



Florida Occupant Protection Coalition

Meeting Report

May 18-19, 2022

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the May 18-19, 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 type="checkbox"/>
Michael Binder	University of North Florida	<input type="checkbox"/>
Mark Boatright	Florida Highway Patrol	<input 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"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input checked="" type="checkbox"/>
Jake Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Leilani Gruener	Department of Highway Safety and Motor Vehicles	<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 checked="" type="checkbox"/>
Andrew Hopkins	University of North Florida	<input type="checkbox"/>
Adam Harpstrite	University of North Florida, Institute of Police Technology and Management	<input checked="" type="checkbox"/>

Name	Organization	Attendance
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 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 type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<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 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 checked="" type="checkbox"/>
Gregory Rittger	Orange County Sheriff's Office	<input type="checkbox"/>
Tim Roberts	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Al Roop	University of North Florida	<input type="checkbox"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Amy Stafford	Hendry County Public Safety	<input checked="" type="checkbox"/>
Bob Smallacombe	Palm Beach County Fire and Rescue	<input 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 type="checkbox"/>
Amanda Thronsen	Florida Department of Health	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Petra Stanton	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		Attendance
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"/>

2.0 Meeting Notes – May 18, 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 Subcommittee Breakout

Coalition members split into subcommittee groups organized around each goal of the strategic action plan. The subcommittee groups reviewed the action steps for their respective goals. Action step leaders updated committee members on activity progress and took notes on updates to share with the coalition during the Action Plan Report Out.

Law Enforcement Survey and Materials Distribution

Charles Kane, Law Enforcement Liaison (LEL), gave an update on law enforcement materials distribution for the Click It or Ticket (CIOT) 2022 campaign. He provided the locations and number of items distributed over the past year for the Safety Belt Activity Booklet, CIOT Banners, CIOT Enforcement Yard Signs, CIOT USB Drives, and Child Restraint LEO Reference Cards. He broke down the materials distribution by LEL district. He displayed maps that visualized the amount of agency saturation for each type of materials statewide by county. He highlighted the increases from the previous year. Danny displayed the Florida LEL website that detailed the materials that are provided on the CIOT jump drives: [Florida LEL Program - Media Materials](#). Charles discussed the 2022 Florida Click It Or Ticket and Border to Border Enforcement activities for the 2022 campaign. More information can be found at the Florida Occupant Protection Coalition Meeting Materials page: [Click It or Ticket 2021 \(flocupantprotection.com\)](#). Charles displayed the Elder Driver Tip Card for the coalition's feedback before finalizing it. The coalition had no further adjustments.

Participants had the following questions and comments:

- Danielle Kessenger, The PLAYERS Center for Child Health and Wolfson Children's Hospital, asked how much of the increase in materials distribution in Duval County could be attributed to the easing of social distancing restrictions?
 - It certainly plays a role, but the number of materials distributed increased in some areas of the state that eased restrictions only in the past few months.
- Do the totals and heat maps capture what the materials that the Community Traffic Safety Teams (CTSTs) utilize?
 - It is reflected in the totals, but not necessarily in the heat maps.

School Pickup Line Tip Card

The coalition discussed the draft version of the School Pickup Line Sheet. It was noted that a half-sheet card with a front and back design is preferred to the current tri-fold layout. Danielle Kessinger volunteered to review and revise the content before sending back to the design team. The coalition agreed that the sheet should be finalized before the start of the 2022-2023 school year.

