

Louisiana Strategic Highway Safety Plan



Occupant Protection EA Action Plan

Updated 6/13/2018

Strategy 1: Increase the occupant restraint use rate through sustained enforcement.

Step #	Action Step Leader	Description	Status
1.1	LHSC	Develop and implement an effective method to provide problem identification to state and local law enforcement agencies.	<p><u>1-27-16</u> Dortha Cummins explained that this will soon be complete. Ken Trull emphasized local law enforcement needs to attend all functions. Dortha said HSC conducts problem identification annually with call for proposals; other resources available are SHSP dashboards for all crash data; no longer static data reports, interactive and can provide specific problem identification information. Melissa Newell related the fear of some groups to approach LSP for child passenger safety inspection help because they may have an expired registration, etc. Crystal, Bridget, and Dortha emphasized that it is about education not enforcement. Bridget Gardner explained there is a Latino special interest group getting started and there are other fitting stations besides LSP Troop facilities.</p> <p><u>2-8-17</u> Cory Hutchinson reported that they are currently working on level of severity crash maps, and hope to develop a system that quantifies crashes by severity. Jane Herwehe reported that she's working on an injury forecast to help the Highway Safety Research Group explore severity.</p>
1.2	LHSC/DOTD	Provide State Police Troop Commands and local law enforcement agency grantees data on locations/parishes in their jurisdiction with the highest number of unbelted crashes and low usage rates	<p><u>1-27-16</u> Dortha mentioned another piece of data are enforcement reports; Bobby Breland provided Buckle Up in Your Truck enforcement report for 2015, data can be acquired through Dortha. Betsey Tramonte, FHWA, asked if there was nighttime enforcement conducted with that wave. Dortha responded that there was nighttime enforcement conducted. Yuwen Hou, RAPC, asked if</p>

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		and consider restricting high visibility enforcement activities to those areas.	<p>there are there available handouts of resources and a grant list to pass out to local agencies. Ken explained there are grant funds available for traffic safety across the board through highway safety commission. Dortha followed up that she will have a full report on Buckle Up in Your Truck. Dortha explained they will continue doing what they are doing to continue the momentum.</p> <p><u>2-8-17</u> Dortha discussed how the information has been provided; the usage survey is being analyzed right now and they expect to have those numbers by the next meeting. Cory Hutchinson announced that a GIS interface has been developed and any specific emphasis can be selected to view crash reports; he asked for feedback from the troop commanders</p>
1.3	LHSC	Promote and provide additional historical data to state and local law enforcement agencies on survey results on usage.	<p><u>3-19-15</u> Encourage OP grant applications relate to these statistics.</p> <p><u>7-29-15</u> The observational surveys are made available to stakeholders through electronic means as they are completed.</p> <p>The data collection for the 2015 survey has been completed.</p> <p><u>1-27-16</u> No Updates</p> <p><u>2-20-18</u> Johnathan Hill reported that statewide observational surveys were completed in 2017 during daytime and nighttime. It was found that East Baton Rouge and Rapides parishes' nighttime usage was higher than its daytime usage. The overall nighttime usage rate was determined at 83.9%. The data highlights included: females wore seatbelts more than males, all races use seatbelts less at night, pickup trucks have the lowest usage rate, and African American usage is the least compared to all races. The highest daytime usage rate was Lake Charles at 92.2% and New Orleans followed with 90.3%.</p>

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			<p><u>6-13-18</u> The 2018 seatbelt observational survey is halfway complete.</p> <p><u>6-13-18</u> The Occupant Protection Research Project was complete and focused on factors that influence seatbelt utilization and strategies to improve the usage rate. The study recommends that we work with public communicators to develop a positive message and comprehensive plan to promote seatbelt use year-round. Jeff said developing a seatbelt use habit among the young generation is the best way to increase seatbelt use.</p>
1.4	LHSC	Implement "Click It or Ticket" program on a yearly basis (May and Thanksgiving).	<p><u>3-19-15</u> Promote upcoming <i>Click It or Ticket</i> campaign.</p> <p><u>7-29-15</u> The 2015 CIOT campaign is complete. LHSC is awaiting the final results from all the participating law enforcement agencies. Interim results: 2015 May campaign –61 agencies committed to do campaign, received 40 agency reports to date; monthly average 3,020 adult and 300+ child citations issued; during campaign, 7,354 adult citations and 833 child citations in a 20 day program; 6,052 overtime LE hours; Data is standalone, DUI doesn't necessarily mean seat belt-related also.</p> <p><u>2-20-2018</u> Bobby Breland presented the results from 2015 and 2016 Click It or Ticket campaigns. All participants at the meeting provided an update of their current Occupant Protection activities.</p>
1.5	LHSC	Increase nighttime safety belt enforcement programs and provide additional education on the nighttime initiative; set up webinars in the regions through the regional coalitions and the current awareness programs; develop an awareness plan.	<p><u>7-29-15</u> LHSC continues to require law enforcement agencies to conduct a minimum of 15% of their OP enforcement at night. Awaiting final 2014 data results but as reported at the last meeting initial reports indicated a decrease in nighttime unbelted driver fatalities. Bridget Gardner. Partial SI funding comes from OP, so this element was added to the Item. Training is held August 20, this Action Item is complete. Bobby Breland can provide information on nighttime enforcement by area agencies at the next meeting.</p>

