



Florida Occupant Protection Coalition

Meeting Report

November 14-15, 2023

Prepared for:

Florida Department of Transportation

Prepared by:

Cambridge Systematics, Inc.

1.0 Attendees

The participants in the November 14-15, 2023 Florida Occupant Protection Coalition (FOPC) meeting are listed below.

Name	Organization	Attendance
Amy Artuso	National Safety Council	<input checked="" 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 type="checkbox"/>
Ronda Cerulli	Florida Department of Health	<input checked="" type="checkbox"/>
Robert Chaffe	Preusser Research Group	<input checked="" type="checkbox"/>
Chris Craig	Florida Department of Transportation, State Safety Office	<input type="checkbox"/>
Kirk Geweniger	Brevard County Sheriff's Office	<input type="checkbox"/>
Jacob Gonzalez	Tampa Police Department	<input checked="" type="checkbox"/>
Willem de Greef	Florida Department of Transportation, State Safety Office	<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 type="checkbox"/>
Ginny Hinton	University of Florida	<input type="checkbox"/>
Andrew Hopkins	University of North Florida	<input checked="" type="checkbox"/>
Adam Harpstrite	University of North Florida, Institute of Police Technology and Management	<input type="checkbox"/>
Carrisa Johns	Orange County Sheriff's Office	<input checked="" type="checkbox"/>
Charles Kane	Florida Law Enforcement Liaison Program	<input type="checkbox"/>
Danielle Kessenger	Silver Linings Safety	<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"/>

Name	Organization	Attendance
Alan Mai	Florida Department of Health	<input type="checkbox"/>
Gerald McCable	FDOT District 7	<input checked="" type="checkbox"/>
Marilyn Merced	Traffic Safety Partner	<input type="checkbox"/>
Lisa Nichols	Wolfson Children's Hospital	<input checked="" type="checkbox"/>
Sharon Murchison	IPTM	<input type="checkbox"/>
Julie Noble	Golisano Children's Hospital-Safe Kids SWFL	<input checked="" type="checkbox"/>
Christopher Norwood	Hendry County Sheriff's Office	<input type="checkbox"/>
Zakkiyah Osuigwe	Santa Rosa County Development Services	<input type="checkbox"/>
Krista Ott	Gainesville Fire Rescue	<input type="checkbox"/>
Dewey Painter	South East American Indian Council, Inc.	<input type="checkbox"/>
Andrew Pidgeon	Palm Bay Police Department	<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 type="checkbox"/>
Patrick Riordan	Florida Highway Patrol	<input 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"/>
Miranda Sargent	Santa Rosa County Sheriff's Office	<input checked="" type="checkbox"/>
Amy Stafford	Hendry County Public Safety	<input checked="" type="checkbox"/>
Morgan Stirling	Fort Walton Beach Police Department	<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 type="checkbox"/>
Tony Threatts	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>
Melissa Valido	Florida Teen Safe Driving Coalition	<input type="checkbox"/>
Petra Stanton	Johns Hopkins All Children's Hospital	<input type="checkbox"/>
Kathryn Wall	Safe Kids Program Director	<input checked="" type="checkbox"/>
Mark Welch	Department of Highway Safety and Motor Vehicles	<input checked="" type="checkbox"/>

Name	Organization	Attendance
Moyra Willis	Traffic Safety Partner	<input type="checkbox"/>
Nick Wollschlager	Florida Law Enforcement Liaison Program	<input checked="" type="checkbox"/>
Coalition Support		Attendance
Jasper Masciocchi	University of Florida	<input type="checkbox"/>
Jacob Stevens	University of Florida	<input type="checkbox"/>
Wanda Tison	University of Florida	<input checked="" type="checkbox"/>
Patty Turner	University of Florida	<input checked="" type="checkbox"/>
Danny Shopf	Cambridge Systematics	<input checked="" type="checkbox"/>
Crystal Mercedes	Cambridge Systematics	<input checked="" type="checkbox"/>
Alan Amidon	Cambridge Systematics	<input checked="" type="checkbox"/>

2.0 Meeting Notes – November 14, 2023

Welcome, Introductions, and Agenda

Danny Shopf, Cambridge Systematics, welcomed participants to the Florida Occupant Protection Coalition (FOPC) meeting and thanked everyone for joining. He facilitated a round of introductions, gave an overview of 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. Each subcommittee will have a virtual check in meeting before the next coalition meeting.

