

Michigan Occupant Protection Action Plan 2019-2022



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Disclaimer Statement

This document has been prepared by the members of the Occupant Protection Action Team. It is considered a living document, and is a compilation of activities and initiatives to address occupant protection in the state of Michigan.

The Action Team is part of a network of ad hoc committees comprised of local, state, federal, and private partners, working in collaboration with the Governor's Traffic Safety Advisory Commission (GTSAC) to identify traffic safety challenges and comprehensive solutions. The result of these efforts will support achievement of the mission, vision, and goals identified in the State's Strategic Highway Safety Plan (SHSP). While the strategies identified in the State's SHSP have been approved by the GTSAC, the activities and initiatives identified in this Action Plan, as well as any opinions or conclusions expressed, are those of the individual Action Team member agencies and not necessarily those of the GTSAC.

Introduction

Wearing a seat belt is the single best way any motorist or occupant can protect himself or herself in a crash, yet in 2017 in Michigan, 783 unrestrained occupants were killed or seriously injured in crashes. If those occupants had chosen to wear a seat belt, they would have increased their chance of survival by 45 percent and properly used car seats reduce the risk of death by 71 percent for infants, and by 54 percent for children ages one to four.

Michigan's primary seat belt law has led to a consistent seat belt use rate well over 90 percent, yet seat belt use for back seat passengers is unknown. Nationally, in 2016, 29 percent of unrestrained occupants were ejected from vehicles while only 1.0 percent of those buckled were ejected. (NHTSA Traffic Safety Facts – 2016 Data)

Children in Michigan are required by law to be properly restrained in a car seat or booster seat until they are eight years old or 4'9", but less than 55 percent of children ages four to seven years old are riding in booster seats. The vast majority of children birth to three years old ride in car seats, yet misuse of car seats occurs more than 81 percent of the time.

Goals

The Action Team has set the following goals for occupant protection:

- Increase seat belt use for drivers and front seat passengers from 94.5 percent in 2016 to 98 percent by December 31, 2020.
- Reduce unrestrained fatalities in all seating positions by 10 percent from 198 in 2016 to 178 by December 31, 2020.
- Reduce serious injuries by 24 percent from 5,634 in 2016 to 4,270 by December 31, 2020.
- Reduce the vehicle mileage fatality rate by 3 percent from 1.07 in 2016 to 1.04 by December 31, 2020.

Strategies

Continue high visibility enforcement

Objective #1

Continue utilizing tactics, which have been proven to increase seat belt use and reduce severe injuries and fatalities in crashes. These include high visibility seat belt zone and roving patrol enforcement during *Click It or Ticket* enforcement efforts. Seat belt enforcement is also conducted during Drive Sober or Get Pulled Over impaired driving enforcement efforts.

Ongoing Activities:

Conduct high visibility seat belt and car seat enforcement, to include *Click It or Ticket*, *Drive Sober or Get Pulled Over*, and other enforcement efforts annually. These efforts are concentrated in counties with high unbelted and impaired driving crash fatalities and serious injuries. Counties are selected based on crash data, agency participation, and regional distribution of overtime funds.

Lead Agency: Office of Highway Safety Planning (OHSP)

Contact Name: Pat Eliason

OHSP coordinated seat belt and impaired driving enforcement and education during mandatory national seat belt and impaired driving mobilizations each year.

Objective #2

Include car seat and booster seat enforcement during *Click It or Ticket* seat belt enforcement mobilizations.

Ongoing Activities:

Specify child passenger safety enforcement times and provide educational materials to promote enforcement to law enforcement officers.

Lead Agency: Office of Highway Safety Planning (OHSP)

Contact Name: Pat Eliason

OHSP coordinated child passenger safety enforcement during *Click It or Ticket* seat belt enforcement mobilizations each year.

Support public information and education campaigns
Objective #3

Increase the availability of up-to-date occupant protection information for all passengers including children.

Short-Term Activities:

- *Support existing CPS technicians in every county in Michigan and add additional technicians to those counties with three or fewer.*

Lead Agency: OHSP, Child Passenger Safety (CPS) Instructors, Safe Kids Michigan

Contact Name: Jessica Butterfield, Jennifer Shea, Lew Moquin, and Laura Rowen

- Compile a list of activities surrounding CPS Week (September) and make available on web and social media sites.

