.	List of active instructors created and updated annually.	List/Map available on OPRC			
3A.2	Amanda Thronsen	Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Compiling list of recently expired technicians			
3A.3	Krista Ott Sarah Haverstick	Annual	Conduct annual CPST-I (in person or virtual) meeting(s) to share ideas and best practices.	Annual meeting conducted.	Coordinating in-person instructor meeting			
3A.4	Danielle Kessinger Sarah Haverstick	Annual	Coordinate with CPST-Is to contact CPSTs that need to renew their certification.	Number of CPSTs recertified (annually).	Coordinating prior to next meeting			
3A.5	Petra Stanton Sarah Haverstick	Annual	Conduct Safe Travel for All Children (STAC) training to improve and expand CPST-Is' knowledge, skills, and capabilities.	Number of CPST-Is trained.	Coordinating training.			

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
3B.1	Patty Turner Danielle Kessinger	Annual	Annually review materials available on the Florida Traffic Safety Resource Center (FTSRC) to identify potential gaps or existing material revisions.	TSRC reviewed; materials updated or replaced annually.	In progress			
3B.2	Chris Craig 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.	Coordinating with FDOT and FLHSMV			
3B.3	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	Reviewing Orange County examples			

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
3C.1	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Short-Term	Conduct an inventory of existing CPS Diversion programs in Florida and post results to FOPC website.	Inventory conducted.	Contacting counties to inquire about programs			
3C.2	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Medium-Term	Develop a model CPS diversion program based on Florida and national best practices, including input from judicial and prosecution representation.	Model diversion program developed.	To be completed after 3C.1			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
3C.3	Zee Osuigwe Ginny Hinton Susie Kolb Ronda Cerulli	Long-Term	Analyze CPS crash and citation data to determine potential locations for CPS diversion program pilot.	Potential locations identified.	To be completed after 3C.2			
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			

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
3D.1	Julie Noble Danielle Kessinger	Annual	Annually review CPS model language and make adjustments based on shifting priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed.	Will review following legislative session			
3D.2	Julie Noble Petra Stanton	Annual	Annually review Florida' legislative proposals to identify opportunities for improved CPS specific model legislative language.	Legislative language reviewed annually and reported to FOPC.	Tracking legislative activities			
3D.3		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.				

GOAL 4: OP FOR LOW USE GROUPS

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

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

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Reviewing TSRC			
4B.2	Jasper Masciocchi	Short-Term	Develop and distribute OP materials for low use groups (including males 18-34, pickup drivers, and minority populations).	Number of materials distributed.	Identifying materials			

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
4B.3	Chris Craig David Summers	Short-Term	Develop and distribute materials related to passengers riding in the bed of a pickup truck.	Number of materials distributed.	Revising draft tip card			
4B.4	Andrea Atran Dewey Painter	Medium-Term	Evaluate existing OP-related materials and develop new materials focused on minority populations.	Materials reviewed annually, updated as needed, and publicized.	Reviewing TSRC			

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

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

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Jul 2022	Q1 2023
4D.1	Chris Craig	Annual	Annually review safety belt model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Will review following legislative session			
4D.2	Willem de Greef	Short-Term	Develop a model safety belt policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Under development			
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved safety belt specific model legislative language.	Legislative language reviewed and reported to FOPC	Tracking legislative activities			