Review and Update Legislative Model Language

Danny Shopf, displayed the model language for safety belt and child passenger safety that the coalition members had previously drafted and reviewed. The coalition provided additional feedback.

FS 316.614 Safety Belt Model Language Feedback

After discussing the suggested changes to FS 316.614, the coalition agreed upon the changes. Additional feedback is listed below:

- Leilani Gruener, FLHSMV, said her agency may be able to gather school bus data based on registrations and their ages before the next meeting. The Department of Education (DOE) could be another source.
- Jacob Gonzalez, Tampa Police Department, recommended that 316.614 (5) be amended so that is unlawful for all occupants, not just the front seat passenger, to ride in a vehicle unrestrained. He also suggested that the unrestrained occupants should be legally responsible rather than the driver. More info is needed for RV seatbelt passengers.

FS 316.613 Child Passenger Safety Model Language Feedback

After discussing the suggested changes to FS 316.613, coalition members identified [House Bill 1211 \(2023\)](#) as containing the model language sought by the coalition. Coalition members noted that HB 1211 did not pass the Senate Rules Committee last legislative session and is likely to be introduced for the 2024 legislative session. The coalition agreed to follow up with links and references to the bill text for further consideration and discussion.

Car Seat Checkup Day Coloring Book Review

Danny led the coalition in a review of the draft Car Seat Checkup Day Coloring Book and asked the coalition for feedback on the design and content of each component of the coloring book.

- Cover
 - Tighten brown belt
- Page 2
 - Strike “infant” from 1 and 2
 - Change “parents” to “adult”
- Page 3
 - Change language to one word: “Checkup” drop “location.” Aim for two lines of text.
- Page 5
 - Change image of seat belt on booster
- Page 6
 - Add image from cover and add to 6 C.
 - Changed “bucked” to “buckled”
 - Reference correct answer somewhere
- Ultimate Strike Ultimate Car Seat Guide
 - Reference NHTSA and Safe Kids on page B
 - Make dashes in Types of Car Seats Explained consistent in terms of formatting
- Page 8
 - Connect harness
 - Add logos on driver
- Page 9
 - Raise clip on five point harness
 - Change “divides” to “spreads”
 - Consider revising “...which are very strong”
- Page 10
 - Far left image move up chest clip, add seat belt where car seat installed/tether
 - Move handle up in car seat in middle of image
- Page 10

- Adapt imagery from Car Line Pickup Tip Card on bottom right of second panel
- Page 11
 - Top right image
 - Tighter seat belt
 - Make seat belt go to the right instead of so far up.
 - Consistently show car interior in top two images
 - Manatee
 - Raise chest clip
 - Add top tether
- Page 12
 - “Change buckle up before car starts” to “buckle up before car moves”
- Back Cover
 - Drop “away from airbags”, revise to “where its safest ”

Public Comment Period

There were no comments from the public.

Recap of Day 1

Danny provided a brief recap of Day 1, thanked everyone for their participation and reminded coalition members that Day 2 of the FOPC meeting would be at the University of Florida – East Campus at the Transportation Technology Transfer (T2) Center.

3.0 Meeting Notes – November 15, 2023

Recap of Day 1

Danny Shopf, Cambridge Systematics, welcomed participants and thanked everyone for attending Day 2 of the FOPC meeting. He gave a brief recap of Day 1 and reviewed the Day 2 agenda.

Post-Click It Or Ticket Awareness Survey Results

Andrew Hopkins, Public Opinion Research Lab (PORL) at the University of North Florida (UNF), presented on the Post-Click It or Ticket (CIOT) Awareness Survey conducted over the summer of 2023. He provided a background on the Click It or Ticket awareness and enforcement campaign before discussing the awareness survey.

