



**May 22-23, 2019**

Gainesville, Florida

# Welcome, Introductions + Agenda

Chris Craig



# Introductions

- Name
- Agency/organization
- Number of years you've worked in traffic safety



# Agenda

## DAY 1

- FOPC Charter and Subcommittee Structure
- Action Plan Implementation (Group Breakouts)
- Action Plan Goal 1 Discussion
  - OP Data Update
  - Paid Media Update
- Day 1 Recap

## DAY 2

- Recap and Guidance for Day 2
- Action Plan Goal 2 Discussion
- OP Resource Center Update
- Action Plan Goal 3 Discussion
  - Hot Cars Training/Check to Protect
- Wrap Up and Next Steps

# FOPC Charter and Subcommittee Structure

Leilani Gruener





The background features a collection of light blue hexagons of various sizes and opacities, some overlapping. On the right side, there is a photograph of a hand holding a pen, with a white hexagonal outline superimposed over it. The central text is contained within a dark blue rounded rectangle.

# Action Plan Implementation

Group Breakouts

**DAY 1**

**BREAK**

# Strategic Action Plan Goal 1 Discussion

Danny Shopf





# Strategic Action Plan Goal 1: Education, Communication, and Outreach

- **Strategy 1.1:** Analyze crash, observational, and other data to identify key unrestrained audiences
  - **1.1B:** Develop annual survey to collect occupant protection data from Florida's Safety Coalitions
  - **1.1C:** Distribute annual survey to Florida's Safety Coalitions
  - **1.1E:** Conduct analysis of Fatality Analysis Reporting System (FARS), hospital and injury crash data, and observational survey data to identify and prioritize key unrestrained audiences

# OP Data Update

Dr. Michael Binder



# Strategic Action Plan Goal 1: Education, Communication, and Outreach

- **Strategy 2.1:** Develop occupant protection education best practices and customizable materials inventory that can be used by local partners
  - **2.1A:** Develop survey questions to identify existing occupant protection materials, programs, marketing strategies and audiences
  - **2.1G:** Distribute informational/marketing materials to target audiences through identified distribution networks

# Paid Media Update

Chris Craig



# Day 1 Recap

Chris Craig







Meeting Starts at 9:00 am



**March 13–14, 2019**

Gainesville, Florida



# Recap of Day 1 / Guidance for Day 2

Chris Craig



# Agenda

## DAY 1

- FOPC Charter and Subcommittee Structure
- Action Plan Implementation (Group Breakouts)
- Action Plan Goal 1 Discussion
  - OP Data Update
  - Paid Media Update
- Day 1 Recap

## DAY 2

- Recap and Guidance for Day 2
- Action Plan Goal 2 Discussion
- OP Resource Center Update
- Action Plan Goal 3 Discussion
  - Hot Cars Training/Check to Protect
- Wrap Up and Next Steps

# Strategic Action Plan Goal 2 Discussion

Danny Shopf





# Strategic Action Plan Goal 2:

## Law Enforcement Awareness of Occupant Protection

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

# Strategic Action Plan Goal 2:

## Law Enforcement Awareness of Occupant Protection

- **Strategy 5.1:** Increase the number of law enforcement officers who deliver messages on proper restraint use.
  - **5.1A:** Identify and promote programs that help law enforcement officers identify child restraint usage problems and solutions
  - **5.1B:** Increase law enforcement officer participation in community CarFit training and events
  - **5.1D:** Develop non-“cookie-cutter” templates for law enforcement agencies to provide to the public that includes local information for CPS resources/fitting stations and CarFit events. Templates to be included as materials in the Occupant Protection Toolbox(es)

# Florida OP Resource Center Update

Jasper Masciocchi



# Strategic Action Plan Goal 3 Discussion

Danny Shopf





# Strategic Action Plan Discussion Goal 3:

## Occupant Protection For Children

- **Strategy 6.1:** Increase CPS related data available to pinpoint target areas for operational improvement.
  - **6.1B:** Identify contacts for each data source to ask for specific data needs and distribute/post on the FOPC website
  - **6.1C:** 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



# Strategic Action Plan Discussion Goal 3: Occupant Protection For Children

- **Strategy 7.1:** Increase the quantity and quality of certified CPS technicians (CPST) and instructors (CPST-I).
- **7.1A:** Review current CPS training needs and stipend program to determine effectiveness and strengths/weaknesses

# Hot Cars Training/Check to Protect

Amy Artuso



**DAY 1**

**BREAK**

# Strategic Action Plan Discussion Goal 3: Occupant Protection For Children

- **Strategy 8.1:** Increase availability of car seats, resources, and materials.
  - **8.1A:** Create marketing to 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
  - **8.1B:** Identify sources who could provide car seats and materials and post the information on the OPRC website and promote in emails and online newsletters

# Strategic Action Plan Discussion Goal 3: Occupant Protection For Children

- **Strategy 8.1:** Increase availability of car seats, resources, and materials.
  - **8.1C:** Identify potential supporters who could provide a wider variety of materials than print items (pens, keychains, etc.)
  - **8.1D:** 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”



# Strategic Action Plan Goal 4 Discussion

Danny Shopf



# Strategic Action Plan Discussion Goal 4: Model Language to Increase the Use of Occupant Protection Devices

- **Strategy 9.1:** Increase CPS related data available to pinpoint target areas for operational improvement.
  - **9.1A:** Identify best practices and data available from other states
- **Strategy 10.1:** Support mandatory diversion programs for first-time offenders.
  - **10.1A:** Identify where diversion programs are available, how they are being funded, and where they are being utilized

# Strategic Action Plan Discussion Goal 4: Model Language to Increase the Use of Occupant Protection Devices

- **Strategy 11.1:** Support enhancement of current laws that allow passengers to ride in the back of pickup trucks or flatbed vehicles.
- **11.1A:** Collect pickup truck bed injuries and fatality data and report to FOPC
- **11.1B:** 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.

# Wrap Up + Next Steps

Chris Craig + Jasper Masciocchi





# Wrap Up + Next Steps

- Travel Reimbursement Reminder
- Next Meetings (in Gainesville)
  - August 14–15, 2019
  - November 20–21, 2019
  - February 26–27, 2020
  - June 10–11, 2020
  - September 2–3, 2020







**Safe Travels!**  
**See you in August.**