Lead Agency: OHSP, Safe Kids Michigan

Contact Name: Jessica Butterfield and Laura Rowen

- Engage partner agencies including Safe Kids coalitions, dealerships, private sector partners, OHSP grant-funded law enforcement agencies, and the Michigan State Police (MSP) to promote CPS week via social media outlets.

Lead Agency: OHSP, MDHHS, Safe Kids Michigan

Contact Name: Jessica Butterfield, Kari Arend, and Laura Rowen

- Continue education efforts for parents and caregivers of children 4'9" and under about the importance of booster seat use.

Lead Agency: OHSP, Safe Kids Michigan, Michigan Department of State, C.S. Mott Children's Hospital, Michigan Medical

Contact Name: Jessica Butterfield, Laura Rowen, Bobby Gwizdz, Marie Snodgrass

Mid-Term Activities:

- Continue outreach to non-traditional outlets such as point of sale locations, retailer outlets, sports arenas, fitness centers, dealerships, and colleges and universities.

Lead Agency: OHSP

Contact Name: Jessica Butterfield

- Continue communication to caregivers of school-aged children through channels including schools, community organizations, state aid agencies, driver training centers, and senior citizen organizations.

Lead Agency: OHSP, Safe Kids Michigan, Michigan Department of State

Contact Name: Jessica Butterfield, Kari Arend, Laura Rowen, Bobby Gwizdz

- Update and make available a standardized curriculum on child passenger safety for law enforcement officers. Create an on-line, and/or role call video with this information for law enforcement agencies.

Lead Agency: OHSP

Contact Name: Jessica Butterfield

- Train Michigan Department of Health and Human Services (MDHHS) case workers with a car seat basics course through a standardized awareness curriculum.

Lead Agency: OHSP, MDHHS

Contact Name: Jessica Butterfield, Rachel Wineland, Jessica Butterfield

- Continue public information and education efforts on the topic of heat stroke

Lead Agency: MDHHS, OHSP

Contact Name: Laura Rowen, Jessica Butterfield

Long-Term Activities:

- Increase on-line information for child passenger safety (such as car seat check locations) and technician contact information.

Lead Agency: OHSP, MDHHS, Safe Kids Michigan

Contact Name: Jessica Butterfield, Laura Rowen

On-going Activities:

- Earned and paid media campaigns will continue during *Click It or Ticket, Drive Sober or Get Pulled Over*, and CPS week. These efforts include concentrated seat belt enforcement, and secondary seat belt enforcement during impaired driving campaigns.

Lead Agency: OHSP

Contact Name: Jessica Butterfield

- Continue to fund courses for new CPS technicians, technician renewal courses, and continuing education courses. Provide follow-up car seat checks and regional support after training for new CPS technicians.

Lead Agency: OHSP

Contact Name: Jessica Butterfield

- Continue to provide free traffic safety resource materials.

*Lead Agency: OHSP, American Automobile Association Michigan (AAA), C.S. Mott Children's Hospital
Contact Name: Jessica Butterfield, Gary Bubar, Marie Snodgrass*

- Partner agencies will continue to support *Strive for a Safer Drive*, a peer-to-peer traffic safety program for Michigan high school students.

*Lead Agency: OHSP, Ford Driving Skills for Life
Contact Name: Jessica Butterfield, Linda Fech, and Nolan Katerburg*

Objective #4

Create and distribute child passenger safety awareness education to law enforcement through a training webinar and/or material.

Ongoing Activities

Develop a child passenger safety awareness training curriculum and supporting materials for law enforcement agencies

Lead Agency: OHSP
Contact Name: Jessica Butterfield

Provide recommendations related to occupant protection legislation

Objective #5

Focus policy efforts on passing a seat belt law requiring seat belt use in all seating positions and enhancing CPS laws to reflect best practices.

Short Term Activities:

- Adjust seat belt observation studies to include observed seat belt use for all 83 Michigan counties every 5-10 years

*Lead Agency: OHSP
Contact Name: Jessica Butterfield*

- Compile and distribute data to support proposed legislative changes including back seat fatal and serious injury data of unbelted occupants, including unbelted ejected occupants as well as injury data for unrestrained or improperly restrained children.

*Lead Agency: OHSP
Contact Name: Jessica Butterfield*

- Garner support for proposed legislative changes from law enforcement leadership organizations, Safe Kids chapters, the medical community, insurance companies, and other stakeholders.

