



June 10-11, 2020

GoTo Webinar



Welcome, Introductions & Agenda

Chris Craig



Introductions

- Name
- Agency/organization



Agenda

DAY 1

- Breakout Session: Occupant Protect for Children
- Coalition Meeting
 - National CIOT Update
 - CPS Survey and Safety Belt Survey Update
 - FOPC Strategic Plan Update
 - Wrap up & Next Steps

DAY 2

- Breakout Session: Law Enforcement
- Breakout Session: Education, Communications, Outreach

National Click It or Ticket (CIOT) Update

Chris Craig



National Campaign Dates

Current Dates

2020

Earned Media > Nov 2 - Dec 10, 2020
Paid Media > Nov 9 - Nov 29, 2020
Enforcement > Nov 16 - Nov 29, 2020

Future Dates

2021

Earned Media > May 10 - June 17, 2021
Paid Media > May 17 - June 6, 2021
Enforcement > May 24 - June 6, 2021

2022

Earned Media > May 9 - June 16, 2022
Paid Media > May 16 - June 5, 2022
Enforcement > May 23 - June 5, 2022

2023

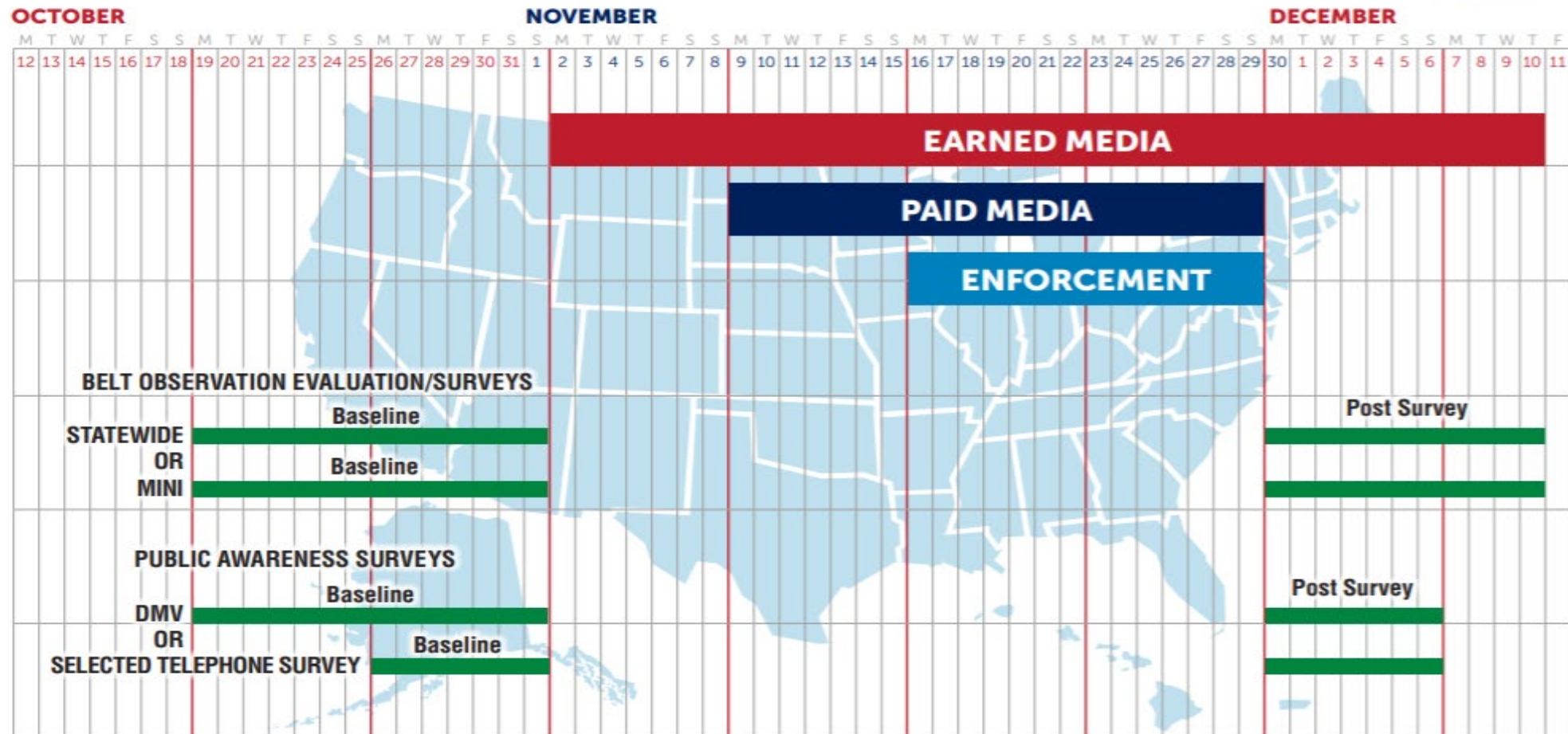
Earned Media > May 8 - June 15, 2023
Paid Media > May 15 - June 4, 2023
Enforcement > May 22 - June 4, 2023



National Campaign Dates

Fall 2020

Click It or Ticket Timeline



National Campaign Dates

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CPS Survey and Safety Belt Survey Update

Chris Craig



Questions



FOPC Strategic Plan Update

Leilani Gruener



Current Plan Addendum

Florida's Occupant Protection Strategic Plan was adopted in December 2017 to guide the Florida Occupant Protection Coalition's (FOPC) efforts to implement the State's 2016 Strategic Highway Safety Plan (SHSP). The plan outlines Florida's occupant protection challenges and specific strategies and actions to reduce the number of unrestrained and improperly restrained occupant fatalities and serious injuries with a vision of zero.

In 2020, Florida's SHSP is being updated and the state is conducting a National Highway Traffic Safety Administration (NHTSA) occupant protection assessment. To ensure Florida's Occupant Protection Strategic Plan and associated action plan remains aligned with the updated SHSP and draws input from the upcoming occupant protection assessment, the FOPC has elected to extend the existing Occupant Protection Strategic Plan through 2021. The existing plan remains consistent with Florida's vision of zero transportation fatalities and serious injuries and data analysis confirms that the strategies and actions included in the existing the plan remain focused on the correct target audiences. The FOPC will continue to advance the strategies and actions in the FOPC action plan. With guidance from the updated SHSP and NHTSA occupant protection assessment, the FOPC will update the Occupant Protection Strategic Plan to in 2021 to guide efforts in 2022–2026.

Wrap Up + Next Steps

Chris Craig



Wrap Up + Next Steps

- Group Breakout Sessions
 - LE (Tomorrow, 8 am)
 - Education, Communication and Outreach (Tomorrow, 10 am)
- Next FOPC Meeting
 - September 2–3, 2020





**Meet you in
September 2020**