Click or Ticket 2022 Paid Media Update

Chris Craig, FDOT, provided an overview of the 2022 Click It Or Ticket paid media campaign. He showed the overall Click It Or Ticket Campaign timeline. The paid media campaign started on May 16th and will continue through June 5th. Partnering with Jacksonville based marketing agency, St. John & Partners, FDOT is focused on reaching men ages 18-34 in all 10 Florida Designated Market Areas (DMAs). Video ads will be run on television and cable channel networks, as well as streaming services such as HULU, Amazon Streaming TV, VIZIO, and YouTube. Audio ads will run on radio stations as well as audio streaming services such as Spotify, Pandora, and SoundCloud. Additionally, digital video ads will run on the social media sites Facebook, Instagram, Snapchat, and TikTok. Chris played examples of each type of ad for the coalition. The CIOT paid media campaign includes advertisements on billboards, transit vehicles, as well as gas station TV commercials. He shared the investment totals by channel and by Florida DMA. Lastly, he highlighted the different types of Dynamic Messaging Signs (DMS) that are also part of the CIOT campaign.

Participants had the following questions and comments:

- Danny asked if there were partnerships with the Target Zero campaign.
 - Chris Craig said the logo is included, but Target Zero is focused on targeting emphasis areas that have less messaging with content intended to resonate with a more specific audience. Once the targeted campaign is finished, Target Zero will shift to more specific marketing campaigns such as CIOT and Drive Sober or Get Pulled Over.

Public Comment Period

There were no comments from the public.

Recap of Day 1

Danny gave a quick recap of Day 1. Day 1 adjourned at 4:30pm.

3.0 Meeting Notes – May 19, 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.

Traffic Safety Resource Center

Chris Craig provided an update on the Traffic Safety Resource Center (TSRC). It will be the successor for the Occupant Protection Resource Center, but will include materials covering traffic safety topics beyond Occupant Protection. He emphasized that child passenger seats will be available on the site as will the School Pickup Line insert that was discussed on Day 1. Chris emphasized that coalition members will need to reregister to order materials but they can all be acquired at no charge.

Participants had the following questions and comments:

- Who will house the website?
 - It will be housed by FDOT, but the University of Florida (UF) will continue to maintain and coordinate the website. Everything will be the same, but materials will be housed in the same place to better identify gaps in educational resources across program areas.
 - Jacob Gonzalez, Tampa Police Department, said that the document highlighting the different types of vehicles that driving impaired can result in a DUI, [DUI Vehicles-Traffic Safety Resource Center](#), could be a great banner for areas where micromobility devices such as electric scooters are proliferating.
- Will bike helmet fit certifications be submitted on the TSRC?
 - The TSRC will provide the same services available from the previous resource centers. The services will be grouped together in one place and the services provided by the resource centers will not change.
- Who can order materials from the website?
 - With the exception of the physical items like child seats and bicycle helmets, the only requirements are that those ordering must be in Florida conducting educational outreach. The volume of the orders will be monitored to ensure that the materials are being properly distributed.
- Will there be a maximum number of users per agency?
 - No, we are estimating 6,000-7,000 users when fully launched based on usage on our existing resource center websites.
- Can the tip cards be made into banners?

- Adapting tip cards to banners could require a redesign. The materials are available in high-resolution PDF format so users can add their respective logos, and UF will have access to the original design files for all materials that were created by FDOT.
- Is there an educational training to introduce the TRSC to partners?
 - Not yet, but once the TRSC website is fully implemented, training will be developed.
- Will there be spokespersons for local coalitions to be introduced to the site?
 - It will be launched to the current customer base. For example the Florida Occupant Protection Resource Center, housed and managed by UF, has over 5,000 users. The focus will be on reaching those existing users before expanding into local coalitions.
- Will UF manage the tangible items such as child seats and bicycle helmets?
 - For the tangible items available, yes. UF will handle the majority of the print materials, as well.

Available Occupant Protection Resources

Jasper Masciocchi, University of Florida, gave a presentation on the recent activity of the Occupant Protection Resource Center (OPRC) materials distribution. She reviewed the OPRC objectives. From 2014-2021 the total number of resources distributed was 310,340 from 7,262 orders. She reviewed the top five most popular resources by year. She reviewed the top 10 counties for materials distributed from 2014-2021 which were Miami-Dade, Orange, Charlotte, Alachua, Hillsborough, Bay, Osceola, Lee, Broward, and Polk counties.

