



# MONTANA

Occupant Protection Program Assessment

December 8 – 12, 2014

## *ASSESSMENT TEAM MEMBERS*

*Barbara Hilger DeLucia*

*Vera Fullaway*

*Spencer R. Moore*

*Kristy Rigby*

*Robert L. Ticer*

## TABLE OF CONTENTS

	<u>Page No.</u>
INTRODUCTION	3
ACKNOWLEDGEMENTS	5
ASSESSMENT BACKGROUND	6
KEY RECOMMENDATIONS	8
1. PROGRAM MANAGEMENT	12
1A. STRENGTHS	12
1B. CHALLENGES	13
1C. RECOMMENDATIONS	14
2. LEGISLATION/REGULATION AND POLICY	16
2A. STRENGTHS	16
2B. CHALLENGES	17
2C. RECOMMENDATIONS	18
3. LAW ENFORCEMENT	20
3A. STRENGTHS	20
3B. CHALLENGES	21
3C. RECOMMENDATIONS	22
4. COMMUNICATION	24
4A. STRENGTHS	24
4B. CHALLENGES	26
4C. RECOMMENDATIONS	27
5. OCCUPANT PROTECTION FOR CHILDREN	29
5A. STRENGTHS	29
5B. CHALLENGES	31
5C. RECOMMENDATIONS	33
6. OUTREACH	37
6A. STRENGTHS	39
6B. CHALLENGES	41
6C. RECOMMENDATIONS	43
7. DATA AND EVALUATION	45
7A. STRENGTHS	45
7B. CHALLENGES	46
7C. RECOMMENDATIONS	47
ASSESSMENT SCHEDULE	48
ASSESSMENT TEAM CREDENTIALS	52

## INTRODUCTION

The state of Montana covers approximately 147,000 square miles (fourth largest in the nation), with a population of just over one million people (44<sup>th</sup> in the nation). Montana therefore ranks 47<sup>th</sup> in population density with approximately seven residents per square mile. The largest city in the state is Billings in south central Montana, with a population of 109,059 in 2013. The next largest city (Missoula) has a population of 69,122, and then there are a handful of other municipalities (five) with more than 10,000 people. The vast majority of cities and towns in Montana are small in size and often located quite far apart. The distances between towns (and especially the distances required to travel to a relatively urban center with services such as medical care), combined with geographical challenges such as the many mountain ranges in the State (including the Rockies) make highway safety a very challenging issue in Montana.

The Montana Department of Transportation (MDT) is the government agency responsible for Montana's transportation infrastructure, including operations and maintenance as well as planning for future needs. The agency is also responsible for overseeing the disbursement of federal and state funding for the transportation programs of the state. The mission of MDT is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality and sensitivity to the environment. The State Highway Traffic Safety Section (SHTSS) administers federal grant monies for safety programs aimed at reducing deaths, injuries, and property losses resulting from traffic crashes. SHTSS provides grant funding, at the state and community level, for programs that address Montana's own unique circumstances and highway safety needs.

In 2012, 21,667 occupants of passenger vehicles died in motor vehicle traffic crashes across the United States. Where restraint use was known, 52 percent were unrestrained at the time of the crash, even though the observed daytime seat belt use rate for the United States overall in 2012 was 86 percent. The lack of proper restraint use therefore remains a serious highway safety, public health, and societal issue. This is especially true in Montana, where 170 motor vehicle occupants were killed in 2012, and 67 percent of those were unrestrained.

Using a seat belt properly is the single most effective thing people can do to protect themselves in a crash. The National Highway Traffic Safety Administration (NHTSA) estimates that 48 lives were saved by seat belts and child restraints in Montana in 2012. An additional 34 lives could have been saved if everyone buckled up 100 percent of the time.

Occupant protection (OP) is the foundation of any sound traffic safety program, and increased seat belt use will provide immediate and substantial reductions in fatalities and injuries in Montana. The fatality rate in 2012 was 20.40 fatalities per 100,000 population and 1.72 per million vehicle miles traveled (VMT). These are much higher than the national average of 10.69 fatalities per 100,000 population and 1.13 per million VMT in 2012. Montana's observed seat belt use declined between 2008 and 2013, and the 2014 use rate held steady at the 2013 rate of 74 percent.

Increasing occupant protection in Montana is considered by many to be somewhat handicapped by its current OP laws. At \$20, the fine for failing to use a seat belt in Montana is not considered

to be much of a deterrent. Legislative opposition to any improvements in Montana's OP laws - such as a primary belt law (PBL) or an increased fine - will continue to result in significant healthcare costs that are borne by all taxpayers, and unnecessary injuries and deaths. Therefore, individual personal responsibility must somehow be counter-balanced with the impact of traffic crashes on individuals, families, and communities.

SHTSS awards grants to law enforcement agencies for participation in statewide traffic enforcement mobilizations, and provides funding for sustained enforcement. In addition, the state of Montana has a fledgling Law Enforcement Liaison (LEL) program with five of eight regional LELs on contract at the current time. The goal is to have one LEL within each of the Montana Highway Patrol's eight districts to encourage and assist law enforcement participation in highway safety efforts, including increasing the correct use of seat belts and child restraint systems. Although there are obstacles to enforcing Montana's OP laws, many of the State's law enforcement officers are extremely dedicated to enforcing seat belt and child restraint laws and are passionate about saving lives on Montana's roadways.

Currently, child passenger safety (CPS) in Montana is primarily administered by SHTSS. It provides sub-grants for child restraints and educational materials to a variety of community organizations. Activities include child safety seat checks and use of educational materials, as well as CPS technician certification training and renewal classes. Montana has child safety seat inspection stations where families can go to have their child safety seats inspected and be educated on proper use. CPS training for law enforcement – regarding the law, major areas of misuse, how to spot violators, and why child restraints save lives – would help engage more officers in CPS educational efforts and enforcement.

Involvement by law enforcement, the medical community, and other highway safety advocates in OP outreach activities is commendable and the expansion of such outreach into more communities would be beneficial.

Montana, with the assistance of NHTSA, has undergone a comprehensive assessment of the OP component of Montana's highway safety program, the results of which are presented in this report. This assessment is intended to guide MDT and SHTSS toward program improvements. This report provides Montana with an overview of the strengths and challenges of their OP program and presents the State with recommendations to address those opportunities.

## ACKNOWLEDGEMENTS

The assessment team would like to acknowledge and thank Mike Tooley, Director of the Montana Department of Transportation; Audrey Allums, Grants Bureau Chief; Janet Kenny, State Highway Traffic Safety Section Supervisor; and their staff for their support, level of effort, and obvious commitment to occupant protection in Montana. Special recognition and appreciation goes to Pam Buckman for her superior assistance throughout the assessment process.

The team would also like to acknowledge the hard work and dedication of all the individuals who took the time to share their knowledge and expertise during the assessment.

This assessment also benefitted from the guidance of the National Highway Traffic Safety Administration headquarters and regional staff: Janice Hartwill-Miller and Gina Beretta, and support from their supervisors, Occupant Protection Division Chief Maria Vegega and Regional Administrator John Moffat.

Special thanks also go to Belinda Oh for her assistance during the assessment process and in producing this report.

Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration and implementation of the proposed recommendations will enable Montana to continue to improve its occupant protection program.

### Notes:

The information included in this document has been collected from a variety of sources including interviews, official documents, websites and other materials. Sources may not be consistent. Some copyrighted material has been used under the “Fair Use” Doctrine of the US copyright statute.

## ASSESSMENT BACKGROUND

The purpose of the Occupant Protection (OP) Program Assessment is to provide the state of Montana with a review of its OP program through identification of the program's strengths and accomplishments, challenging areas, and make recommendations for improvement.

The technical assessment is intended to:

- ✓ Provide an opportunity for open, non-threatening dialogue between the Montana Department of Transportation's State Highway Traffic Safety Section (SHTSS) and its partners;
- ✓ Assist with long-range planning;
- ✓ Assist with resource allocation;
- ✓ Identify strengths, challenges, and opportunities for improvement;
- ✓ Generate administrative and political support for program improvement; and
- ✓ Serve as a benchmark against which to measure future improvements.

The assessment process provides an organized approach for measuring program progress by following the format of the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The guideline that precedes each section of this report is taken from that document. The U.S. Department of Transportation developed the *Uniform Guidelines for State Highway Safety Programs* in collaboration with the states.

All states, in cooperation with their political subdivisions, should have a comprehensive OP program that educates and motivates its citizens to use available motor vehicle OP systems. A combination of laws, aggressive enforcement, public information, education, and incentives is necessary to achieve significant, lasting increases in seat belt use, which will prevent fatalities and decrease the number and severity of injuries. The OP Program Assessment examines these significant components of the state's OP program.

The National Highway Traffic Safety Administration (NHTSA) Headquarters and Regional Office staff facilitated the OP Program Assessment. Working with SHTSS, NHTSA assembled a team of five technical experts who have demonstrated expertise in various aspects of OP program development, implementation, and evaluation.

The assessment consisted of a thorough review of State-provided OP program briefing materials and interviews with State and community level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and SHTSS staff. The conclusions drawn by the assessment team were based upon, and limited by, the facts and information provided in the briefing materials and by the various experts who participated in the assessment interviews.

Following the completion of the presentations, the team reviewed and analyzed the information presented, noting the State's OP program's strengths and challenges as well as recommendations for improvement. On the final day of the on-site assessment, the team briefed the State on the results of the assessment and discussed major points and recommendations.

The assessment team noted that many OP and general traffic safety activities are conducted throughout the state of Montana. It is not the intent of this report to thoroughly document all of these successes, nor to give credit to the large number of individuals at all levels who are dedicated to traffic safety. By its very nature, the report focuses on areas that need improvement. This should not be viewed as criticism of current activities, but an attempt to provide assistance and support for program enhancement, which is consistent with the overall goals of these types of assessments.

This report is a consensus report. The recommendations provided are based on the unique characteristics of the state of Montana and what the assessment team members believe the State, its political subdivisions, and partners could do to improve the reach and effectiveness of its OP program.

This report is not a NHTSA document; it belongs to the state of Montana. The State may use the assessment report as the basis for planning OP program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities.

## **KEY RECOMMENDATIONS**

*(Note: Key Recommendations are **BOLDED** in each individual section)*

### **PROGRAM MANAGEMENT**

- Rebuild advisory groups and create a forum to engage the entities/organizations that participated in this assessment, as well as other occupant protection (OP) partners not in attendance, to renew efforts to achieve synergy in achieving OP goals.
- Implement logic models to determine highway safety funding levels based on high-risk locations and performance.