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			<p><u>1-27-16</u> Dortha read through the results of the year-long nighttime enforcement data for occupant protection enforcement; broken down to statewide numbers and broken out regionally by troop. Dortha asked if this data report is what the group was asking for. Cassie Parker, SCPDC, would like it broken down by Parish but overall thinks the data is good. Ken said nighttime seatbelt compliance has increased 3.1% since 2013; this shows improvement. LSP trooper asked if any effort is being made to change the law regarding the weight of 10,000 pound vehicle size; Dortha and Ken explained that is something they continue to look at.</p> <p>Tricia Keffer, NORPC, asked regarding nighttime enforcement time frames, what time the checkpoints are happening; have found in NO region that since visibility is low when darker, checkpoints in that area for nighttime enforcement are occurring earlier when it's technically still light (dusk). Dortha offered to have a conversation with HSRG to see if it's possible to drill down to narrower time frames. Dortha will work on Parish breakdowns and more detailed breakdown on Buckle Up in Your Truck data; let Dortha and Ken know if anyone needs a presentation on seatbelt enforcement.</p> <p><u>2-8-17</u> Dortha discussed how many agencies received cuts to their Occupant Protection funding, but she encouraged the agencies to continue doing the best they can with what they have. She suggested continuing to practice data driven enforcement, so that it occurs where the problem is actually happening. Frank Kuba said one of the problems they encounter is how to tell whether or not people are belted during the night, so most tickets are written in the late evening instead of during the actual night time. A suggestion was to get night vision goggles to agencies so they are able to enforce strictly during the night time.</p> <p><u>6-13-18</u> Kevin Allen discussed the guidelines associated with grant-funded enforcement activities, and asked each troop representative explain how they are administering grant hours in their region.</p>

Strategy 2: Prioritize efforts geographically and by target population with low use rates.

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2.1	LHSC/LTRC	Conduct a research project or study to examine cultural aspects of traffic safety (non-safety belt use and the concept of risk among low use populations.	<p><u>1-27-16</u> Dortha did not have a specific update, but the study will be complete in May or June 2016; Dr. Schneider will report out with the group when the report is complete. Next step is Dr. Schneider will speak when it is complete.</p> <p><u>2-8-17</u> There is currently an ongoing research project that’s almost wrapped up that looks specifically at cultural use of seatbelts. Dortha anticipates having the results at the next Occupant Protection meeting.</p> <p><u>2-20-18</u> Dortha reported that the research project is still ongoing and she hopes to have the results at the next meeting.</p>
2.2		Increase safety belt use among law enforcement officers by developing and distributing a model use policy for law enforcement agencies and requiring all grantees to actively support and enforce the policy.	<p><u>7-29-15</u> The LHSC has placed a law enforcement awareness roll call video on their website (on the OP page). It is being promoted through the LEL’s, Chiefs and Sheriff’s Associations. It covers all the costs of law enforcement NOT wearing their seat belts.</p> <p><u>1-27-16</u> No Updates</p> <p><u>2-20-18</u> Brad reported that they hosted a “Below 100” training in January and he hopes to get more agencies involved in future events.</p>

Strategy 3: Improve marketing, education, and outreach efforts
Strategy Leader:

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3.1	LHSC	Implement an effective paid and earned media campaign promoting Click It or Ticket, Buckle Up in Your Truck, and other OP activities.	<p><u>1-27-16</u> Ken announced they are completing a new RFP for a new media vendor, hopefully in place before new media campaign; would like to stress earned media at the local level – nothing that is done out of BR has the weight of what coalitions can do locally; instant credibility as a coalition leader, there should be a constant earned media focus (letter to the editor, comments) at the local level; coalition leaders should have a regular dialog with media keeping traffic safety at the forefront; communications council is talking about a PSA for information regarding rear seatbelt use; OP stresses all positions but want to focus on rear seat campaign.</p> <p><u>2-8-17</u> Mark Lambert reported that they’re in the process right now of putting together an RFP for a multi-year, multi-million dollar paid media television campaign, focusing on impaired driving and occupant protection. He took over the earned media activities as of March 2016, which encompasses social media as well. In the period between March to September, they increased their social media audience by over 50% on Facebook and Twitter. He wants to get the coalitions across the state involved to promote what they are doing across the state.</p> <p><u>2-20-18</u> LHSC recently selected their media vendor and they anticipate having a signed contract soon.</p> <p><u>6-13-18</u> Dortha reported that new crash data infographics, specific to Louisiana data were developed by HSRG and utilized during “Click it or Ticket.” Dynah developed a social media schedule so these infographics were spread by all stakeholders at the correct time. The infographics can be found on the DZD website under the “share our resources” tab.</p>
3.2	City of Lake Charles/Injury Prevention Task	Develop an employer program to encourage safety belt use among employees; obtain information from the	<p><u>7-29-15</u> Late October is Drive Safely to Work Week; would like to encourage regional coalitions and stakeholders to promote seat belt usage during that time, both adult and child usage; awareness activities regarding belt usage are</p>

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	Force LERN (hospitals)	Network of Employers for Traffic Safety and other best practices.	<p>suggested; there is a draft seat belt policy that was developed during formation of this EA group that can be provided to give to employers to encourage them to adopt a policy; the group should reach out to local agencies, particularly businesses with a fleet of vehicles and city agencies in city vehicles; if employees are wearing seat belts as required by work, they are more likely to wear them away from work; incentives include lowering cost by reducing crash injuries; Ashley Bridges mentioned trafficsafety.org site for outreach materials; LSP officer mentioned adding a message to employee check stubs; will get Bridget Gardner's OP materials to group as well; Bridget Gardner suggested meeting with Risk Management/Security officers at the companies, the group can send the materials to them; Cory Hutchinson explained that OMV has only convicted citation data and there is no central repository for data; crash is not linked to the citation, they are two separate processes; Bridget Gardner explained observational data has been the go-to for years, LHSC website has info on how to train observers; cannot look at seat belt ticket to reflect behavior; results of 2014 data report is available on LHSC website; also some of the campaign materials are accessible through the site.</p> <p>Dortha reached out to DOTD PIO about the Way To Geaux app with no success, not sure what next step is, talked to Indra Parrales and Rodney Mallett, they said it's a great idea, but they are checking on it; at end of application, message says drive safely – Dortha suggested saying Buckle Up and Drive Safely rather than just Drive Safely; will continue to pursue; Eric asked if campaigns can rotate messages based on the NHTSA calendar; LSP suggested the one Buckle Up message is important to LHSC, will continue conversation and find out what is possible and what is not</p> <p><u>1-27-16</u> No Updates</p> <p><u>2-20-18</u> Kenyatta reported that she has been reaching out to the chemical plants that have policies already (Turner, Cajun, Rubicon) developed, so that they can modify the plan to give to others.</p>

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			<p><u>6-13-18</u> The standardized DZD seatbelt policy snapshot was displayed to the group and will be discussed at the CCC meeting on June 28th. The idea is to give companies this sample, ask them to consider it and offer suggestions as to what consequences can be implemented. Amber suggested it be packaged as a whole, combining seatbelts and distracted driving.</p>
3.3	CCC	Identify and evaluate safety belt programs targeted at young drivers including what has been done in Louisiana in the past and national programs like NHTSA's Teen Safety Belt Use initiative. Develop distribution plan	<p><u>1-27-16</u> Dortha recommends looking at the document the communications coordinating council has been putting together, starting there and seeing what OP programs are in there and then move out from that document.</p> <p><u>2-8-17</u> Dortha recommends that the Occupant Protection group put together a document similar to the Young Drivers document, which lists the programs that educate the public on OP. Next meeting, Dortha will have the Young Drivers document on hand to start sifting through which programs also apply to OP.</p> <p><u>2-20-18</u> Dortha asked regional coordinators to develop a distribution plan within their regions.</p>
3.4	Injury Prevention Task Force(subgroup) LERN	Develop and pilot test a program to actively involve members of the public health and medical communities in promoting occupant restraint use.	<p><u>1-27-16</u> Paige Hargrove, LERN, explained LERN continues to get more EMS to report out; LERN is successful receiving data but they are working on new version of reporting sheets to __ data; LERN will be happy to partner with any initiative for OP. Dortha asked if focus for May Trauma Awareness month has been chosen for this year? Bridget described effort to involve all LERN offices to Trauma Awareness.</p> <p><u>2-8-17</u> Dortha thinks a messaging campaign should be done that can be distributed through LERN to educate employees in the public health field.</p> <p><u>2-20-18</u></p>