*Lead Agency: TBD
Contact Name: The Occupant Protection Action Team will work to identify an appropriate lead person for this activity.*

Mid-Term Activities:

- Identify legislators who will introduce and support a primary seat belt law for every occupant.

Lead Agency: TBD

Contact Name: The Occupant Protection Action Team will work to identify an appropriate lead person for this activity.

Long-Term Activities:

- Propose and support legislation requiring all seating positions to wear a seat belt, and remove clauses for migrant workers, pick-up trucks, and others that allow for more passengers than vehicle belts.

Lead Agency: TBD

Contact Name: The Occupant Protection Action Team will work to identify an appropriate lead person for this activity.

- Propose and support legislation requiring up-to-date CPS education and seat check locations to be provided at hospitals and emergency departments for children prior to discharge.

Lead Agency: TBD

Contact Name: The Occupant Protection Action Team will work to identify an appropriate lead person for this activity.

- Propose and support legislation strengthening child passenger safety laws to reflect current research-based recommendations including requiring children to ride rear facing until they are two years old, use booster seats until they are 4'9", and ride in the back seat until they are 13 years old.

Lead Agency: TBD

Contact Name: The Occupant Protection Action Team will work to identify an appropriate lead person for this activity.

<p>Implement Michigan's current Child Passenger Safety Strategic Plan</p>
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Objective #6

Continue efforts surrounding CPS including training for technicians, and recommendations to continue to improve education to families throughout the state.

Short-Term Activities:

- Create and implement law enforcement child passenger training to increase knowledge of proper seat use when engaging with the community.

Lead Agency: OHSP and the Michigan CPS technician and instructor network

Contact Name: Jessica Butterfield

- Increase technician recertification percentage to consistently remain at 60 percent from 2019-2022.

Lead Agency: OHSP

Contact Name: Jessica Butterfield

Long-Term Activities:

- Gather information for a potential pilot program between law enforcement and Safe Kids coalitions which would develop a program to refer parents to a car seat distribution/education site in exchange for paying a ticket; beginning with one county.

*Lead Agency: Safe Kids Michigan
Contact Name: Laura Rowen, Jennifer Hoekstra*

On-going Activities:

- *Continue to offer training for CPS instructors and technicians.*

*Lead Agency: OHSP
Contact Name: Jessica Butterfield*

- *Create regional CPS Training Coordinator position to assist with car seat sign-offs, recertification, CEU courses, and help at local events*

*Lead Agency: OHSP
Contact Name: Jessica Butterfield*

Evaluate the effectiveness of Occupant Protection Programs

Objective #7

To determine seat belt and car seat use in Michigan through research and direct observational studies.

On-going Activities:

- *Continue observational studies annually to determine driver and front seat passenger seat belt use in Michigan.*

*Lead Agency: OHSP, grant funded research institution
Contact Name: Charlotte Kilvington*

- *Continue the direct observation CPS and misuse studies.*

*Lead Agency: OHSP, grant funded research institution
Contact Name: Charlotte Kilvington*

- *Transition to electronic car seat checklist and data gathering*

*Lead Agency: OHSP
Contact Name: Jessica Butterfield*

Acronyms

AAA	American Automobile Association
CPS	Child Passenger Safety
GTSAC	Governor's Traffic Safety Advisory Commission
MACP	Michigan Association of Chiefs of Police
MDHHS	Michigan Department of Health and Human Services
MSA	Michigan Sheriff's Association
MSP	Michigan Department of State Police
OHSP	Michigan Office of Highway Safety Planning
UMTRI	University of Michigan Transportation Research Institute

The Occupant Protection Action Team consists of members of the following agencies:

American Automobile Association of Michigan
General Motors/On-Star
Governor's Traffic Safety Advisory Commission
Kettering University
Michigan Department of Health and Human Services
Michigan Department of State Police
Michigan Department of Transportation
Michigan Office of Highway Safety Planning
Michigan State University Police Department
Safe Kids Huron Valley/ C.S. Mott Children's Hospital
Safe Kids Greater Flint/Hurley Medical Center
Safe Kids Greater Grand Rapids/ Helen DeVos Children's Hospital
Safe Kids Macomb County
University of Michigan Department of Emergency Medicine
University of Michigan Injury Center
University of Michigan Transportation Research Institute