The awareness survey was administered from June 5 through June 20th 2023, immediately following the memorial day enforcement wave. He said 77 percent of respondents reported having seen or heard Click It or Ticket content, an increase of 9 percent from the previous year. Additionally, 87 of respondents reported using seatbelts all the time. Next he discussed Florida different Designated Media Markets (DMAs) and noted that the Tampa DMA had the greatest awareness with 84 percent of respondents saying they had seen or heard Click It or Ticket content. He noted that a majority of respondents said they saw billboards with Click It or Ticket messaging, making billboards the most recognized Click It or Ticket marketing strategy for several years.

The survey methodology consisted of 809 surveys conducted over the phone and 711 surveys administered online. Andrew noted an uptick in the prevalence of Artificial Intelligence (AI) bots that posed challenges for the online panel. The survey asked respondents if they had read, seen, or heard anything about the Click It or Ticket Campaign in Florida.

Contrasting with the Tampa DMA, Andrew said that the Miami-Dade DMA had the lowest awareness of CIOT with 65 percent of respondents saying they interacted with CIOT content. Overall awareness across Florida's DMAs was approximately 77 percent. Andrew broke down differences in gender, age, and ethnicity at the statewide level. He said that women and men had equal awareness at 77 percent and that the age category with the greatest awareness was the 35-54 age group with 73 percent. This is contrasted with only 66 percent of Hispanic or Latino respondents reporting seeing or hearing CIOT content in the past year.

Andrew noted that pickup drivers have been consistently oversampled over the years. Additionally, he said that 93 percent of respondents said that they always use a child restraint and that 6 percent reported not always using a child restraint, which is too low of a percentage to make any compelling inferences. Likewise, the sample size of the survey limits the ability to make inferences about respondents' awareness of child restraint laws.

Twenty-seven percent of respondents suggested the most effective ways to increase safety belt usage is increasing education, with 21 percent of respondents citing advertising, and 19 percent citing stricter law enforcement as most effective. Andrew noted that this was the fifth year in a row the highest percentage of respondents suggested education was the most effective strategy for increasing seat belt usage.

Participants had the following questions and comments:

- Amy Artuso, National Safety Council, noticed a sizable portion of the respondents were supportive of educational materials and marketing that utilized graphic crash images. She noted that is contrasted with the trend in traffic safety marketing of positive messaging and emphasized that respondents said this unprompted as well.
- Mark Solomon, Preusser Research Group, asked if the sample size was large enough to analyze support or opposition to the safety belt warning system and a potential safety belt law requiring all passengers to be buckled.
 - Andrew said yes, the sample size is big enough and the responses are indicative of an upward trend in support and can be broken down demographically.
 - Danielle Kessenger, Silver Linings Safety, noted that that upward trend in the data supporting enhancement of Florida's safety belt law provides support for the type of changes the coalition's model language is recommending.
 - Andrew noted that since the size of the data set is increasing every year more detailed analyses can be provided.
- Danny asked if any correlations can be drawn from the responses of pickup drivers and respondents age 18-34?
 - Andrew said that the 18-34 age group is considered a low use group because less respondents in this age group report that they wear their safety belt all the time. The survey team can delve deeper into pickup truck drivers' responses, but the survey suggests a lack of awareness among that group despite being a key audience which would indicate the messaging is not reaching them.
 - Jacob emphasized that some groups may be exposed to CIOT or messaging without it necessarily changing their behavior. Messaging should be fine tuned to the audience and dispel myths related to safety belt usage as well.
- Danielle Kessenger asked how the survey was distributed?
 - Andrew said that the survey was distributed over the phone via random digit dial. PORL bought 40,000 numbers after the provider checks cell phone activity to further hone in on a representative sample. He noted that cellphone users are a representative of the general population and that PORL would leave voicemails providing background on the survey, PORL, and UNF, which tended to increase the number of cellphone users returning their call.
- Danny asked what was the response rate of the survey?
 - The response rate was seven percent which is high for using random digit dials in public opinion survey. Andrew noted that the voicemails left and indicating that was a call from a public university helps the response rate.
- Danielle asked if all the random digit dials are to phones with Florida area codes?