### **LEGISLATION/REGULATION AND POLICY**

- Enact a primary seat belt law that covers all ages and all seating positions in a passenger motor vehicle.
- Enact a law that enhances the fine for failure to wear a seat belt to be consistent with the child restraint fine.
- Develop and disseminate fact sheets to all 150 state legislators that include summary seat belt studies conducted in Montana to dispel facts vs. myths regarding seat belts and also include the economic impact of occupant protection related deaths.

### **LAW ENFORCEMENT**

- Make traffic enforcement a top priority for all patrol officers, not just traffic officers or officers working Selective Traffic Enforcement Program funded details.
- Increase Montana law enforcement agency participation in the International Association of Chiefs of Police (IACP) National Law Enforcement Challenge to improve traffic safety by creating a Montana Law Enforcement Challenge that then feeds into the National Challenge.
- Increase the number of agencies participating in Special Traffic Enforcement Programs, especially smaller police departments and sheriff's offices located in very rural and less populated regions of Montana.
- Build stronger enforcement performance measures into the Special Traffic Enforcement Program contracts to ensure enforcement goals are met, while taking into consideration the restraints of Montana's quota law.

## KEY RECOMMENDATIONS (continued)

### COMMUNICATION

- Adopt the *Click It or Ticket* slogan for all seat belt enforcement campaigns to take advantage of national branding and send a message to motorists that seat belt use in Montana is the law and will be enforced.
- Strengthen the State's annual communications plan and ensure it incorporates:
  - year-round messaging that targets identified high-risk populations;
  - a schedule for strategic placement of paid media;
  - opportunities for earned media, such as templates, campaign materials, etc.;
  - coordination with outreach efforts conducted through community coalitions;
  - participation in all appropriate national campaigns; and
  - appropriate evaluation.
- Use all available data and resources to identify specific characteristics and regional differences among populations with low seat belt use rates (e.g., rural motorists, young drivers, part-time users, pickup truck drivers and passengers, diverse groups, nighttime drivers, and hard-core non-users) and work with a media contractor to create effective messaging designed to change the behavior of non-users.

### OCCUPANT PROTECTION FOR CHILDREN

- Amend and strengthen the child passenger safety law to allow for a wider range of restraining options that may offer better protection for children. A well-crafted law should include the following elements:
  - Children should be correctly restrained in a child restraint system appropriate for their age, weight, and height in the rear seat of the vehicle until age 13.
  - Children should remain in rear facing child restraints as long as possible but to a minimum of one year old (two years old would be optimal) and used according to manufacturer's instructions.
  - Children should remain in child restraint systems with a harness, used according to manufacturer's instructions, for as long as possible but to a minimum of four years old.
  - Children should remain in a booster seat or child restraint system, used according to manufacturer's instructions, for as long as possible but until a minimum of eight years old.
  - Children eight to 15 years old should be correctly restrained in a child restraint system or seat belt.
  - The seat belt must be used according to vehicle manufacturer instructions.
  - There should be no exemption for trucks, daycare providers and centers, child care providers and centers, school systems, church vehicles, private bus, or in any non-commercial vehicle.

## **KEY RECOMMENDATIONS (continued)**

### **OCCUPANT PROTECTION FOR CHILDREN (continued)**

- The number of child passengers should not exceed the number of seating positions in the vehicle as designated by the vehicle manufacturer.
- Correct fit of lap and shoulder belts should be clearly defined and enforceable as a primary violation.
- Strengthen the infrastructure of Montana’s child passenger safety (CPS) program by creating a training coordinator position or by designating a state CPS program lead instructor. Examples of the duties the position should undertake are:
  - Oversight of the State sponsored trainings including quality assurance of accuracy during training courses.
  - Periodic assessments of the local programs to ensure they are designed and implemented to meet the unique needs of the community.
  - Facilitate a customized approach to the various demographic areas with advocate level education such as short courses offered to parents/caregivers, hospital staff, law enforcement, fire, EMS, teen parents, child care and other groups.
  - Analyze inspection station data trends.
  - Evaluate current policies in birthing hospitals to assure American Academy of Pediatrics Newborn Discharge Policies are being followed.

### **OUTREACH PROGRAM**

- Work with local champions to develop and promote standardized and comprehensive programs that target grade school children, high schools, colleges and universities, and all identified low-belt use populations. Ensure the programs include:
  - implementation instructions to ensure the program is delivered effectively;
  - use of motor vehicle crash survivors and victims to share personal stories;
  - peer-to-peer education and/or mentor programs to reach younger audiences, if appropriate;
  - program evaluation tools;
  - regular educational activities;
  - efforts to obtain earned media through state and local outlets;
  - seat belt use policies that include penalties for violating the policy;
  - support of enforcement mobilizations and other state campaigns; and
  - the ability to tailor the program to meet the needs of the community.
- Expand business outreach by supporting more comprehensive employee programs that might include:
  - an e-newsletter;
  - distribution of national Drive Safely to Work Week campaign materials;
  - a link to the National Employers for Traffic Safety website and associated programs and materials;

## **KEY RECOMMENDATIONS (continued)**

### **OUTREACH (continued)**

- sample seat belt policies and guidelines for reducing motor vehicle crashes;
- a video library;
- cost and injury data that supports the need to promote the use of safety restraints;
- award programs for employers that reach a 90 percent seat belt use rate among employees;
- training opportunities for safety managers to learn more about what can be done to improve occupant protection within their company;
- specific initiatives or tools that target employers with a diverse workforce; and
- a mechanism for delivering the tool kit to employers statewide.

### **DATA AND EVALUATION**

- Conduct a child restraint observational study utilizing a credible model. The information obtained may be very useful to determine areas of needed focus in child passenger safety (CPS) education and enforcement. A baseline needs to be created in order to evaluate overall CPS program effectiveness and progress.
- Identify additional funding sources for the Traffic Records Coordinating Committee to ensure that the budget for the Safety Information Management System will accommodate appropriate documentation, performance measures, quality control, reporting, integration with other data, and systems maintenance.
- Widen the mandate of the Traffic Records Coordinating Committee to review other safety-related data systems regardless of the system custodian or funding source (e.g., participate in reviewing the business rules for new systems) to ensure that the safety program needs are met, that there are methods of integration with existing systems, and that there is minimal duplication of data collection efforts.

# 1. PROGRAM MANAGEMENT

## *GUIDELINE:*

*Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.*

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

## 1A. STRENGTHS

- The Montana Department of Transportation (MDT) has excellent leadership and support from its director who has a tenured and passionate history with traffic safety.
- The longevity and stability of the State's occupant protection (OP) coordinator position allows for continuity of program delivery.
- Montana utilizes the Comprehensive Highway Safety Plan (CHSP) committee as its primary coalition to provide vision, organization, and broad-based support for its OP programs.
- The membership of the CHSP include the following:
  - 1) Montana Department of Transportation
  - 2) Federal Highway Administration
  - 3) National Highway Traffic Safety Administration (NHTSA)
  - 4) Blackfeet Tribe
  - 5) Confederated Salish and Kootenai Tribes
  - 6) Crow Tribe
  - 7) Chippewa Cree Tribe
  - 8) Little Shell Tribe
  - 9) Northern Cheyenne Tribe
  - 10) Fort Peck Tribes
  - 11) Montana Highway Patrol
  - 12) Montana Motor Vehicle Division
  - 13) Montana Office of Public Instruction
  - 14) Montana Department of Justice
  - 15) Montana Department of Revenue

- 16) Office of the Court Administrator
- 17) Federal Motor Carrier Administration
- 18) Montana Metropolitan Planning Organizations
- 19) Montana Department of Public Health and Human Services

- The State has adopted a Vision Zero goal for highway safety fatalities which speaks to its public commitment to eliminating traffic safety deaths.
- Montana's CHSP, Governor's Highway Traffic Safety Plan (HSP), and Highway Safety Improvement Plan (HSIP) are aligned in their OP vision and goals. This helps to set a solid direction and focus for OP programs that are implemented throughout the State.
- An annual Montana Native American Tribal Summit takes place the day before the CHSP annual meeting which allows the tribes to create a consistent strategy amongst themselves for their Reservations. This strategy is then incorporated into the overall Montana CHSP.
- The Buckle Up Montana (BUMT) Coalitions are strategically used to coordinate and implement OP programs around the State. The coordinators of these coalitions are very passionate and help sustain OP gains through education and other efforts despite reductions in OP enforcement over the last several years.
- Montana integrates OP programs into community/corridor traffic safety initiatives. An excellent example of this integration is the Montana Office of Public Instruction's work with schools installing buckle up signs, providing small grants to schools for peer-to-peer teen traffic safety efforts, and sharing information on road departure crashes and high-risk corridors.
- MDT uses the Western Transportation Institute to evaluate the impact OP programs in the State have on changing behavior. Evaluation results showed that certain programs have a greater impact than others which enables the State to better prioritize its resources.
- The State underwent a NHTSA OP Special Management Review (SMR) in 2011 that remains relevant to improving the State's OP program. The State has worked to implement many of the recommendations suggested in the SMR.

## **1B. CHALLENGES**

- Grantees struggle with determining performance and effectiveness of their OP efforts which is now a requirement of the application process.
- Consistent and coordinated communication amongst all OP stakeholders in the State does not currently exist which can lead to duplication of efforts, gaps, and uncoordinated messaging.

- The CHSP OP critical emphasis area team does not currently meet regularly which leads to uncoordinated efforts. Additionally, some key stakeholders are not represented on the CHSP and within its critical emphasis area teams.
- Rural drivers/passengers, ranchers, farmers, and young adults age 25 and under were reported as the populations most resistant to using seat belts.
- The vast geographic land size of the State and cultural resistance to perceived governmental interference present challenges to delivering effective OP programs. Many Montanans consider a primary seat belt law an attempt by government to infringe on their “personal freedoms.”
- Enforcement of the State’s seat belt law by law enforcement agencies has decreased considerably in recent years. Due to increased calls for service without increases in personnel, agencies without traffic units have fewer patrol officers available to conduct traffic enforcement.
- In reviewing the 2011 OP SMR report, some recommendations were not accomplished due to past leadership and direction. A renewed opportunity exists to make progressive steps toward accomplishing all recommendations in the report.
- While OP funding levels have been fairly consistent over the past five years, with the exception of an increase in initial Moving Ahead for Progress in the 21st Century (MAP 21) 405b funding in FFY 2013, the current funding methodology does not provide sufficient funds to address OP issues in Montana’s highest risk locations.