She reviewed car seat distribution numbers from 2014-2021. Seats purchased with federal funds distributed to instructors totaled 23,084 since 2014.

Jasper finished her presentation with an Action Plan Group Work Activity where participants wrote down ideas on possible gaps in the available resources. She prompted the coalition by asking:

- What can be revised or improved?
- What are the language barriers?
- What is the ideal format for materials?
- What languages besides Spanish should materials be translated for?
- Can the age group of males 18-34 be subdivided? What are the rural and urban differences between the target audience?

Participants wrote down their ideas and submitted them to Jasper before the end of the meeting. More information can be found at the FOPC Meeting Materials Page: [Florida Occupant Resource Center Available Resources Presentation](#).

Participants had the following questions and comments:

- The Window Cling with Thermometer, shown in Figure 1, that attaches to the window of a vehicle and displays the internal temperature of the vehicle was identified as a popular resource. Chris Craig noted that federal funds are not available to produce similar materials and that it will be critical to identify the costs of popular resources that are not supported by federal funds moving forward.
- The I'm Safe! In the Car mini activity book, shown in Figure 2, teaches young children car passenger safety using fun activities. The activity booklet and bookmarks were the most popular items. Chris Craig recommended adapting the popular materials for the coalition to create their own version rather than utilizing a vendor.



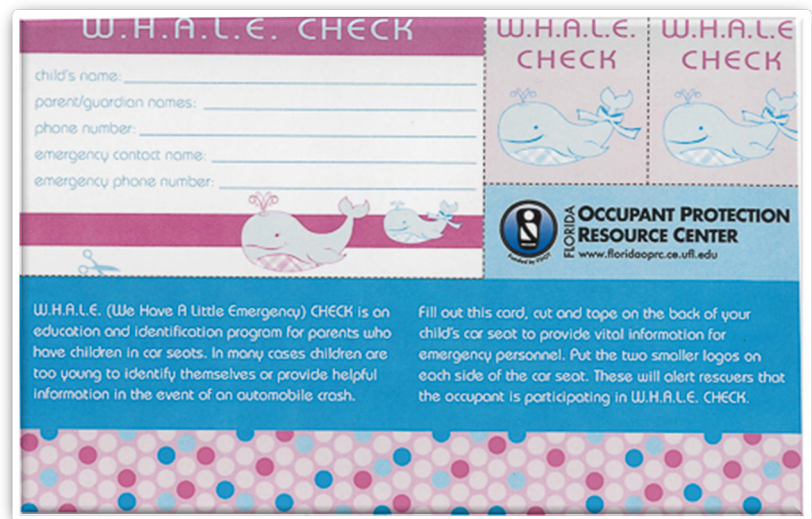
Figure 1: Window Cling with Thermometer



Figure 2: I'm Safe! In the Car

- Petra Stanton, Johns Hopkins All Children's Hospital, recommended utilizing the Sgt. Seagull graphic developed by the coalition previously, as a consistent brand across materials.
- Participants identified a Creole Translator in Southwestern Florida that works for the Florida Department of Health and recommended reaching out to start translating existing materials into Creole.
- The W.H.A.L.E (We Have A Little Emergency) tip card, shown in Figure 3, used in emergency situations was noted to work well as a sticker, but it is not used as much as it could be. It was noted that federal funds cannot be utilized to fund stickers. Proprietary items pose additional challenges.

Danielle Kessinger emphasized that a statewide informational campaign could be conducted to increase awareness among Emergency Medical Services (EMS) providers.



The image shows a 'W.H.A.L.E. CHECK' form. The top section is a pink header with the title 'W.H.A.L.E. CHECK' and two smaller versions of the title on the right. Below the header are fields for: child's name, parent/guardian names, phone number, emergency contact name, and emergency phone number. There are illustrations of a whale and a seagull. The bottom section is a blue box with text explaining the program and instructions. The bottom of the form has a decorative border with pink and blue polka dots.