- Andrew said that most of the random digital dials were to cellphones with Florida area codes, but that 10 to 15 percent were out of state area codes belonging to people residing in Florida.
- Patty Turner, University of Florida, UF, clarified that 77 percent of respondents through the state of Florida had seen CIOT messaging or marketing in the past year and asked how the survey data is used?
 - The Post CIOT Awareness Survey is used to inform the following years paid media campaign conducted by the Florida Department of Transportation (FDOT) in conjunction with the national CIOT campaign conducted by the National Highway Traffic Safety Administration (NHTSA).
- Patty asked if there is follow up with respondents who said they did not see any CIOT or messaging to inform how to reach them?
 - Andrew said that it is a challenge to determine why messaging is not reaching everyone.
- Patty asked if CIOT marketing is done in stadiums?
 - Traffic safety advertising in stadiums is often focused on preventing impaired driving in conjunction with the national *Drive Sober or Get Pulled Over* campaign and messaging.
- Mark said the question of where the respondent has seen CIOT or messaging can present challenges because it is based on recall. Respondents may have seen messaging on TV so much that they may have tuned it out, but they may remember seeing a billboard.
- Robert Chaffe, Preusser Research Group, asked if the survey answer is design allows respondents to select all that apply?
 - Respondents can select multiple answers.
- Mark said it could be helpful to see the full list of selectable answers.
 - The full list of selectable answers is available in the full report and is developed by the list provided by FDOT.
- Danny said the coalition will see a presentation that demonstrates that the survey informs FDOT's investment.

Andrew noted other items of interest to the coalition that are part of other surveys conducted by PORL.

Danny will coordinate with PORL to share the full report with the coalition and coordinate with FDOT to clarify where the report can and cannot be shared or published.

Battle of the Belts Toolkit Review

Danny presented on the Battle of the Belts Toolkit being developed by the Florida Teen Safe Driving Coalition and asked for the coalition's feedback on the different materials intended to be part of the toolkit. The feedback provided by the coalition is documented below:

- Buckle Up Awareness Banners
 - Add warning signs on both sides of Buckle Up
 - Change buckle design to be consistent with buckle in pledge banner
- Educational Infographic - Roadmap to Safety
 - Maintain your vehicle
 - » Change “ensuring windows are clean” to “ensuring **inside and outside** windows are clean”
 - Keep your distance
 - » Recommend revising :03s to :04s to be consistent with what FLHSMV driver handbook recommends
 - Never Drive Impaired
 - » Incorporate over the counter drugs such as, “Drugs, alcohol, **and medication.**”
 - » Add red circle on outside of graphic that connects ends of red slash
 - Eliminate Distractions
 - » Add red circle on outside of graphic that connects ends of red slash
 - Restrict Night Time Driving
 - » Add red circle on outside of graphic that connects ends of red slash
- Buckle Up Awareness Posters
 - Yellow Design
 - » Change “seriously” to “**serious.**”
 - » Recommend reducing the amount of words to make phrasing more succinct.
- Recruitment Posters
 - Match red on buckle on design farthest to left with the red on chair in the design farthest to the right.
 - Consider revising the trophy on the stone throne to match the stone/medieval backdrop
- Student Blank Poster
 - Consider adding a disclaimer about sponsors not necessarily endorsing student designs.

- Consider creating or adding a downloadable version for graphic design students
- Morning Announcements
 - Monday
 - » Revise “fatality” to say “**death**”
 - Wednesday
 - » Revise “fatality” to say “**death**”
 - Thursday
 - » Change to “wearing your safety belt” to “**buckling up**”
 - Friday
 - » Change to “wearing your safety belt” to “**buckling up**”
 - » Add content addressing the weekend such as, “be safe over the weekend” or remember to buckle up this weekend”
- Marquee Messaging
 - Add prom messaging such as ,”Want to go to prom? Buckle Up.”
 - Add “Encourage everyone to buckle up in the car or “all passengers buckle up.”
 - Add “Save money, everyone buckle up.”
- Educational Rack Card
 - 1st Teen Statement
 - » Delete “to the grocery store”
 - 2nd Teen Statement
 - » Reference to restraining force and crash force is confusing. Consider changing one or the other for consistency. Recommend Weight times speed =crash force.
 - 3rd Teen Statement
 - » Delete “I take my own risks”
 - Why else? Because It’s the law in Florida
 - » Ensure the statute is quoted if referenced.
 - Back of Educational Rack Card
 - » Change “two-thrids” to “two-**thirds**”