## 1C. RECOMMENDATIONS

- Evaluate the effectiveness of highway safety occupant protection programs to include recommendations on the most impactful programs to fund.
- Provide training to State Highway Traffic Safety Section grantees on the need to use data to help determine performance and effectiveness of programs.
- Provide occupant protection (OP) partners with a newsletter/e-newsletter (at least quarterly) that gives technical assistance, shows best practices, and conveys the statewide OP vision.
- **Rebuild advisory groups and create a forum to engage the entities/organizations that participated in this assessment, as well as other occupant protection (OP) partners not in attendance, to renew efforts to achieve synergy in achieving OP goals.**
- Recruit the Montana Kids Count - Bureau of Business & Economic Research at the University of Montana to join the Comprehensive Highway Safety Plan committee, and

use their data to further assist in promoting occupant protection.

- Establish chair and vice chair positions for the Comprehensive Highway Safety Plan occupant protection critical emphasis area team to ensure continuity of efforts should one of the positions leave.
- Engage law enforcement continually to create sustained high-visibility enforcement with coordinated media and educational efforts through grant funding.
- Establish *Click It or Ticket* as the consistent high-visibility enforcement message statewide.
- Create a recognition program for law enforcement to highlight successful enforcement/education efforts and encourage participation from agencies that are not fully on board with occupant protection enforcement.
- **Implement logic models to determine highway safety funding levels based on high-risk locations and performance.**
- Ensure funding is used as effectively as possible by focusing on awarding grants in high-risk locations and soliciting grant applications from locations that do not traditionally apply for funding.
- Utilize Federal Highway Safety Improvement Plan grant monies to fund educational and enforcement programs consistent with the occupant protection vision presented in the Comprehensive Highway Safety Plan.
- Implement recommended actions from the 2011 Occupant Protection Special Management Review that have not been accomplished to date.

## 2. LEGISLATION/REGULATION AND POLICY

### GUIDELINE:

*Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:*

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*
- *Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.*

### 2A. STRENGTHS

- A 2012 Montana seat belt survey conducted by the Montana Seat Belt Workgroup shows that Montanans are overwhelmingly (93 percent of respondents) in favor of seat belt laws.
- Montana continues to focus on the enforceability of their secondary seat belt law while seeking to become a primary seat belt enforcement state.
- The Montana Highway Patrol is doing an exemplary job enforcing the State's secondary seat belt law. The agency reported writing 10,378 seat belt citations in 2013 which is estimated to be more than 70 percent of all citations written by law enforcement agencies in the State.

- Despite not having a primary seat belt law, the State is doing a good job of educating the public on the consequences of not wearing a seat belt. The Montana Department of Transportation's State Highway Traffic Safety Section (SHTSS) serves as the central coordinating point for these educational efforts that are carried out by state agencies (enforcement and non-law enforcement), local agencies (enforcement and non-law enforcement), advocacy groups, schools, and colleges throughout the State.
- Montana has a primary enforceable child safety seat law for children up to age six. The fine for violation of this law is \$100. Enhanced child restraint laws were universally supported by those appearing before the assessment team.
- Increased fines for violations of the secondary seat belt law were universally supported.
- Montana requires children from birth to age 16 to be properly restrained in all seating positions.
- Montana has a graduated driver licensing (GDL) law that has a three stage licensure process. The law also has nighttime restrictions from 11 p.m. – 5 a.m. and passenger restrictions.
- State and local agencies receiving federal highway safety program grant funds have agency employee seat belt use policies.

## 2B. CHALLENGES

- Montana has a secondary enforceable seat belt law. According to the Centers for Disease Control (CDC), secondary enforcement limits the ability of officers to enforce seat belt laws. Rates of seat belt use are an average of nine percentage points higher in primary enforcement states than secondary states.
- Considerations are being given to increasing the State's speed limit laws to 80 miles per hour which will only heighten the need for stronger seat belt laws.
- Key points of *A Focus Study on Seat Belt Promotion and Impaired Driving Prevention in 2012* revealed that Montanans have:
  - 1) a misperception that wearing a seat belt is not necessary if going short distances,
  - 2) a misperception that wearing a seat belt will result in driving higher speeds, and
  - 3) a tendency to alter their behavior of wearing a seat belt based on who is in the car with them.
- During the assessment, along with the key points above, other challenges were also confirmed, including:
  - 1) a misperception that law enforcement may use a primary seat belt law as a pretext for profiling,

- 2) a misperception that a primary law is another step toward infringement of personal freedoms, and
  - 3) the existence of a cultural distrust of government.
- The fine for failure to wear a seat belt is \$20 in the State and no points are assessed. This was expressed by advocates, law enforcement, and legislators as woefully inadequate and should be increased.
  - The National Highway Traffic Safety Administration's (NHTSA) best practice recommendation is that all children who have outgrown child safety seats should be properly restrained in booster seats until they are at least eight years old, unless they are 4 feet 9 inches tall. Montana's law does not meet these requirements for the six to eight year old age group.
  - While the State has a GDL law, both the nighttime restrictions and the passenger restriction portions have exceptions.
  - Enforcement of occupant protection laws appear to have been severely impacted by Montana's "Quota Law" 46-6-420 which states that:
    - 1) A state or local government agency employing a peace officer may not adopt and require a peace officer to comply with a quota and may not suggest a quota for arrests, citations, or investigative stops for any criminal offense or class of criminal offenses, including violations of traffic or motor vehicle laws, contained in state law, an administrative rule adopted by an agency of the state government, or a local government ordinance.
    - 2) For purposes of this section, "quota" means a specific number of arrests, citations, or investigative stops.
  - There are currently no efforts for outreach to the state insurance commissioner in order to leverage incentives for policy holders who properly use seat belts or child restraint devices.

## 2C. RECOMMENDATIONS

- **Enact a primary seat belt law that covers all ages and all seating positions in a passenger motor vehicle.**
- **Enact a law that enhances the fine for failure to wear a seat belt to be consistent with the child restraint fine.**
- Enact a booster seat law that requires children to be properly restrained in booster seats until they are at least eight years old.
- Enact a Graduated Driver Licensing (GDL) law that incorporates the best practices of the Insurance Institute for Highway Safety to include, but not limited to:

- 1) Reducing nighttime hours of operation for restricted GDL drivers.
  - 2) Removing exemptions that allow operation of a motor vehicle within restricted hours of operation.
  - 3) Removing exemptions that allow for restricted GDL drivers to operate a motor vehicle with non-family teen passengers.
- Revise the State's quota law to allow performance measures that contribute to safety.
  - Create a pocket guide book for law enforcement to help simplify understanding of the State's Graduated Driver Licensing law.
  - **Develop and disseminate fact sheets to all 150 state legislators that include summary seat belt studies conducted in Montana to dispel facts vs. myths regarding seat belts and also include the economic impact of occupant protection related deaths.**
  - Engage the Insurance Commission to work with insurance providers to provide incentives for policyholders who wear seat belts and use proper child restraint devices.

### 3. LAW ENFORCEMENT

#### GUIDELINE:

*Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:*

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

#### 3A. STRENGTHS

- There is effective leadership and direction from the Montana Highway Patrol (MHP) Colonel down to the troop level prioritizing seat belt enforcement and education. Enforcement of occupant protection (OP) laws are a high priority in the Highway Patrol and enforcement is sustained throughout the year. The MHP issued 8,826 seat belt citations in 2012, which was 73 percent of all citations issued in the State of Montana. In 2013, troopers increased the number of seat belt citations to 10,378, with an additional 472 citations issued for child restraint violations.
- Statewide funding for the Selective Traffic Enforcement Program (STEP) is available to Montana law enforcement agencies for sustained enforcement. These enforcement efforts help improve seat belt use in some jurisdictions, primarily during national mobilizations and specific community events where there are often high volumes of traffic.
- Montana has a Saved by the Belt Program, which is coordinated through the State Highway Traffic Safety Section (SHTSS), that formally recognizes persons who survive crashes or receive significantly lesser injuries in crashes thanks to being properly

restrained. AAA Montana is an effective partner with SHTSS on this program and assists with media relations.

- Several larger municipal police departments and the MHP have received training in the International Association of Chiefs of Police (IACP) “Below 100 Program,” which emphasizes the importance of law enforcement officers using occupant restraints while on-duty.
- SHTSS funds five Law Enforcement Liaisons (LEL), who are deployed throughout the State to champion OP initiatives and strengthen the STEP program. This program is expected to grow by three to a total of eight LELs in the next fiscal year.
- SHTSS provides funding for the MHP Selective Enforcement Traffic Team (SETT), a team of five troopers and one sergeant who are deployed throughout the State to improve traffic safety in communities, primarily during national mobilizations and specific community events. In 2013, SETT Troopers worked approximately 3,500 enforcement hours, issued approximately 2,000 speeding citations, 2,000 seat belt citations, and arrested 100 drivers for driving while impaired.
- Of the 214 Child Passenger Safety Seat Technicians in the State, 41 are law enforcement officers of which 28 are state troopers.
- Montana law enforcement officers are very active in community education and public information relating to OP. These programs include presentations at schools, *Alive at 25* instructions, participation in local Buckle Up Montana Coalitions, partnering with the Montana Department of Transportation (MDT) for media events, and providing officers for television and radio appearances and public service announcements.

### **3B. CHALLENGES**

- Montana does not have a primary enforcement seat belt law for adults and the fine is low at \$20.
- Citations for seat belt violations by Montana law enforcement officers have been steadily decreasing every year since 2006 with 17,896 to 12,011 in 2012, a 33 percent decrease. Additionally, seat belt citations during grant funded enforcement have declined from 3,836 in 2009 to 2,610 in 2013, a decrease of 32 percent. The seat belt use rate in Montana has also steadily declined during this period of time from 79.3 percent to 74.0 percent. These decreases coincide with the enactment of the quota law in 2006.
- Other than the MHP, no other Montana law enforcement agency participates in the IACP National Law Enforcement Challenge. This program has been proven to improve an agency’s policies/procedures, enforcement capabilities, community education programs, and most importantly, improve traffic safety.