Figure 3: W.H.A.L.E. Check Form

- Promoting educational materials in Department of Highway Safety and Motor Vehicle Offices (DMV) could be explored since there are usually televisions in DMV offices as well as a captive audience.
- Chris Craig asked if there was any indication as to why Charlotte and Alachua counties had such high levels of distribution?
 - Charlotte County's Community Traffic Safety Team (CTST) is very active. Part of the reason why Alachua is so high may be because Alachua is sometimes the automatically selected county on the OPRC website.
- Chris Craig asked if the OPRC can analyze what leaders are ordering materials and to take a deeper dive into the data beyond the larger counties. He wondered if there are noteworthy practices or champions that make the difference outside of the larger urban counties.

Safe Kids Autonomous Vehicle Alliance

Carissa Johns, Orange County Sheriff’s Office, gave a presentation on Child Passenger Safety and Autonomous Vehicles from the Safe Kids Autonomous Vehicle Alliance (SKAVA). SKAVA formed a consortium, “to ensure that child safety needs are actively reflected in new vehicle designs, regulations, laws, and educational messaging.” The consortium is conducting research to develop informational resources and toolkits. She emphasized the potential for autonomous vehicles (AVs) to reduce crashes where driver behavior is a contributing factor. She said new technologies help by reducing human error and are expected to reduce crashes, serious injuries, and fatalities. However, of critical importance is to not repeat the child passenger safety crisis that occurred after the widespread adoption of vehicle airbags. Children were not considered in the design and adoption of airbags until many were injured. As autonomous vehicle technology progresses, it will be critical that child passenger safety is incorporated at all stages to ensure safety.

She discussed the progression of driver assistance and autonomy levels established by the Society of Automotive Engineers, shown in Figure 4, stating that advanced safety features, advanced driver assistance, partially automated safety features, fully automated safety features are features that are moving towards full automation:

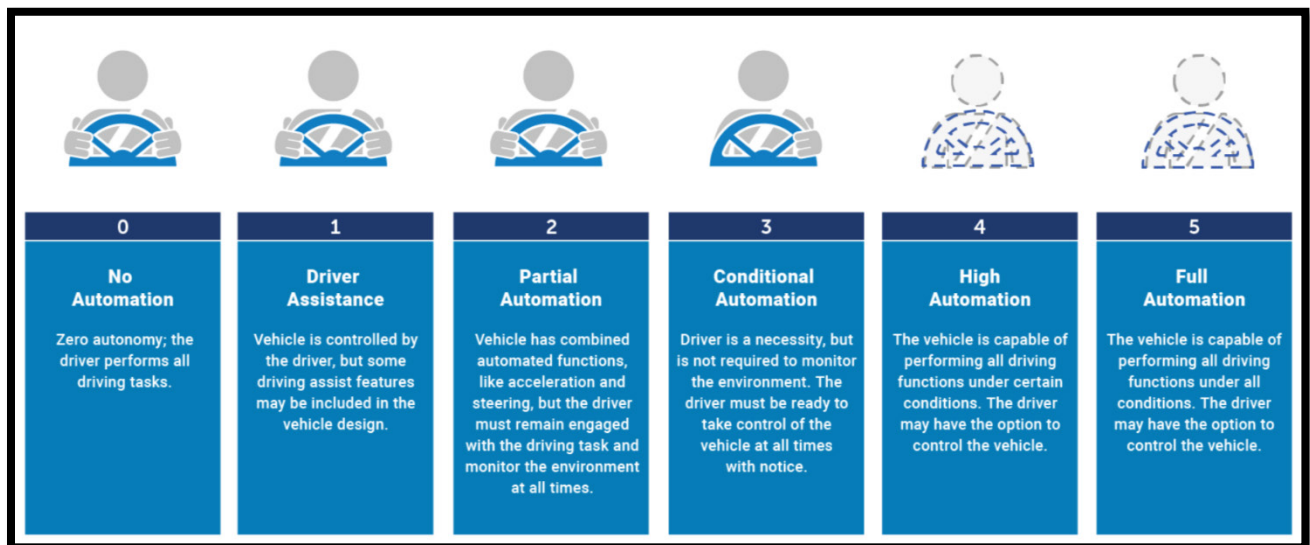


Figure 4: Levels of Automation, Society of Automotive Engineers

AVs may offer other opportunities through ridesharing and provide other options for unlicensed individuals, people with disabilities, as well as provide a greater sense of independence for older children. Additionally, AVs could reduce insurance costs, reduce production costs due to improved delivery efficiency, and decrease the need for parking.

Carissa displayed SKAVA’s timeline and discussed the 2018 Blue Ribbon Panel Report: [Children in Autonomous Vehicles Blue Ribbon Panel Report October 2018](#). The report calls the autonomous vehicle industry to:

- Support child-focused regulations,

- Test automated vehicles in ways that consider child passengers,
- Design vehicles that are family-friendly,
- Conduct research on the appropriate level of supervision in automated vehicles, and
- Ensure all marketing and advertising shows children riding in automated vehicles according to best practices.

SKAVA is working on content developed by the consortium. Of interest is the recent pilot testing of fully self-driving vehicles conducted by Waymo in Miami, Florida and Austin, Texas. Beyond this pilot, other autonomous technologies such as self-driving shuttles and bi-directional shuttles may drastically affect forward facing vehicle seats and cause confusion for how to orient child safety seats. Different designs of AVs with a variety of non-forward facing seats may radically change the child passenger safety landscape. She noted that the Blue Ribbon Panel recommended that children under the age of thirteen should not be in these vehicles without adult supervision. For the coalition's consideration she posed the question of what are the safety considerations when convenience increasingly outweighs safety particularly related to first responders?

Carissa also discussed the role of law enforcement in the AV landscape, asking who is responsible in the event of a crash? Where were passengers seated? Did the driver assume any emergency control? How will crash reports be updated to reflect the changes? Will law enforcement need to have specialty training for engaging with AVs on roadways?

Likewise she asked what Child Passenger Safety Advocates will need to know as emerging technologies become more prevalent. Child Passenger Safety Advocates play an important role in family education and will be critical in keeping families informed about AVs. She concluded by emphasizing that there are not clear answers to the questions she posed and the challenges facing AV adoption more generally. Because of this uncertainty, Child Passenger Safety Advocates and Safety Professionals should be preparing and planning for these technologies so that the history of the adoption of airbags is not repeated. More information is available on the FOPC meeting materials website: [Safe Kids in Autonomous Vehicles Presentation](#) and [Safe Kids AVs](#).

Participants had the following question and comments:

- Chris Craig noted that companies in addition to Waymo are progressing beyond even having an emergency safety driver on board.
- What happens in an empty crash? What happens if someone passes away in an AV?
 - Some AVs have emergency buttons, and most are equipped with video capabilities.

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. Follow Up Action Items are listed below:

- Add National Digital Car Seat Check Form Action Item to Goal 3
- Add Agenda Item for Krista Ott to provide a meeting report out for the Child Passenger Safety Technician Instructor Ideas and Best Practices Meeting at the August FOPC Meeting.
- The Bipartisan Infrastructure Law (BIL) may allow for expenditure of funds on heat stroke awareness, NOAA is willing to put out info that is available, may want to adapt their materials. Add an Action Item on Heat Stroke Awareness and Prevention
- Consider creating educational materials about passenger safety in recreational vehicles.

Public Comment Period

There were no comments from the public

Wrap Up and Next Steps

Danny noted the following FOPC meeting is scheduled to be held in-person in Gainesville, Florida.