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			Kevin informed the group about the Saved by the Belt Award and asked regional leaders to come up with ways to give the recognition out more in their regions.
3.5	LA Passenger Safety Task Force	Expand the efforts of the Louisiana Passenger Safety Task Force to emphasize adult occupant protection.	<p><u>7-29-15</u> Expansion activities: OP awareness course expanded from child to all areas with specific issues to attract broader audience; LELs work with regional coalitions, course is always available if participation is there.</p> <p><u>1-27-16</u> No Updates</p> <p><u>2-20-18</u> Dortha asked the group to continue to expand and support the efforts of the Louisiana Passenger Safety Taskforce and promote the OP awareness course. Michael Toups reported that there is one per region and three versions of the course: law enforcement, non-law enforcement, and an emergency services/healthcare version.</p>

Strategy 4: Improve data collection, data analysis, mapping, and reporting for occupant protection crashes and educate users on how to access the data and information.

Strategy Leader:

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4.1		Develop a breakdown for age groups particularly for young children.	<p><u>7-29-15</u> The HSRG dashboards are a new resource for stakeholders.</p> <p><u>2-20-18</u> Dortha and Kevin plan to work with the data collectors so that this information is organized in a useful way and they ensure it is distributed in a format that can be understood.</p>
4.2	LHSC	Collect crash observation/attitudinal data for comparison and presentation to group	<p><u>6-13-18</u> Dortha reported that an attitudinal survey will be conducted in August 2018</p>

Strategy 5: Improve occupant restraint use through regulatory and legislative enhancements.

Step #	Action Step Leader	Description	Status
5.1	LHSC/Passenger Safety Task Force	Research and develop a strategy to change the law with respect to allowing lack of safety belt and child safety seat use to be introduced as contributory negligence when suing for damages in a trial, and make recommendations for future action. Document the laws in other states.	<p><u>6-18-13</u> The group will wait on this until information can be collected on what is happening in other states and whether there is a model.</p> <p><u>5-8-14</u> The bill has been introduced in the House and assigned to a committee, but it is unlikely it will move forward during the current legislative session.</p> <p><u>3-19-15 and 7-29-15 and 1-27-16</u> No Updates</p> <p><u>6-13-18</u> The recent occupant protection bills introduced in session were SB 382, which was killed in committee and HB 700, which was deferred by the author. These bills provided relative to the admissibility of evidence of failure to wear a seatbelt. Dortha spoke with representatives from the Department of Insurance, who were supportive of both bills. They are interested in pursuing these measures again, so hopefully this will be a part of future legislation.</p>
5.2	Passenger Safety Task Force	Update and improve child safety seat law to meet national standards. Document laws in other states.	<p><u>3-28-13</u> Rep. Joe Harrison has an interest in this issue.</p> <p><u>6-18-13</u> LHSC, which is the lead agency for traffic safety legislative changes, has not made a determination on what they will recommend in the 2014 legislative session. There was a great deal of information in the media about the issue of keeping kids 2 and under in rear facing seats.</p> <p><u>3-19-15 and 7-29-15 and 1-27-16</u> No Updates</p>

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			<p><u>6-13-18</u> Dortha reported that there is draft legislation being updated to improve child safety seat laws to meet national standards. A child seat survey was redesigned and conducted and she expects a report to be distributed soon.</p>
5.3	LHSC	Increase the fine for non-safety belt use.	<p><u>6-18-13</u> Waiting for a final decision on the 2014 legislative recommendations.</p> <p><u>3-19-15 and 7-29-15</u> No report. We will support the regional coalitions in implementing changes to their local seat belt ordinances. This may be a new action step.</p> <p><u>1-27-16</u> Continue to include in legislative package.</p> <p><u>2-8-17</u> The fine for non-safety belt use was increased; it is now \$50 for first offense, while it's not outrageous, the fine was doubled. Dortha explained that no educational information has been provided about the fine increase, so she thinks we should educate the public through social and earned media.</p>