- Seventy-eight percent of Montana Native Americans involved in fatal traffic crashes are unbuckled, which is significantly higher than any other demographic in the State. Overall, traffic fatalities involving Native Americans in Montana increased 58 percent from 2011 to 2013. OP advocates on Montana Reservations have focused on excellent community education programs with youth, yet enforcement of seat belt laws has been very minimal.
- The eastern portion of Montana has a significantly higher rate of unrestrained fatalities than the more populated areas of the State.
- In addition to the MHP, only 14 police departments, nine sheriff's offices, and six tribal law enforcement agencies receive STEP funds, which is a fraction of the total law enforcement agencies in the State.
- SHTSS does not require enforcement performance goals for STEP grantees. The current Montana law that prohibits law enforcement agencies from setting quotas for citations may be a contributing factor to this challenge.

### 3C. RECOMMENDATIONS

- Engage a broad base of key stakeholders to effectively educate State Legislators to change statute to allow primary enforcement of seat belt laws and increase the fine to a more impactful amount.
- Support municipalities that have the ability to change local ordinances for seat belts to a primary offense to do so. Such changes have been effective in some jurisdictions in increasing seat belt use.
- **Make traffic enforcement a top priority for all patrol officers, not just traffic officers or officers working Selective Traffic Enforcement Program funded details.**
- Support law enforcement leaders as they work to improve efficiencies in their departments to ensure adequate resources are available for traffic enforcement. The Data Driven Approach to Crime and Traffic Safety (DDACTS) is an effective program that could assist in this process.
- Engage law enforcement leaders through effective traffic safety training at annual conferences of the Montana Sheriffs and Peace Officer Association and Montana Association of Chiefs of Police. Deliver training programs that will stress the importance of occupant protection during these events.
- **Increase Montana law enforcement agency participation in the International Association of Chiefs of Police (IACP) National Law Enforcement Challenge to improve traffic safety by creating a Montana Law Enforcement Challenge that then feeds into the National Challenge.**

- Engage Tribal law enforcement leaders to focus on occupant protection enforcement to complement educational programs.
- **Increase the number of agencies participating in Special Traffic Enforcement Programs, especially smaller police departments and sheriff's offices located in very rural and less populated regions of Montana.**
- **Build stronger enforcement performance measures into the Special Traffic Enforcement Program contracts to ensure enforcement goals are met, while taking into consideration the restraints of Montana's quota law.**

## 4. COMMUNICATION

### GUIDELINE:

*As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:*

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

### 4A. STRENGTHS

- The Montana Department of Transportation's (MDT) State Highway Traffic Safety Section (SHTSS) has identified young adults ages 18-34, teen drivers, and Native Americans as primary target audiences for occupant protection (OP) messaging and works to reach these groups during various campaigns conducted annually.
- MDT has adopted the goal of zero fatalities and has branded traffic safety campaigns with the Vision Zero slogan. This multipronged initiative includes promoting seat belt

use through statewide campaigns that include the use of television, radio, outdoor, social media, non-traditional marketing, and a designated website.

- MDT and SHTSS contract with two qualified advertising agencies to:
  - create and produce state-specific campaign materials;
  - provide strategic placement of paid media;
  - provide public relations support;
  - obtain bonus and added value from the State's various media partners; and
  - provide input on the annual communications plan.
  
- SHTSS created a Buckle Up Montana (BUMT) website which encompasses OP information for the general public of all ages. Topics include an overview of OP and related laws, resources, and information specific to children, teens, seniors, employers, commercial truck drivers, and parents.
  
- Montana has a BUMT phone line (1-877-330-2825) that provides personal responses to specific OP questions.
  
- To reach the younger demographic, the state created *Myth Crashers*, which is an innovative campaign that uses engaging video to dispel common myths about seat belts and unsafe traffic safety behaviors.
  
- BUMT Coalitions are provided with sample news releases, articles, and campaign materials for use in support of national and state campaigns.
  
- MDT and SHTSS have created displays, posters, banners, media spots, and videos that support efforts to increase the use of seat belts and child safety seats. These resources are shared with partners across the State.
  
- MDT has sponsored research of its target audience to determine their media habits, and uses this research to support strategic development and placement of messaging.
  
- SHTSS and its grantees support national campaigns and utilize NHTSA-created materials.
  
- Paid media is used with strategic placement of campaign advertisements on cable and network television, web-based and social media platforms, radio, print, and outdoor boards, followed up with evaluation of these media buys using reach and frequency and the number of impressions.
  
- Press events are used to kick-off campaigns, gain earned media in support of the high-visibility enforcement mobilizations, and are well attended by media partners.
  
- MDT's media contractor ensures all media buys include bonus placement and added value that meet the National Highway Traffic Safety Administration (NHTSA) media

guideline of a 1:1 buy and provides post-buy reports that detail reach, frequency, and the number of impressions.

- Through the state-created Safe On All Roads (SOAR) program, SHTSS and its media contractor develop culturally-relevant OP messaging and work to reach the Native American population through local media outlets, social media platforms, and sports marketing.
- MDT partners with AAA and law enforcement to implement the Saved By The Belt program, where survivors of crashes are recognized for using a seat belt.
- Seat belt survivor stories are readily used to promote seat belt use and garner opportunities for earned media.
- SHTSS is provided with in-house services that support the communications plan and include creating and distributing press releases, approving news releases, and reviewing campaign materials.
- MDT tracks earned media and receives daily alerts involving traffic safety.
- Variable message boards located on highways are used to remind motorists to buckle up.
- MDT and SHTSS support the use of a variety of planning and evaluation tools including intercept surveys, focus groups, advisory panels, and attitudinal and behavioral studies to measure attitudes, awareness of law enforcement activity and safety messaging, and personal driving behavior.
- Montana law enforcement officers regularly report seat belt use and non-use when providing motor vehicle crash details to the media.
- The State's media partners are responsive to the needs of MDT and SHTSS and support the various campaigns and activities being promoted.

#### **4B. CHALLENGES**

- Because the State provides for secondary enforcement of the seat belt law, the *Click It or Ticket* slogan is not the primary message placed in Montana during the National Mobilization. In exchange, social norming messages are used to support the campaign, which may not be as effective in increasing seat belt use.
- Use of in-depth data during the OP problem identification process is limited, making it difficult to determine communication strategies that support decreasing the number of unrestrained fatalities occurring in Montana.

- The State lacks a comprehensive statewide communications plan that is inclusive of year-round paid and earned media, enforcement, and outreach focusing on all high-risk populations (e.g., young drivers, pickup truck drivers and passengers, rural motorists, and booster seat age children).
- State-created educational and collateral materials supporting the various campaigns are limited, which may lead to inconsistent messages being relayed to the public through the State's various law enforcement partners and grantees.
- Highway signage encouraging seat belt use has not been installed on state roadways.
- Websites and social media sites managed by partnering agencies lack sufficient information regarding OP use and the State's OP laws.
- Communities in Montana's rural areas, particularly in the eastern region, have low seat belt use rates and it is unclear what outreach and messaging would be most effective in increasing seat belt use in those areas.

#### 4C. RECOMMENDATIONS

- **Adopt the *Click It or Ticket* slogan for all seat belt enforcement campaigns to take advantage of national branding and send a message to motorists that seat belt use in Montana is the law and will be enforced.**
- **Strengthen the State's annual communications plan and ensure it incorporates:**
  - year-round messaging that targets identified high-risk populations;
  - a schedule for strategic placement of paid media;
  - opportunities for earned media, such as templates, campaign materials, etc.;
  - coordination with outreach efforts conducted through community coalitions;
  - participation in all appropriate national campaigns; and
  - appropriate evaluation.
- **Use all available data and resources to identify specific characteristics and regional differences among populations with low seat belt use rates (e.g., rural motorists, young drivers, part-time users, pickup truck drivers and passengers, diverse groups, nighttime drivers, and hard-core non-users) and work with a media contractor to create effective messaging designed to change the behavior of non-users.**
- Work with a media contractor to develop and distribute an annual downloadable communication kit for partnering agencies and grantees. The kit materials should include resources that support the various occupant protection campaigns and may include:
  - NHTSA-created and state-created media spots,
  - sample pre- and post-campaign news releases,
  - sample op-ed articles,

- state and local fact sheets,
  - campaign creative, including print-ready and online graphics,
  - sample social media posts,
  - talking points,
  - simple evaluation tools, and
  - a method to track the use and effectiveness of the materials.
- Ensure all roadways, particularly those bordering other states, are equipped with signage reminding motorists to buckle up.
- Coordinate among partnering agencies to update their websites with current and relevant information on all occupant protection (OP) issues, including:
  - the State's seat belt law as it applies to both child passengers and adults;
  - links to Vision Zero, Buckle Up Montana, and other state and local traffic safety websites;
  - links to supporting social media platforms;
  - answers to common questions (FAQs);
  - crash, injury, and cost data;
  - child passenger safety (CPS) and OP training opportunities;
  - CPS inspection stations;
  - resources available to partners and the public; and
  - general OP information.
- Conduct focus groups or other research in rural areas, particularly in the eastern region, to identify specific characteristics of non-users and obtain insight as to what innovative approaches traffic safety leaders can do to increase seat belt use.

## 5. OCCUPANT PROTECTION FOR CHILDREN

### GUIDELINE:

*Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:*

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

### 5A. STRENGTHS

- **Montana's Child Passenger Safety (CPS) Law requires children less than six years old and 60 pounds to be restrained in a child restraint system that is compliant with US DOT standards and requires correct use according to manufacturer's instructions. (See MCA 61-9-420.)**

- There are 18 certified CPS Technician Instructors and 194 certified CPS technicians across the State.
- There are currently 26 registered Fitting Stations that appear to be well placed geographically throughout the State. The fitting stations operate on an appointment basis. Additionally, numerous Check-Up Events are available throughout the State during advertised operating dates and times.
- The number of child safety seats checked and distributed are tracked by the fitting station then reported to the State CPS Coordinator.
- Fitting stations are housed within diverse agencies and locations.
- There is strong support for CPS education from law enforcement and fire/emergency medical services (EMS).
- The Montana Department of Transportation (MDT) has strong partnerships with advocacy groups such as Health Departments, AAA, Carroll College, Montana Kids Count, and many others.
- Grant funding, support, and sub-grantee forms are easily accessible on the Buckle Up Montana (BUMT) website.
- The printed information that is provided to parents and caregivers is in line with the National Highway Traffic Safety Administration's (NHTSA) best practice recommendations.
- The BUMT website reflects NHTSA's best practice recommendations.
- Native American programs are present on Tribal Land through the Safe On All Roads (SOAR) Program.
- CPS injury and fatality data are available to all technicians from SHTSS.
- Videos on the BUMT and Plan 2 Live websites are relevant and well-crafted.
- Occupant protection (OP) outreach programs were presented to at least 138 high schools and several middle schools.
- CPS Advocate level courses are conducted in some locations to expectant parents.
- The number of nationally standardized CPS Technician Training Courses appears to be adequate to counter the attrition of certified technicians.

