

Adult Occupant Protection/Vehicle Technology Track Workshops (as of January 22, 2015)

1. Effectively Enforcing & Messaging to Increase Rural Seat Belt Use

Rural areas in many states have disproportionately lower seat belt use rates compared to their suburban and urban counterparts. Recruiting and maintaining full participation from small municipal police departments and county agencies has often proved difficult due to a lack of understanding of the extent of the problem coupled with limited resource allocation. Learn how using targeted messaging rather than widely distributed TV/radio ads is the more efficient and effective way to engage a rural audience and bolster seat belt use.

2. Unbelted: Perspectives on Nighttime Enforcement Strategies

Nearly 50% of motor vehicle occupants killed in crashes are unbelted and many of these crashes occur at night. Learn how those "on the ground" are attacking the problem through nighttime seat belt enforcement details, which differ markedly from their daytime counterparts. Police agencies must employ new enforcement techniques to detect violations that often include drug and/or alcohol impairment and the apprehension of criminals.

3. Leveraging LELs to Bolster Law Enforcement Support of Your Occupant Protection Program

A key ingredient of successful occupant programs is the support of local law enforcement agencies, who are typically recruited and guided by Law Enforcement Liaisons or LELs. How many Law Enforcement Liaisons does a state need, what qualifications should an LEL candidate have, and what tools and resources - data, incentives, equipment -- will they need to effectively do their job? State officials and LELs will share best practices addressing these and other key issues along with techniques for recruiting and partnering with local, county and state law enforcement agencies to address belt use.

4. Working With the Medical and Public Health Communities to Increase Occupant Protection

The medical community plays a critical role in helping to ensure that children, teens, adults, and seniors buckle up every trip. Seasoned medical experts will discuss how they're working with highway safety professionals to take occupant protection programs to a whole new level.

5. Putting Data to Work to Enhance, Pass Seat Belt Laws

Data is one of the most powerful and compelling tools highway safety advocates have to push for passage of stronger seat belt laws. For instance, ensuring that elected officials know the extent of their state's unbelted fatality problem, as well as who is likely to ride unbelted (i.e., teens, who have the highest crash risk of any age group, impaired drivers), can sway even the most steadfast detractor. Hear how government and non-government officials are leveraging data to persuade legislators and other leaders to improve occupant protection laws and programs in their states.

6. How Am I Doing? Using Data to Plan and Evaluate Your OP Program

Think your occupant protection program is hitting all the right marks? A useful way to know and make the necessary adjustments is by conducting an honest analysis of your program that evaluates what is and isn't working. Hard data is critical to that effort. Leading researchers and state safety officials will discuss how they're using data to evaluate and strategically focus their occupant protection programs.

7. Can Technology Convince the Hardcore Seat Belt Naysayer?

With national seat belt use now at 87 percent, how do we convince the hardcore naysayers to buckle up every trip? Is technology such as belt reminders and assurance systems the answer? Get the low down from government and industry experts on new and future advances that may help us ensure that all motor vehicle occupants, even those who typically ride unrestrained, fasten their seat belts.

8. Stopping the Crash Before It Happens: Collision Avoidance Technology & More

The future is now! Hear from experts what technologies are making their way into cars and onto the roadways that has the potential to severely mitigate crashes and improve highway safety.

9. But My Law is Secondary! New Approaches to Overcoming This Hurdle

Hampered, frustrated by your state's secondary seat belt law? What can you do to bolster morale among battle weary law enforcement and safety advocates? Learn how states are overcoming these and other hurdles including low fines, limited support from top leadership, and no media coverage to ensure that the public understands the importance of proper restraint.