- » Consider adding content addressing ejection and roadway impact
- » Overarching change fatality to death
- Chalk the Walk Message Ideas
 - Add Prom Message and PROMISE message
 - Consider adding safety belt chalk drawing across stars
- Citations/Commendations
 - Delete “us” in “help us save lives by buckling up.”
 - Citations Did you know
 - » Change “...fatality in car crash” to “...fatality in a car crash
 - » Change belt designs to be consistent throughout
- Pre/Post Attitude Survey
 - Add survey info to morning announcements
 - Add Instructions in the kit about zip code
 - Make response categories consistent in scale and order
- Other/ Overall Items
 - Consider creating a marketing flyer to roll out program
 - Change “fatality” to “death” throughout
 - Make safety belt designs consistent throughout

Action Plan Report Out

Danny Shopf led the coalition in the Action Plan Report out. Action Step leaders provided updates on their respective action steps.

Public Comment Period

There were no comments from the public.

Wrap Up and Next Steps

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

- February 21-22, 2024
- May 15-16, 2024
- August 7-8, 2024

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 de Greef, FDOT

Traffic Safety Program Manager

Phone: 850.414.4048

willem.degrees@dot.state.fl.us

Patricia Turner, UF T2 Center

Safety Resource Center Program
Manager

Phone: 352.273.1671

p.turner@essie.ufl.edu

Florida Occupant Protection Strategic Action Plan

Updated November 14-15, 2023

GOAL 1: PROGRAM MANAGEMENT

Objective 1A: Meeting Facilitation and Progress Tracking

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
1A.1	FDOT Cambridge Systematics	Quarterly	Conduct quarterly Florida Occupant Protection Coalition (FOPC) meetings.	Number of meetings conducted annually	In-person meeting conducted 10/26/2022 & 10/27/2022	In-person meeting conducted 02/15/2023 & 02/16/2023	In-person meeting conducted 05/10/2023 & 05/11/2023	In-person meeting conducted 11/15/2023 & 11/16/2023
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	Posted on website	Posted on website

Objective 1B: Data Analysis/Reporting

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
1B.1	Cambridge Systematics	Annual	Develop an Annual OP Fact Sheet.	Fact sheet developed and posted on FOPC website and publicized	Posted on website	Data analysis underway	Will present at August FOPC meeting.	Waiting on FLHSMV Data.
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)	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point	Reviewed latest traffic records; no change needed at this point
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.)	Reaching out to FDOH; will continue to review	Working on identifying a DOH representative to provide a data perspective	Working on identifying a DOH representative to provide a data perspective	Working on identifying a DOH rep.
1B.4	Patty Turner Andrew Hopkins	Annual	Analyze OP data to understand trends and challenges specifically for minority populations.	Data analysis conducted annually and posted on FOPC website and publicized	Will follow up at a future meeting	Reviewed FARS data related to minority populations. Will provide an update at a future meeting	Reviewed FARS data related to minority populations. Will provide an update at a future meeting	Using COIT Awareness Survey to identify minority population awareness.

Objective 1C: Policies and Best Practices

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
1C.1	Jasper Masciocchi	Biennial	Review literature and interview states above the national average observed use rate to identify innovative strategies and best practices.	Research conducted; Interviews conducted.	Reported progress at Oct 2022 meeting; will review past OP Assessment Reports	Considering evaluating one state at a time and presenting results at future meetings.	Ongoing.	Considering an approach to evaluate national best practices rather than states.
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.	Narrowing list of potential states to ~10	Priority states identified.	Priority states identified.	
1C.3	Willem De greef	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	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	Oct 2022	Feb 2023	May 2023	Nov 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.	Chris provided membership expectation remark, Miranda and Tim will reach out to LE contacts for potential members.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.	Focused on increasing representation on outreach and low use groups.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
1D.2	Susie Kolb Dewey Painter Petra Stanton	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.	Catherine Palmier (retired pediatrician) attended Oct 2022 meeting virtually	In contact with Miccosukee Tribe (Susie) Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)	In contact with Miccosukee Tribe (Susie) Coordinating with school district (Susie) - Brevard (Andrew) - Orange (Danielle)	In contact with Miccosukee Tribe (Susie)