- August 2-3, 2022

Adjourn

The coalition meeting ended at 12:30pm.

Contact information for occupant protection questions:

Chris Craig, FDOT
Traffic Safety Administrator
Phone: 850.414.4009
chris.craig@dot.state.fl.us

Willem de Greef, FDOT
Traffic Safety Program
Manager
Phone: 850-414-4048
willem.degreef@dot.state.fl.us

Jasper Masciocchi, UF
T2 Center
Training Specialist
Phone: 352.273.1685
j.masciocchi@ufl.edu

Appendix A - Florida Occupant Protection Strategic Action Plan

Updated May 19, 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	Aug 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	In-person meeting conducted 5/18/2022 & 5/19/2022		
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	Posted on website		

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 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	CS will present at Aug 2022 meeting		
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	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	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	Continuing to coordinate with FLHSMV and FARS		

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 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%	Narrowing list to a few target states with consistently 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 potential states	Identifying potential states		
1C.3	Leilani Gruener	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	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	Aug 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	Continuing to monitor member participation		

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
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.	Petra is coordinating with American Association of Pediatrics (AAP) Susie has identified a retired pediatrician		

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	Aug 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.	Developing list of vehicle safety features		
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	Carissa presented on Safe Kids Automated Vehicles Alliance (SKAVA)		

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	Aug 2022	Q1 2023
2A.1	Tim Roberts	Annual	Create a <i>Click It or Ticket</i> (CIOT) Resources Toolbox.	Toolbox created and posted on Law Enforcement Liaison (LEL) Website and publicized.	Toolboxes created and available through LELs	Toolboxes created and available through LELs		
2A.2	Tim Roberts	Annual	Encourage Florida law enforcement agencies to participate in the national <i>Click It or Ticket</i> campaign and enforcement activities.	Number of agencies participating in <i>Click It or Ticket</i>	LELs coordinating with agencies	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	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	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	Finalizing and will publish prior to next meeting		
2A.6	Mostyn Mullins Charles Kane	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Coordinating prior to next meeting	CarFit will now allow in-person events again		
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.		Included with CIOT enforcement activities		

Objective 2B: Improve Law Enforcement Safety Belt Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 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	Survey has been updated and streamlined		
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	Under development		

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 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	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	Will follow up at Aug 2022 meeting		
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	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	Posted to LEL website		Considering adding guidance on demographic survey information
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	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	Aug 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	Working on identifying gaps		
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	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	Agenda drafted		
3A.4	Danielle Kessenger 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	Still working on tracking down those that need to renew		
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.	Training will be offered before Kids In Motion conference. Will hold another training after (targeting November)		

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Feb 2022	May 2022	Aug 2022	Q1 2023
3B.1	Patty Turner Danielle Kessenger	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	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	In Design. Will share at Aug 2022 meeting.		
3B.3	Danielle Kessenger 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	Danielle K will share draft content prior to next meeting		
3B.4	TBD	Short-Term	Develop and distribute educational materials on the risks of heat stroke and other dangers of children in hot vehicles.	Number of materials distributed				

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	Aug 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	Continuing to coordinate with counties and courts		
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	To be completed after 3C.1		
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	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	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	Aug 2022	Q1 2023
3D.1	Julie Noble Danielle Kessenger	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	No changes needed following 2022 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	No CPS-related changes following 2022 legislative session		
3D.3	Petra Stanton	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.		Petra will identify a DCF contact		

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	Aug 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	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	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	Presented at May 2022 meeting		
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	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	Aug 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	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	Identifying materials		
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	In Design. Will share at Aug 2022 meeting.		
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	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	Aug 2022	Q1 2023
4C.1	TBD	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	CarFit approved to meet in-person again. Will follow up in Aug 2022		
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	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	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	Aug 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	No changes needed following 2022 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	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	No safety belt-related changes following 2022 legislative session		