- An annual Continuing Education Session is offered to all certified technicians to aid with the required recertification requirements.
- There are certified technicians that have completed additional training in Transporting Children with Special Healthcare Needs.
- The media appears to offer strong support to increase public awareness of occupant protection for children.
- MDT provides child restraints and support materials such as technical manuals to BUMT fitting stations at no cost.
- MDT offers a stipend for technician candidates to offset registration and travel costs.
- Recognition of CPS technicians' exemplary service is conducted on a local level.
- BUMT coordinators collaborate and coordinate efforts via monthly conference calls.

## **5B. CHALLENGES**

- Montana is a very large state with areas that are very sparsely populated.
- Some areas of Montana have limited accessibility with long travel times to fitting stations.
- Statistics show that the 17 percent incidence of pre-term and low birth weight newborns in Montana is nearly double the national average of nine percent.
- The CPS law is only primarily enforced for children up to six years old.
- There have been no assessments regarding caregiver understanding of laws and best practice recommendations within the public sector.
- Very low numbers of citations are issued for CPS law infractions.
- Lack of understanding by law enforcement officers regarding correct child restraint use appears to be a deterrent in issuing citations.
- No training is offered on a regular basis to law enforcement regarding correct use of child restraints or how to recognize potential incorrect use. Incorrect use is a primary offense.
- There are no offender diversion programs for CPS law violators.
- BUMT is not represented by a coalition in some densely populated counties of the State.

- Observational studies of child restraint use have never been conducted on a statewide basis; therefore, no baseline data exists to measure program effectiveness.
- Data that are reported to SHTSS by inspection stations does not include correct/incorrect use information. Analytics from this data can be an important tool in customizing area-specific education.
- There is no dedicated position for a state lead CPS instructor or training coordinator. Quality assurance for accurate information delivery is self-monitored by each instructor team.
- It was reported that one or more of the fitting stations are not able to accommodate the volume of requested appointments.
- There are locations where fitting stations could be operational, but available grant funding is not enough for sustainability, and there is limited, if any, understanding or awareness of alternative sources of funding.
- Some multi-county areas have a single CPS technician serving a very large area.
- Completing recertification requirements for CPS technicians who reside in sparsely populated, remote areas is very difficult because of excessive travel times.
- There is very limited information, such as event calendars or printable materials, for certified CPS technicians on the BUMT website.
- The CPS technician recertification rate is on an upward trend; however, it has remained below the national average for the last two years:

Year	National Average	MT Year End	
2014	55.5	55.2	-0.3
2013	58.5	54.8	-3.7
2012	54.9	57.14	+2.24
2011	56.4	47.0	-9.4
2010	49.8	44.9	-4.9

- Technician proxies are not being utilized in any areas of the State for installation/education verification to assist with the recertification process for CPS technicians.
- There is a limited number of continuing education sessions offered in geographically limited areas of the State.

- There are no mentoring programs in place for newly certified CPS technicians.
- There have not been any public surveys conducted to assess the awareness level of best practice recommendations.
- Of the 50+ hospitals in Montana, it is estimated that roughly 30-35 are birthing centers. There are extremely limited programs in place to educate staff about discharge and transport of low birth weight newborns.
- It is unknown if hospital emergency departments include post-crash information about child safety seats in their routine discharge processes.
- OB/GYN and Pediatrics offices are not contacted in many areas of the State. It is unknown if the offices have CPS printed materials or are aware of the existing resources.
- There appears to be extremely limited, if any, education regarding CPS on tribal land.
- Child safety seats are available for distribution on tribal land but may not be routinely distributed to the population due to a lack of trained personnel.
- There is very limited CPS law enforcement on tribal land.
- There is no protocol in place for quality assurance of non-contracted agencies to develop outreach materials.
- Booster seat education was not reported as being routinely provided to six to 10 year olds.

## 5C. RECOMMENDATIONS

- **Amend and strengthen the child passenger safety law to allow for a wider range of restraining options that may offer better protection for children. A well-crafted law should include the following elements:**
  - 1) **Children should be correctly restrained in a child restraint system appropriate for their age, weight, and height in the rear seat of the vehicle until age 13.**
  - 2) **Children should remain in rear facing child restraints as long as possible but to a minimum of one year old (two years old would be optimal) and used according to manufacturer's instructions.**
  - 3) **Children should remain in child restraint systems with a harness, used according to manufacturer's instructions, for as long as possible but to a minimum of four years old.**
  - 4) **Children should remain in a booster seat or child restraint system, used according to manufacturer's instructions, for as long as possible but until a minimum of eight years old.**

- 5) **Children eight to 15 years old should be correctly restrained in a child restraint system or seat belt.**
  - 6) **The seat belt must be used according to vehicle manufacturer instructions.**
  - 7) **There should be no exemption for trucks, daycare providers and centers, child care providers and centers, school systems, church vehicles, private bus, or in any non-commercial vehicle.**
  - 8) **The number of child passengers should not exceed the number of seating positions in the vehicle as designated by the vehicle manufacturer.**
  - 9) **Correct fit of lap and shoulder belts should be clearly defined and enforceable as a primary violation.**
- Conduct a ‘correct/incorrect use of child restraints’ observational study utilizing a credible model. The information obtained may be very useful to determine areas of needed focus in child passenger safety (CPS) education to the public. Socioeconomic, demographic, and ethnic needs may require varied countermeasures. Fitting station data may not be the most reliable source of accurate data since some of the findings may be inconsistent. A baseline needs to be created in order to evaluate overall CPS program effectiveness and progress.
  - **Strengthen the infrastructure of Montana’s child passenger safety (CPS) program by creating a training coordinator position or by designating a state CPS program lead instructor. Examples of the duties the position should undertake are:**
    - 1) **Oversight of the State sponsored trainings including quality assurance of accuracy during training courses.**
    - 2) **Periodic assessments of the local programs to ensure they are designed and implemented to meet the unique needs of the community.**
    - 3) **Facilitate a customized approach to the various demographic areas with advocate level education such as short courses offered to parents/caregivers, hospital staff, law enforcement, fire, EMS, teen parents, child care and other groups.**
    - 4) **Analyze inspection station data trends.**
    - 5) **Evaluate current policies in birthing hospitals to assure American Academy of Pediatrics Newborn Discharge Policies are being followed.**
  - Increase the number of child restraint violation citations being issued by training law enforcement officers to better recognize potential incorrect use.
  - Create offender diversion programs for child passenger safety law violators. Availability of a cost-reduction for offenders could potentially increase willingness of law enforcement officers to issue citations on a more frequent basis, reinforcing the fact that enforcement is a critical synergistic component of education in optimizing safety.
  - Enhance the Buckle Up Montana (BUMT) website for child passenger safety (CPS) technicians and instructors. Inclusion of information specific to CPS technicians and instructors on the site would show support and commitment to them. Create dedicated online pages that include technician educational opportunities, training calendars, links to

recall lists, credible resource websites, local newsletters, and the capability to report data online for evaluation of program needs and progress.

- Recruit child passenger safety program coordinators within agencies and locations that do not meet the criteria for Buckle Up Montana (BUMT) designation to register fitting stations. Increasing the number of registered fitting stations that are not limited by required qualifiers for BUMT would increase the program visibility and enhance the overall effectiveness.
- Have contracted agencies seek alternate funding sources to increase the financial sustainability of local child passenger safety programs.
- Facilitate grant writing workshops for established agencies to enable them to seek additional funding from sources other than the State Highway Traffic Safety Section for their programs.
- Increase opportunities for child passenger safety technicians to gather for continuing education and round table discussions in multiple locations within the State. Enable opportunities for more accessible earning of continuing education units and child safety seat installation/education verifications.
- Develop and implement a sustainable mentoring process for newly certified child passenger safety technicians and instructors. Experienced technicians and/or instructors should be readily available to assist and guide new technicians following certification until their skillsets and understanding have been adequately honed.
- Survey current certified technicians and former certified technicians to evaluate how the recertification rate could be raised.
- Recruit technician proxies in areas that have no certified instructors for more efficient recertification verification opportunities.
- Create resources such as pocket cards for law enforcement officers to be able to better enforce the child passenger safety laws.
- Adapt parent/caregiver courses to be culturally appropriate for each Tribe in the State.
- Conduct phone or intercept surveys of the public to ensure the child passenger safety program is conveying clear messages about best practice recommendations for restraining children in cars.
- Establish a standard operating procedure for creating public information materials that includes State Highway Traffic Safety Section review for accuracy of printed information and graphic content.

- Implement a “bridge” program for eight to 15 year olds that reinforces correct booster seat and seat belt use.