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 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).	Developing list of vehicle safety features	Resources available at www.mycardoeswhat.org/		
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?)	Annual review complete			

GOAL 2: ENFORCEMENT

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 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.	Available through LELs	Available through LELs	Available through LELs	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>	Presented progress at Oct 2022 Meeting	Ongoing.	LEL's coordinating with agencies	Will present after action report at next meeting.
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	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.	Distributed tip cards; will continue to promote CPS safety	CPST-IS working with LELs to make law enforcement officers aware of trainings and events.	Trainings available through LELs.	Met with Tampa PD. Ongoing work with other agencies.
2A.5	Charles Kane	Quarterly	Develop and distribute a tip card for aging road users.	Number of tip cards distributed.	Will coordinate with SMFL Coalition to finalize the Tip Card revisions and present at Feb 2023 meeting	Will present in May 2023.	Coordinating with Safe Mobility for Life Coalition.	Printed and ready for distribution.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
2A.6	Charles Kane	Annual	Increase law enforcement participation at CarFit events.	Number of officers participating at CarFit events.	Met with SMFL in October 2022 to discuss	Ongoing	Ongoing.	Ongoing. Palm Bay has an event in late November.
2A.7	Tim Roberts Willem DeGreef	Annual	Encourage Florida law enforcement agencies to continue nighttime enforcement activities when possible.	Number of notifications distributed and publicized.	Recommend FDOT to put goal and objective for all subgrants	Ongoing.	Ongoing.	Added to OP Grantees this FY.

Objective 2B: Improve Law Enforcement Usage

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
2B.1	Charles Kane Jacob Gonzalez	Annual	Conduct annual survey targeted at law enforcement officers to determine officer use practices.	Survey conducted.	Will close the survey and report at the Feb 2023 meeting	Will present in May 2023	Will present at August 2023 FOPC Meeting.	Will present at next meeting. Next Survey is in January.
2B.2	Tim Roberts	Short-Term	Develop and distribute educational materials demonstrating the myths and facts about law enforcement usage and proper restraint use for law enforcement officers.	Number of materials distributed and publicized.	Under development	Under development	Under development	Under development

Objective 2C: Law Enforcement Tools and Resources

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 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	Under development	Will review NSC presentation and adapt for our purposes
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.	Last presented in Aug 2022; will continue supporting	Last presentation in Jan. 2023.	Will present at August 2023 meeting.	Presented in July 2023. Another schedule in January 24 and July 24
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.	Complete	Complete	Complete	Complete
2C.4	Tim Roberts	Annually	Develop a best practices guide for Observational Surveys conducted by law enforcement agencies.	Guide developed and posted on LEL website and publicized.	Complete	Complete	Complete	Complete
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 FDOT and FTSDC	Coordinating with FDOT and FTSDC	Coordinating with FDOT and FTSDC	Presented materials at November 2023 FOPC Meeting.

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	Oct 2022	Feb 2023	May 2023	Nov 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.	Requested updated list of technicians and instructors	List and map are complete and will be sent monthly.	List and map are complete and will be sent monthly.	List and map are updated.
3A.2		Annual	Annually contact CPST-Is and encourage them to reach out to inactive technicians to offer additional support and resources.	CPTS-Is contacted.	Hosting quarterly instructor meetings	Met on Jan 26, 2023. Next meeting is April 20, 2023		4 Quarterly instructor meetings have been conducted. Not yet scheduled for 24.
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.	Plan to host meetings quarterly; virtual meeting scheduled Jan 26	Conference in Orlando on June 5, 2023. Conducted three virtual Buckle Up for Love events.	Conference in Orlando on June 5, 2023.	Just going to do a 1 hour meeting this year.
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).	Waiting on new Safe Kids coordinator	Having trouble getting commitment for recertification.	Having trouble getting commitment for recertification.	Consider removing/ revising. Will discuss prior to next meeting.

