



**FLORIDA**  
**OCCUPANT**  
**PROTECTION**  
**COALITION**

**June 3-4, 2021**

Day 1

GoTo Meeting

# Welcome, Introductions and Agenda

Leilani Gruener



# Virtual Introductions

- Name
- Agency/organization



# Online Meeting Sessions

Thursday, June 3, 2021

- **10 AM – Noon:** Occupant Protection for Children (CPS) Subcommittee Breakout Session
- **1 PM – 3 PM:** Coalition Meeting

Friday, June 4, 2021

- **8 AM – 10 AM :** Law Enforcement Subcommittee Breakout Session  
<https://global.gotomeeting.com/join/405758133>
- **10 AM – Noon:** Education, Communication and Outreach Subcommittee Breakout Session  
<https://global.gotomeeting.com/join/151423093>



# Coalition Meeting Agenda

- Strategic Highway Safety Plan Update
- Click It Or Ticket Mobilization
- Model Legislative Language
- OP Assessment Update
- CPS Technician/Instructor Overview
- Action Plan Status
- Public Comment Period
- Wrap Up and Next Steps



# Strategic Highway Safety Plan (SHSP) Update

Leilani Gruener



# THE FLORIDA STRATEGIC HIGHWAY SAFETY PLAN

- A plan for ALL of Florida
- Framework for eliminating fatalities and serious injuries
- Identifies key safety needs and guides investment decisions



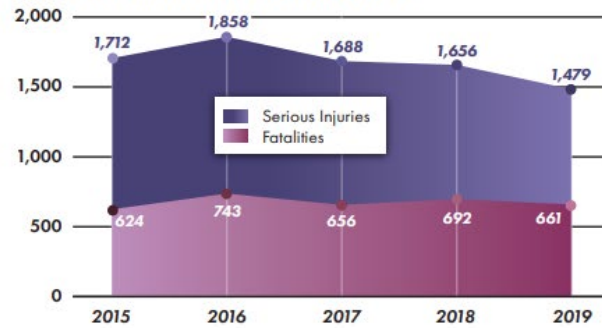


# USER BEHAVIOR: OCCUPANT PROTECTION

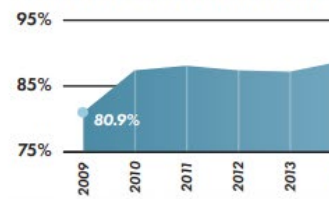
Safety belts, child restraints, and air bags are designed to prevent or minimize injury when a crash occurs by distributing the forces of a collision over the body's strongest parts. When used properly, these devices play a major role in reducing the severity of injury. An occupant's chance of survival increases dramatically when appropriately restrained. NHTSA estimates that restraint use saved nearly 15,000 lives of occupants age 5 and older nationwide in 2017. In Florida, 44 percent of impaired driving fatalities and 39 percent of speeding and aggressive driving fatalities were vehicle occupants who were not buckled up.

Florida's observed safety belt use increased 9 percentage points over the last decade. The state is focused on implementing high visibility strengthening safety belt laws and policies to increase child passenger safety and safety belt usage, and providing education and risk populations including young men, minorities, and pickup truck drivers.

## UNRESTRAINED DRIVER AND PASSENGER FATALITIES AND SERIOUS INJURIES



## OBSERVED SAFETY BELT USE



When the **DRIVER IS BUCKLED UP** AND **CHILDREN ARE RESTRAINED**, **92%** of the time

The **Florida Occupant Protection Coalition (FOPC)** is comprised of national, state, local, and private sector members from the occupant protection community, law enforcement, education, public health, and program evaluation and data analysis to increase and improve the use of age-appropriate safety restraints to reduce traffic fatalities and serious injuries. The coalition is implementing the Occupant Protection Strategic Plan including development of materials and activities and training.

# USER BEHAVIOR: OCCUPANT PROTECTION

## FOCUSED STRATEGIES



### EDUCATION

Develop and implement outreach and communication strategies focused on the demographics with low safety belt and child restraint use.



### ENFORCEMENT

Provide law enforcement officers training, tools, and resources to increase compliance with occupant protection and child passenger safety laws and increase seat belt use among officers.

Combine focused high visibility enforcement with focused outreach and communication strategies to increase public awareness of the consequences of riding unrestrained.

### INSIGHT INTO COMMUNITIES



Create safer communities by providing occupant protection and child passenger safety training, materials, resources, and child safety seat checks to all areas of the state and at-risk populations.

### INVESTMENTS AND POLICIES



Identify and support legislation to require all passengers in all seating positions to be properly restrained including occupants of pickup trucks or flatbed vehicles and the correct child restraint seats for the correct amount of time.

Identify and support legislation or policies that require completion of a mandatory diversion program for first-time offenders of the child restraint law.



## SAFE SYSTEM: SAFE ROAD USER

### CarFit Program

CarFit is an educational program where a team of trained technicians offers a safety check-up for vehicles of older drivers to ensure they "fit" their vehicle properly for maximum comfort and safety. A CarFit check-up is free and takes about 20-30 minutes.



### Car Seat Installment

Research shows that child safety seats reduce fatal injury by 71 percent for infants (under 1-year old) and by 54 percent for toddlers (1 through 3 years old) in passenger cars. Child safety seat inspection stations help to install or check the safety seats for children by nationally certified child passenger safety technicians free of charge in most cases.





# Click It Or Ticket Mobilization

Leilani Gruener



# Legislative Updates Safety Belts & CPS Restraints

Danny Shopf



# Occupant Protection Assessment Update

Chris Craig, Leilani Gruener, &  
Danny Shopf





# Assessment Recommendations Summary

- Recruit new members and seek more conference/training opportunities
- Update seat belt and CPS legislation
- Encourage law enforcement to perform 30 minutes of seat belt enforcement every day
- Focus communications on target audiences in Florida's largest DMAs
- Improve coordination and communication among Florida's CPS professionals
- Consider re-establishing the Minority Task Force on Occupant Protection
- Improve data accessibility

# Assessment Next Steps

- Final comments due to NHTSA by June 21, 2021
- Assessment Report finalized by July 6, 2021



# Action Plan Status

Danny Shopf





# Public Comment Period

Chris Craig



# Wrap Up + Next Steps

Leilani Gruener



# Wrap Up + Next Steps

## ■ Group Breakout Session

- LE (Tomorrow, 8 am)
- Education, Communication & Outreach (Tomorrow, 10 am)

## ■ Next FOPC Meetings

The below meetings are tentatively scheduled to be held in-person in Gainesville, FL.

- August 25-26, 2021
- December 8-9, 2021







**Thank you!**