## 6. OUTREACH PROGRAM

### *GUIDELINE:*

*Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:*

- *Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- *Create an effective communications network among coalition members to keep members informed about issues;*
- *Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- *Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

*States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.*

### ***a. Diverse Populations***

*Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:*

- *Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- *Collect and analyze data on fatalities and injuries in diverse communities;*
- *Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- *Provide guidance to grantees on conducting outreach in diverse communities;*
- *Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*
- *Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

**b. Health and Medical Communities**

*Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:*

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

**c. Schools**

*Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:*

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

#### ***d. Employers***

*Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, “Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:*

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

#### **6A. STRENGTHS**

- The State Highway Traffic Safety Section (SHTSS) serves as a lead organization for developing and disseminating occupant protection (OP) information and educational programs and is recognized for fostering relationships and bringing partners to the table.
- The Comprehensive Highway Safety Plan’s (CHSP) seat belt critical emphasis area team serves as the State’s OP advisory committee.
- SHTSS supports programs and activities that reach identified low-belt use populations including teens, young adults, and Native Americans.
- The Montana Department of Transportation (MDT) organizes the annual Transportation Safety Meeting with the primary purpose of reviewing state crash data with key stakeholders, updating the CHSP, obtaining input from participants on highway safety planning, and collaborating on new ideas. Participants include Federal, State, and Tribal government partners, transportation professionals, stakeholder groups, representatives of nonprofit organizations, and private citizens.
- Montana has created brochures, displays, posters, parking lot signs, banners, videos and presentations that can be used to educate motorists about the importance of using seat belts and child safety seats.
- SHTSS, its grantees, and partners take advantage of OP educational material produced by the National Highway Traffic Safety Administration (NHTSA) and other national organizations.
- SHTSS partners with AAA and AARP to deliver OP information to older drivers.
- Buckle Up Montana (BUMT) provides the overall branding for the State’s OP program, which is primarily implemented through 13 BUMT Coalitions. These community-based

programs are comprehensive and focus on child passenger safety (CPS), teen drivers, and adult seat belt use. Program components generally include the following:

- established local coalitions that meet regularly and include representatives from government, private, and non-profit organizations;
  - cooperation among students, teachers, law enforcement, government agencies, advocacy groups, and local businesses;
  - outreach to children, teen drivers, and adults;
  - pre- and post-seat belt surveys to monitor progress; and
  - sharing of resources and best practices using a box.net website.
- OP is promoted to young drivers through various programs and resources including:
    - *Buckle Up Montana*: a community-based educational program that focuses on seat belt and child safety seat use among adults, teen drivers, and child passengers.
    - *Montana Teens in the Driver Seat*: a pilot program that included development of a guidebook that supports the implementation of this national peer-to-peer program.
    - *Alive at 25*: a program that provides defensive driving education, inclusive of occupant protection, to young drivers.
    - *Buckle Up Signs*: parking lot signs personalized with school colors and mascots used to remind students and faculty to buckle up.
    - *Carroll College Buckle Up Campaign*: Promotes seat belt use among college-age students through use of educational activities and messaging during sporting events.
  - Parents of teen drivers attending school-based driver education courses are required to attend a parent night where they receive information about Montana's Graduated Driver Licensing (GDL) law, the importance of seat belt use, and instruction on how best to train their beginning driver.
  - SHTSS holds monthly conference calls with BUMT project coordinators to ensure partners are engaged and retained, programs are advertised, resources and activities are coordinated, and effective countermeasures are shared.
  - MDT supports research being conducted to help determine program and campaign effectiveness to ensure highway safety funds are used effectively.
  - MDT and other organizations in Montana have a vested interest in bolstering the concept and understanding of "culture" in traffic safety while supporting the "Toward Zero Deaths (TZD)" National Strategy, which includes eliminating crash fatalities and serious injuries. OP is one component of the work being conducted.
  - Law enforcement have a seat belt convincer and a roll-over simulator available for use in educating motorists about the importance of seat belts.
  - According to the 2010 United States Census, Montana has a Native American population of 6.3 percent. This diverse group has been identified as a high-risk population and

efforts have been made by SHTSS and partnering agencies to deliver OP programs and messaging to this community.

- SHTSS has established a Cultural Liaison position within its office to oversee outreach to Native American populations by carrying out specific assignments, providing oversight for related grants, and coordinating with media partners to ensure messages are culturally relevant.
- Montana Tribes and MDT partner to hold an annual Tribal Transportation Summit that provides an opportunity for stakeholders to share successes, activity ideas, and discuss obstacles they encounter when implementing programs.
- MDT developed the Safe On All Roads (SOAR) program to address seat belt use and other traffic safety issues concerning the state's Native American population. The program has been implemented on all seven federally-recognized Indian Reservations in Montana. SOAR relies on strong local partnerships with law enforcement, colleges, injury prevention professionals, and transportation planners who work to increase the use of seat belts and child safety seats through a variety of campaigns and activities.
- Seat belt use is incorporated into the Montana Behavioral Risk Factor Surveillance System survey administered through the Montana Department of Public Health and Human Services.
- Seat belt use is included in the Montana Youth Behavioral Risk Survey administered through the Montana Office of Public Instruction and includes demographic data such as age and race.
- Medical personnel have served as spokespeople for promoting traffic safety and seat belt use to the public.
- Traffic safety advocates partner with businesses and private groups to expand the reach of OP initiatives.
- SHTSS provides resources and sample policies to businesses regarding the importance of OP.

## **6B. CHALLENGES**

- Montana is ranked 4<sup>th</sup> in size but 44<sup>th</sup> in population of the 50 United States. The Western third of the State contains numerous mountain ranges and the Eastern two-thirds is farmlands. Montana is very rural with 46 out of the state's 56 counties being considered "frontier counties" with an average population of six or fewer people per square mile.
- Distances between urban centers and rural communities make it difficult to conduct in-person meetings, share resources, seek new partnerships, and conduct outreach statewide.

- With 47 of Montana’s 56 counties comprised of low-population communities of fewer than 20,000 residents, and numerous competing interests and priorities, it can be difficult to find regional champions who are committed to improving OP. As a result, the OP message does not penetrate into many of Montana’s rural counties.
- Montana has a low observed seat belt use rate (74 percent in 2014) and a secondary seat belt use law, making the need for innovative outreach strategies that support sustained enforcement efforts essential in reaching motorists who still ride unrestrained.
- Many safety advocates attribute low seat belt use rates to the culture of the state (i.e., independent, individual rights oriented). Changing the culture of a state or community, especially with regards to behavior, is challenging.
- With the state having a secondary seat belt use law and enforcement activities often consisting of combined efforts that include impaired and distracted/aggressive driving, OP often takes a back seat to other traffic safety priorities.
- There is limited statewide outreach or coordinated efforts to reach children of booster seat age, pre-teens, young drivers, and identified low-belt use populations with standardized programs.
- There are few state-created educational materials and resources available to grantees and partnering agencies promoting OP among all ages.
- There appears to be no effective and consistent communication network to nurture all existing advocates, bring new partners to the table, and identify those who should be involved in increasing OP, particularly among non-users.
- SHTSS has been unsuccessful in establishing a BUMT Coalition in the State’s most populated area of Yellowstone County, which houses 15 percent of Montana’s population.
- OP is not incorporated into State-approved K-12 health and safety education curricula.
- It is unclear if there are written and enforceable policies requiring school employees and students to use seat belts when operating a motor vehicle.
- Training and education about the importance of OP is not consistently provided to primary health care providers (e.g., doctors, nurses, medical clinic staff).
- Despite employer programs being listed as a strategy to increase seat belt use in the State’s CHSP, outreach to small and large employers is inconsistent and often limited to providing information and resources upon request.

## 6C. RECOMMENDATIONS

- Improve timely communication with grantees and partnering agencies by increasing opportunities to network, plan programs, and share resources. This could be accomplished through pre-conference opportunities held during annual conferences, newsletters, or using existing websites.
- **Work with local champions to develop and promote standardized and comprehensive programs that target grade school children, high schools, colleges and universities, and all identified low-belt use populations. Ensure the programs include:**
  - **implementation instructions to ensure the program is delivered effectively;**
  - **use of motor vehicle crash survivors and victims to share personal stories;**
  - **peer-to-peer education and/or mentor programs to reach younger audiences, if appropriate;**
  - **program evaluation tools;**
  - **regular educational activities;**
  - **efforts to obtain earned media through state and local outlets;**
  - **seat belt use policies that include penalties for violating the policy;**
  - **support of enforcement mobilizations and other state campaigns; and**
  - **the ability to tailor the program to meet the needs of the community.**
- Increase the number of standardized resources (e.g., online and downloadable materials, videos, brochures, infographics, banners, parking lot signage, posters, etc.) that are available to all partners and grantees to promote seat belt and child restraint use, and readily distribute these resources.
- Identify champions and establish a Buckle Up Montana Coalition in Yellowstone County, which is the State's most populated county.
- Incorporate occupant protection into the standard curriculum in grades K-12 through collaboration with the Montana Office of Public Instruction.
- Incorporate occupant protection into health and medical professional training using periodic mass mailings of relevant educational materials, brown-bag seminars, workshops during grand rounds, or a "pediatrician roadshow."
- **Expand business outreach by supporting more comprehensive employee programs that might include:**
  - **an e-newsletter;**
  - **distribution of national Drive Safely to Work Week campaign materials;**
  - **a link to the National Employers for Traffic Safety website and associated programs and materials;**
  - **sample seat belt policies and guidelines for reducing motor vehicle crashes;**
  - **a video library;**

- **cost and injury data that supports the need to promote the use of safety restraints;**
- **award programs for employers that reach a 90 percent seat belt use rate among employees;**
- **training opportunities for safety managers to learn more about what can be done to improve occupant protection within their company;**
- **specific initiatives or tools that target employers with a diverse workforce;**  
**and**
- **a mechanism for delivering the tool kit to employers statewide.**

## 7. DATA AND EVALUATION

### GUIDELINE:

*Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:*

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational use surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

### 7A. STRENGTHS

- Montana's annual statewide observational survey of seat belt use is accomplished according to federal guidelines and provides complete statewide coverage. On an alternating annual schedule, Montana conducts attitudinal studies, such as the Behavioral Risk Factors Surveillance System (BRFSS) and the Youth Risk Behavior Surveillance System (YRBSS) designed by the Centers for Disease Control (CDC).
- In support of the seat belt critical emphasis area of the State's Comprehensive Highway Safety Plan (CHSP), extensive data reporting is used to help identify potential strategies to improve the use of restraints for various target audiences. Occupant protection (OP) has remained a critical emphasis area and continues to be supported by the Montana Department of Transportation (MDT).
- While there appear to be multiple crash databases available, the close partnership between the MDT State Highway Traffic Safety Section (SHTSS) and the Montana Highway Patrol (MHP) allowed the upgrade of the former Safety Management System (SMS) to the newly implemented Safety Information Management System (SIMS). SIMS is a significant step forward to a platform for better electronic crash data reporting

and gradual integration of crash data with other safety data for analysis, such as the FullCourt citation and adjudication data, driver history, and injury data (e.g., emergency medical services data, trauma registries, and hospital discharge data).

- Use of more automated data collection will improve the quality of crash data. The integration of diverse data systems will enable the use of SIMS to better refine the process of problem identification for the OP program. This improved data and reporting also will help to more effectively allocate program resources and funding, as well as to help prioritize improvement programs for targeted jurisdictions and audiences.
- Studies being conducted by the Department of Public Health and Human Services (DPHHS) and the Western Transportation Institute (WTI) are providing invaluable information to direct future programs and identify new methods of addressing the education component for specific target audiences. In addition, WTI research will help to provide future techniques for evaluating OP program effectiveness.
- Numerous programs are being conducted to promote OP, such as media, law enforcement, injury prevention, educational programs, et al. There is a strong interest throughout numerous disciplines and jurisdictions to improve the use of restraints to reduce injuries and fatalities.
- The Traffic Records Coordinating Committee (TRCC) has wide, multi-disciplinary membership consisting of data custodians, data collectors, and data users from numerous agencies and jurisdictions and meets often to discuss its ongoing projects.