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
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.	STAC training scheduled Nov 14-15; waiting for funding decision; will create a resource list for the state	There was a high demand and interest in another training session.	There was a high demand and interest in another training session.	Content not yet published but working on hosting a course in January 24.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 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	In progress	Ongoing.
3B.2	Chris Craig Willem de Greef 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.	Golf cart tip card in design	Will share example in May 2023	Will review at August 2023 FOPC Meeting	Will review at next FOPC 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	Draft presented at Oct 2022 meeting, recorded feedback	Reviewed at Feb 2023 meeting. Will update and share in May 2023.	Will review and finalize via email prior to August 2023 FOPC Meeting.	Complete and being distributed.
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	Nothing planned currently	Reviewed and will update prior to May 2023.	Will review at August 2023 FOPC Meeting.	Will review at next subcommittee meeting.

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 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.	Danielle will create a Box account to collect materials	Working on compiling all Diversion info in one location.	Working on compiling all Diversion info in one location.	Coordinating as a subcommittee to get additional info.
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	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	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	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	Oct 2022	Feb 2023	May 2023	Nov 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.	Junior League interested in booster seat legislation, Florida PTA may be a partner	Finalizing prior to May 2023	Will review and update prior to next legislative session.	Reviewed at November 2023 FOPC Meeting.
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.	No CPS-related changes following 2022 legislative session	No CPS-related changes emerging from 2023 legislative session	No CPS-related changes emerging from 2023 legislative session	Nothing yet.
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.	Contacted DCF. Need to prioritize CPS from top of agency, train local staff	Working on connecting with another point of contact.	Working on connecting with another point of contact.	Will coordinate with 3C activities.
3D.4		Long-Term	Develop standardized Child Transportation Course for local Department of Children and Families representatives		National CPS Board has training resources that needs competency to get that work with DCF			Will coordinate with 3C activities.

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	Oct 2022	Feb 2023	May 2023	Nov 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	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.	Presented at Oct 2022 meeting	Will present in Fall 2023	Will present in August 2023	Results presented at November 2023 FOPC Meeting.
4A.3	FDOT	Annual	Provide annual updates to the FOPC on paid media strategies, activities, and results.	Presentation given to FOPC.	Complete for 2022	Will present in May 2023	Presented in May 2023	
4A.4	Andrea Atran Dewey Painter David Summers	Annual	Implement targeted education and outreach program using the Buckle Up Florida campaign focused on low-use groups.	Number of Buckle Up Florida impressions.		Considering a vendor booth to distribute these materials.	Considering a vendor booth to distribute these materials.	

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
4B.1	Andrea Atran	Annual	Annually review materials available on the TSRC to identify potential gaps or existing material revisions.	TSRC reviewed.	Ongoing	Ongoing	Ongoing	Ongoing
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.	Jasper was not present during reporting	Looking at Texas examples we can adapt.	Looking at Texas examples we can adapt.	Identifying best practices for distribution of 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.		Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.	Kids Aren't Cargo is available on the OPRC.
4B.4	Andrea Atran Dewey Painter David Summers	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	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	Oct 2022	Feb 2023	May 2023	Nov 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	Waiting for new CarFit representative	New statewide coordinator. Training being conducted in March 2023.		
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	Ongoing	Ongoing	Ongoing	Ongoing
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	To be completed after 4C.2	To be completed after 4C.2

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

Action Step #	Action Step Leader(s)	Timeframe	Description	Performance Measures	Oct 2022	Feb 2023	May 2023	Nov 2023
4D.1	Chris Craig	Annual	Annually review model language and suggest adjustments based on priorities and emerging best practices.	Model language reviewed annually; Adjustments made as needed	Reviewed and captured comments and edits; Chris to review suggested revisions to model language	Ongoing.	Ongoing.	Reviewed at November 2023 FOPC Meeting.
4D.2	Willem de Greef	Short-Term	Develop a model policy for consideration by state agencies and other Florida businesses.	Model language posted on FOPC website and publicized.	Under development	Under development	Under development	Under Development
4D.3	Julie Noble Petra Stanton	Annual	Annually review Florida’ legislative proposals to identify opportunities for improved specific model legislative language.	Legislative language reviewed and reported to FOPC	No safety belt-related changes following 2022 legislative session	No safety belt-related changes emerging in the 2023 legislative session	No safety belt-related changes emerging in the 2023 legislative session	