## **7B. CHALLENGES**

- Observational studies of child restraint use have never been conducted on a statewide basis; therefore, no baseline data exists to measure program effectiveness.
- While the SIMS is intended to provide the ability to conduct more effective problem identification and program evaluation, there is a need to provide more documentation, training, performance measures to ensure the quality of any of its data, and user-oriented reporting techniques. Other funding sources may need to be identified to ensure that the system is completed as designed and maintained over time.
- Most of the members of the Traffic Records Coordinating Committee (TRCC) are non-voting members and discussions are generally limited to only those projects which the TRCC is funding. TRCCs should be aware of any systems projects, regardless of where developed or how funded, that may impact analysis of OP programs.
- With the numerous studies being conducted by a variety of groups and agencies, coordination of the results and widespread media may be difficult to accomplish without central coordination through SHTSS.

- Conflicting results of studies or reporting may occur because the data being used may be from sources that have not been reviewed by the Traffic Records Coordinating Committee that would be responsible for ensuring appropriate performance measures are being used to maintain data quality.
- DPHHS recently lost an employee that was critical to the CHSP OP critical emphasis area team, as well as efforts to evaluate crash and injury data that can be used to update the economic cost to Montana of unrestrained injuries and fatalities.

## 7C. RECOMMENDATIONS

- **Conduct a child restraint observational study utilizing a credible model. The information obtained may be very useful to determine areas of needed focus in child passenger safety (CPS) education and enforcement. A baseline needs to be created in order to evaluate overall CPS program effectiveness and progress.**
- **Identify additional funding sources for the Traffic Records Coordinating Committee to ensure that the budget for the Safety Information Management System will accommodate appropriate documentation, performance measures, quality control, reporting, integration with other data, and systems maintenance.**
- Expand the voting and other participation for the Traffic Records Coordinating Committee to a wider number of the participants.
- **Widen the mandate of the Traffic Records Coordinating Committee to review other safety-related data systems regardless of the system custodian or funding source (e.g., participate in reviewing the business rules for new systems) to ensure that the safety program needs are met, that there are methods of integration with existing systems, and that there is minimal duplication of data collection efforts.**
- Review Montana's most recent Traffic Records Assessment to determine those activities normally considered to be under the purview of the State's Traffic Records Coordinating Committee.

# ASSESSMENT SCHEDULE

## Montana Occupant Protection Assessment

December 7-12, 2014

Wingate Inn

2007 North Oakes, Helena, MT

### Sunday December 7, 2014

8:00 p.m. Assessment Team Briefing

### Monday December 8, 2014

8:30 – 8:50 *Opening Remarks, Introductions -*

- Mike Tooley, Director, MT Department of Transportation (MDT)
- Lynn Zanto, Rail, Transit & Planning Division Administrator, MDT
- Audrey Allums, MDT Grants Bureau Chief, MDT SHTSS

8:50 – 9:45 *Montana State Highway Traffic Safety Section*

- Audrey Allums, MDT Grants Bureau Chief, MDT SHTSS
- Janet Kenny, MDT SHTSS Supervisor
- Bill Tuck, Grants Accountant, MDT SHTSS
- Pam Buckman, Occupant Protection Traffic Safety Planner, MDT SHTSS
- Rebecca Phillips, Grants Officer, MDT SHTSS
- Pam Langve-Davis, Statewide/Urban Planner, MDT
- Mark Keeffe, Operations Research Analyst, MDT SHTSS
- Chad Newman, Transportation Planner, MDT SHTSS

9:45 – 10:00 Questions from the Panel

### 10:00 – 10:15 Break

10:15 – 11:15 *DATA & EVALUATION*

- Mark Keeffe, MDT SHTSS – Helena
- Kraig McLeod, MDT Traffic & Safety Bureau – Helena
- Amy Palmer, Montana Highway Patrol - Helena
- Sue Court, Office of Public Instruction – Helena
- Claudia Anderson, Office of Court Administrator Montana Supreme Court

11:15 – 11:30 Questions from the Panel

### 11:30 – 12:30 Lunch

12:30 – 2:00 *COMMUNITY PARTNERS OUTREACH*

### **Buckle Up Montana Program:**

- Lonie Hutchison, Coordinator – Missoula (via phone)
- Wendy Olson, Coordinator – Kalispell
- Charmell Owens, Coordinator, Hamilton
- Mary Kay Burns, Coordinator, Great Falls
- Jessi Malcolm, Coordinator, Bozeman

2:00 – 2:30 Questions from the Panel

**2:30 – 2:45 Break**

2:45 – 3:30 ***CHILD PASSENGER SAFETY***

- Sergeant Patrick McLaughlin, Montana Highway Patrol – Helena
- Tracie Kiesel, Helena School District
- Jessi Malcolm, Child Care Connections – Bozeman
- Jason Mahoney, St. Vincent Healthcare – Billings
- Mary Kay Burns, Cascade County Health Department – Great Falls
- Wendy Olson, Coordinator – Kalispell

3:30 – 3:45 Questions from the Panel

3:45 – 4:45 ***STATE PARTNERS OUTREACH***

- Bobbi Perkins, DPHHS Addictive & Mental Disorders Division – Helena
- Jim DeTienne, DPHHS EMS & Trauma Systems - Helena
- Roy Peterson, MDT Traffic & Safety Engineer – Helena
- Fran Penner-Ray, Office of Public Instruction – Helena

4:45 – 5:00 Questions from the Panel

**5:00 – Adjourn**

**Tuesday December 9, 2014**

8:00 – 8:45 ***COMMUNITY PARTNERS OUTREACH***

- Ben MacIntyre, Carroll College Athletics – Helena
- Anna O'Donnell, AAA – Helena
- Drew Goss, Billings Clinic – Billings (via phone)
- Jennifer Calder, Montana Kids Count

8:45 – 9:00 Questions from the Panel

9:00 – 10:00 ***TRIBAL PARTNERS OUTREACH***

**Safe on All Roads & Child Passenger Safety Programs:**

- Sheila Cozzie, MDT SHTSS – Helena
- William Falls Down, Crow Nation – Crow Agency

10:00 – 10:15 Questions from the Panel

**10:15 – 10:30 Break**

10:30 – 11:30 ***TRIBAL LAW ENFORCEMENT***

**STEP Program:**

- Sheila Cozzie, MDT SHTSS – Helena
- William Falls Down, Crow Nation – Crow Agency
- Chief Jim Summers, Fort Peck Tribes Department of Law & Justice – Poplar (via phone)

11:30 – 12:00 Questions from the Panel

**12:00 – 1:00 Lunch**

1:00 – 2:45 ***LAW ENFORCEMENT***

- Chad Newman, MDT SHTSS – Helena
- Lieutenant Colonel Greg Watson, Montana Highway Patrol – Helena
- Captain James Kitchin, Montana Highway Patrol – Missoula
- Sergeant John Spencer, Montana Highway Patrol – Helena
- Nanette Gilbertson, Sheriffs and Peace Officers Association – Helena (via phone)
- Captain Steve Crawford, - Bozeman Police Department - Bozeman
- Sergeant Greg Amundsen, Missoula Police Department – Missoula
- Assistant Chief Steve Hagen, Helena Police Department – Helena
- Sergeant Jayson Zander, Helena Police Department – Helena

2:45 – 3:00 Questions from the Panel

**3:00 – 3:15 Break**

3:15 – 4:30 ***COMMUNICATIONS***

- Randi Szabo, Banik Communications – Great Falls
- Sean Benton, Partners Creative - Missoula
- Stacy Kendrick, Partners Creative - Missoula
- Susan Ash, Partners Creative - Missoula
- Janet Kenny, MDT SHTSS – Helena
- Sheila Cozzie, MDT SHTSS - Helena
- Charity Watt, MDT Planning Division – Helena

4:30 – 5:00 Questions from the Panel

**5:00 – Adjourn**

**Wednesday December 10, 2014**

8:00 – 9:30 **LEGISLATION:**

- Representative Kerry White – Bozeman
- Representative Frank Garner – Missoula (via phone)

9:30 – 10:00 Questions from the panel

**10:00 – 10:15 Break**

10:15 – 11:30 **MDT Research Projects:**

- Sue Sillick, MDT Research - Helena
- Kris Christensen, MDT Research - Helena
- Laura Stanley, Western Transportation Institute – Bozeman
- Kezia Manlove, Western Transportation Institute – Bozeman

11:30 – 12:00 **LEGISLATION:**

- Honorable Mary Jane Knisely, District Court – Billings (via phone)

**12:00 – 1:00 Lunch**

**1:00 – on Assessment Team Report Development**

**Thursday, December 11, 2014**

8:00 – on Assessment Team Report Development

**Friday, December 12, 2014**

9:00 – 11:00 Assessment Team Report Out

11:00 – Adjourn

## ASSESSMENT TEAM CREDENTIALS

### BARBARA HILGER DELUCIA

[bdelucia@data-nexus.com](mailto:bdelucia@data-nexus.com)

Barbara Hilger DeLucia is a highway safety consultant for transportation information and public safety systems. She served as the President and CEO of Data Nexus, Inc., Transportation Program Director for Star Mountain, Inc., and Head of the Accident Analysis Division for the Texas A&M Transportation Institute. She has 35 years of experience in project management, highway and public safety, and transportation information systems. Barbara served on numerous state and international traffic records assessment teams, crash data improvement program (CDIP) teams, and has managed several state traffic records systems audits and strategic planning efforts. She assisted the Republic of Thailand and South Korea in developing information systems and processes to improve roadway safety.

Since 1980, she participated in numerous national efforts to improve data quality and transportation information systems, under the auspices of the Transportation Research Board, the National Research Council, the National Safety Council, and ATSSIP. She has served on NCHRP panels and served as the consultant for the NCHRP Synthesis 350: *Crash Records Systems* and as the Recorder for the FHWA/AASHTO *International Scan for Transportation Safety Information Systems*. She has designed and developed systems for many components of a transportation network database (e.g., crash, roadway, traffic, bridge, railroad grade crossing) and automated methods to calculate safety severity indices, to identify high crash locations, and to conduct evaluations for run-off-road and intersection-related crashes, raised pavement markers, and other safety programs.

She taught a commercial training course for programmers and systems analysts and participated in developing and conducting both instructor-based and web-based training, including a *Metropolitan Safety and Traffic Operations*, a short course for the Texas A&M Engineering Extension Service. For web-based training, she helped to develop an ITE course about highway safety data using NHI format and standards and to develop over 100 courses ([www.trafficrecords101](http://www.trafficrecords101.com)) used extensively for safety data training. She was a participating faculty member at the LBJ School of Public Affairs, University of Texas, teaching a graduate course about *Crash Data Systems in Texas and Other States*. She evaluated emerging technologies for data collection for all US DOT modal agencies, assisted in the development of the ALERT car for public safety data collection, and provided software and hardware for public safety data collection for the Ford Visteon vehicles.

Barbara earned a BBA from North Texas University specializing in statistics and computer science and a Masters of Public Administration from Texas A&M University specializing in public administration and policy.

## **VERA FULLAWAY**

[vfullaway@comcast.net](mailto:vfullaway@comcast.net)

### **EXPERIENCE**

Safe Traffic System, Inc., Chicago, IL

Technical Consultant in Child Passenger Safety Product Development, Sales, Marketing and Customer Support

North Suburban Medical Center & Sky Ridge Medical Center Fitting Station Co-Coordinator

Child Passenger Safety Consultant / Co-Owner Child Safety Solutions, LLC

Clek, Inc., Toronto, Ontario, Canada

Child Passenger Safety Consultant and CPS Advocate

Combi USA, Charlotte NC

CPS Advocate, New Product Development and Support Team, Car Seats & Strollers

Colorado State Patrol: Statewide CPS Program Technical Training Coordinator

State CPS Program Technical Training Coordinator

Columbine Ambulance Service Illness & Injury Prevention Foundation

Director of Education Programs

TerraSciences/ICS, Lakewood, CO

Maintenance Programmer, Computer Information Systems

Denver General Ambulance and various privately owned Emergency Ambulance

Services as Paramedic

### **EDUCATION**

Colorado State University [Physics/Microbiology]

Aimes Community College [Emergency Medical Technician]

St Anthony's Hospital Institute of Pre-Hospital Care [Paramedic]

Denver Technical College [Computer Information Systems / Programming]

### **SUMMARY OF QUALIFICATIONS**

- Member National Child Passenger Safety Board [Term 2002-2004]
- National Standardized Child Passenger Safety Curriculum Committee
- National Standardized CPS Course Technician Instructor /Trainer /Mentor
- Certified Safe Kids Worldwide CPS Technician Instructor since 1998
- Certification: Transporting Children with Special Healthcare Needs
- Certification: Transporting Children in the Emergency Medical Services Setting
- Colorado Statewide CPS Program Technical Training Coordinator
- Child Passenger Safety Team Colorado State Advisory Board Member
- Author / Editor of CPS Tech Update Publications (Colorado CPS Tech Update Monthly Publication, Safe Ride News, CPS Express for Safe Kids Worldwide, Internet Articles, various National, State and Regional CPS Programs)
- Author of numerous state standardized training curricula [professional & community programs]

- Statewide CPS Program Development
- Institutional CPS Program Development
- Community CPS Program Development
- K-12 Injury Prevention Program Development
- Young Driver Program Development
- Child Restraint Manufacturer CPS Advocate
- Child Restraint Product Development and Improvement
- Technical Writing: Instruction Manuals for Child Restraint Systems
- Website Development
- Product Development and Improvement
- Customer Service, Retail Support, Logistics
- USDOT, NHTSA, Technical Assistance Team, Occupant Protection Program, Team Member, State of Rhode Island, State of Ohio and State of Louisiana.

## SPENCER MOORE

[srmoore01@yahoo.com](mailto:srmoore01@yahoo.com)

### Experience:

Deputy Commissioner

*Georgia Department of Driver Services, 2012-Present*

- Accountability for the daily operations of the Licensing and Records Division (66 DMV locations), Finance Division, IT Division, Investigative Services Division and the Regulatory Compliance Division, as well as the Facilities group.
- Manages more than 950 staff members.
- Develops the agency's human resources strategy and organizational design, ensuring that it is integral to the agency's overall business strategy.
- Responsible for the maintaining and adherence to agency policies and procedures
- Directs the agency talent management strategy to create and foster an atmosphere where staff at all levels are properly aligned (talent and responsibilities) and motivated to continue learning, growing, and improving performance

Deputy Director

*Governor's Office of Highway Safety, 1998-2012*

- Deputy Director (2007-2012)
- Division Director (2002-2007)
- Planner (1998-2002)
- Served as the Georgia coordinator for highway safety programs.
- Responsible for managing more than 200 fulltime/part-time indirect reports throughout the state of Georgia through grant administration.
- Responsible for statewide facilitation of programs to increase highway safety.

Senior Parole Officer

*Georgia Board of Pardons & Paroles, 1997-1998*

- Co-leader of the South metro Fugitive Arrest Team that included investigations leading to the apprehension of parole violators in cooperation with Atlanta Police Department, Georgia Bureau of Investigations, Federal Bureau of Investigations, and Drug Enforcement Agency. Conducted assessments, interviews, and detailed reports on offender's behavior.
- Supervised an average caseload of 80+ paroles, intervening in the areas of substance abuse, education, cognitive skills, and employment. The range of offenders included: sex offenders, murderers, drug offenders, and other high profile cases.

Law Clerk

*McLendon & Smith Attorneys at Law, 1994-1997*

- Research case law for court cases, drafted motion and other legal works
- Interview Clients and Witnesses for prospective cases
- Assisted in courtroom procedures as well as depositions

### Education and Training:

Bachelor of Art

Morehouse College

Master of Business Administration

University of Phoenix

Executive Leadership Program

Georgia Leadership Institute, University of Georgia  
Carl Vinson Institute

**Professional Affiliations/Awards:**

- Mothers Against Drunk Driving (MADD), Community Champion Award, 2007
- Mothers Against Drunk Driving (MADD), Golden Achievement Award, 2012
- Governor's Office of Highway Safety Champion Award, 2013
- Member, International Association of Chiefs of Police (IACP)
- Member, National Organization of Black Law Enforcement (Noble)
- Member, Georgia MADD Advisory Board
- Member, Dublin-Laurens Teen Court Board
- Lecturer, National Lifesavers Conference
- Lecturer, Governor's Highway Safety Association Annual Conference
- Instructor/Facilitator, National Highway Traffic Safety Administration
- P.O.S.T. Certified Law Enforcement Officer
- Member, Driver License Verification Services Board of Directors
- American Association of Motor Vehicle Administrators Leadership Academy Graduate

## **KRISTY RIGBY**

[krigby@utah.gov](mailto:krigby@utah.gov)

Kristy Rigby joined the Utah Department of Public Safety's Highway Safety Office (HSO) in 1994 while earning a Bachelor's Degree from the University of Utah in Community Health Education. She began her career as Child Passenger Safety Program Coordinator and worked to bring the first child safety seat trainings into the state. For the past 16 years she has managed Utah's Occupant Protection Program, and has been an integral part of the state's child passenger safety, drowsy driving, teen driving, distracted driving, and community traffic safety programs. As a senior staff member of the HSO, Kristy actively participates in developing the state's Highway Safety Plan, manages various federal funding sources, and has maintained her certification as a Child Passenger Safety Technician. She was recently selected as the new Director of the Utah Highway Safety Office, and began her new position on December 16, 2014.

During her career, she has played an instrumental role in the development of state and local programs and campaigns that include *Buckled or Busted*, *Click It or Ticket*, *Click It Club* elementary school-based program, *Saved By The Belt*, the *Don't be a bob!* drowsy driving initiative, *Don't Drive Stupid* teen driving and Zero Fatalities Programs, *Super Click* Hispanic seat belt campaign, and *Together for Life* rural seat belt program.

Kristy represents the HSO on various boards and committees that include the Safe Kids Utah Executive Committee, Emergency Medical Services for Children Advisory Board, Coalition for Utah Traffic Safety, and Teen Driving Task Force. She currently chairs the state's Occupant Protection Program Advisory Committee and Zero Fatalities Safety Summit Executive Planning Group. In addition, she is a member of the National Association of Women Highway Safety Leaders and the Governor's Highway Safety Association.

In addition to her work with state and local programs, she participates as a panel member for a National Cooperative Highway Safety Research Program's (NCHRP) project designed to develop "A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries." She has also served on National Highway Traffic Safety Administration's Occupant Protection Program assessment teams for the states of Maine, South Carolina, Colorado, South Dakota, Vermont, Kansas, and Nevada.

Kristy has received recognition for her work to improve traffic safety in Utah, including: Governor's Medal of Excellence in Outstanding Public Service, Public Safety Medal of Excellence, Catherine Summerhays Award from the Health Education Association of Utah, Special Act/Special Service Award for her dedication to child passenger safety on the Uintah and Ouray Indian Reservation, and an Appreciation and Recognition Award from the Utah Minority Community Information and Education Center.

## **ROBERT TICER**

[rticer@avon.org](mailto:rticer@avon.org)

Robert Ticer is a 25-year veteran law enforcement officer and is currently the Chief of Police in Avon, CO. Prior to his appointment as Chief, he completed 20 years of service with the Arizona Department of Public Safety (DPS), where he retired at the rank of Commander (Major). Chief Ticer completed assignments in the Highway Patrol Division, Media Relations Office, Director's Office, and Criminal Investigations Division. In 2003, Robert completed a one-year assignment at the National Highway Traffic Safety Administration (NHTSA) in Washington, D.C. where he researched Law Enforcement Older Driver Programs and provided valuable expertise in the areas of Standardized Field Sobriety Testing, Drug Recognition, and Law Enforcement Phlebotomy.

Robert has published traffic safety research in The Police Chief, National Sheriff's Association Sheriff Magazine, and the American Bar Association Senior Lawyers Division Publication.

Robert holds a Bachelor of Science Degree and a Master's of Education Degree from Northern Arizona University, and is a past Adjunct Faculty Member at South Mountain Community College and the University of Phoenix. Robert is a graduate of the Northwestern University School of Police Staff and Command, and the FBI National Academy. Chief Ticer chairs the Colorado Task Force on Drunk and Impaired Driving and is a member of the International Association of Chiefs of Police Highway Safety Committee where he chairs the Technical Advisory Panel to the Drug Evaluation and Classification Program. Robert is the Past President of the Colorado Association of Chiefs of Police. Chief Ticer is committed to reducing traffic fatalities in the United States and has provided his expertise to NHTSA and multiple states as an assessor in Occupant Protection Programs.