

Effectively Enforcing & Messaging to Increase Rural Seat Belt Use

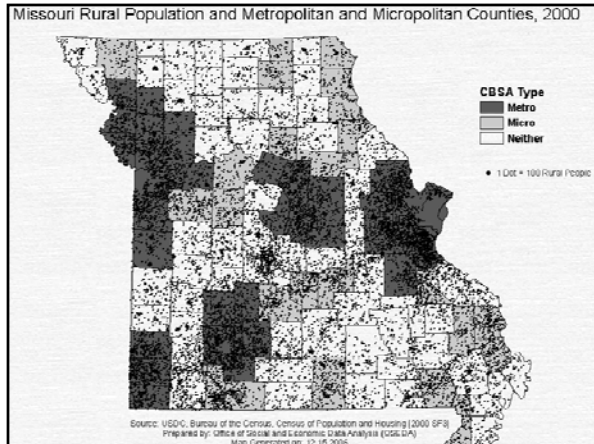
Missouri Seat Belt Initiatives

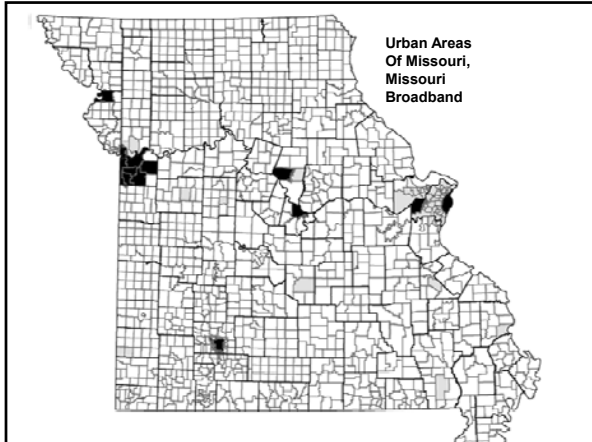
Lifesavers Conference
March 16, 2015



Missouri at a Glance

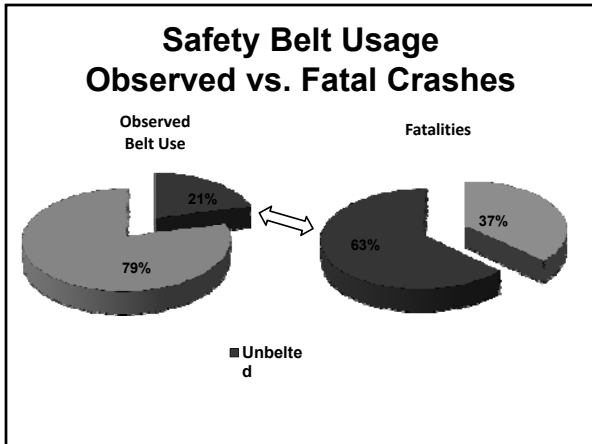
- **Population 5,988,927 (2010 Census)**
- **97.4% Land Area Classified as Rural**
 - 30.6% Population Living in Rural Areas, Compared to 21% Nationwide
- **114 Counties Plus City of St. Louis**
- **Over 600 Law Enforcement Agencies**
 - 200 Participate in Highway Safety Efforts





Missouri Seat Belt Use Rates

Year	Statewide	Teen	CPS	CMV
2014	79%	67%	91%	81%
2013	80%	67%		
2012	79%	66%		81.5%
2011	79%	67%		
2010	76%	66%		80.6%
2009	77%	61%	91%	
2008	76%	62%	90%	73%
2007	77%	61%	88%	68%
2006	75%	58%	83%	
2005	77%	56%	82%	66%
2004	76%	54%	77%	59%
2003	73%		73%	
2002	69%		70%	
2001	68%		64%	



Efforts to Increase Rural Seat Belt Use

- Yearly Grants
- Rural Seat Belt Project
- Quarterly Occupant Protection Days
- Primary Safety Belt Ordinances
- Regional Coalitions
- Alliance Sports Marketing
- Survey Data

Yearly Grants

- 456 Contracts (7 contract staff)
 - 187 Grantees
 - Year-Round Contracts
- Approximately \$18 Million in NHTSA Funds
- \$1.9 Million in State Road Funds

Rural Seat Belt Project

- \$296,000 Grant 2008-2010
- 10 Counties in Southwest Missouri
 - 37 of 57 Agencies Participated
- Sustained Enforcement and Media
- Increase of Safety Belt Use 66.4% to 69.2%
- Very Difficult to Sustain Enforcement with Small Rural Agencies

Quarterly OP Enforcement Dates

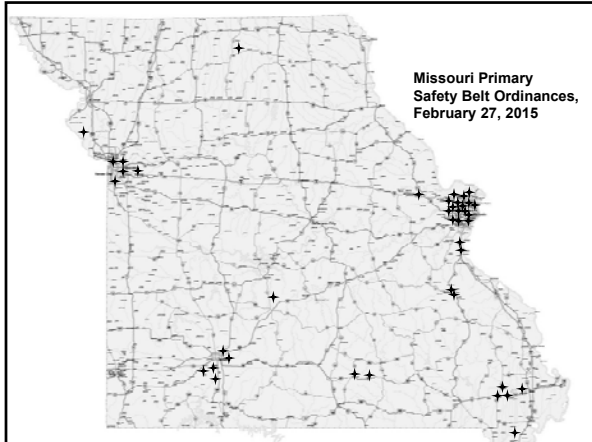
- **Single Day Statewide OP Enforcement Day**
- **Statewide & Local Press Releases**
- **February, April, CPS Week, & November**
 - Incentives to 25-30 Agencies: Body Cameras, Radars, PBTs, LED Flares, Flashlights
- **Mini-Grants for CIOT & Youth Seat Belt, up to 250 Agencies**

Primary Seat Belt Ordinances

“No person shall be stopped, inspected, or detained solely to determine compliance with this subsection”
307.178 RSMo

Primary Seat Belt Ordinances

- **Started with St. Louis County (unincorporated)**
 - Most Remove the “No person” From Statute
 - Some Change Fine up to \$50
- **Now 46+ Ordinances Throughout State**
- **Brockus vs. City of St. John**



Alliance Sports Marketing Project

- **Sponsorship at Local Race Track & Minor League Baseball Venues**
 - Targeting Rural Areas
 - Twenty Total Venues (15 Tracks, 5 Ballparks)
 - Three PA Announcements Plus Signage (Arrive Alive) Each Event
 - On-Site Event at Each Venue

Alliance Sports Marketing Project

- **MCRS Nights**
- **Display Tent**
 - Key Chains, Pens, Bumper Stickers
 - First 200 Fans “Caught” Wearing Their Seat Belts Given Tickets for Free T-Shirts

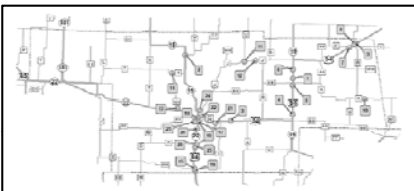
Survey Data Provided to Counties

- Statewide Survey in 28 Counties
- Four Counties per Each Coalition (7 Regions)
- Statewide Usage Reported to NHTSA
 - Regional Number Provided to Coalitions
- Teen Survey
 - 150 High Schools
 - Usage Rates Sent to Schools
 - Education Efforts Focused on Below 50% Usage Schools (Roughly ¼)

Survey Data Provided to Counties


Statewide Survey Maps Created For Each County

- Provided to Regional Coalition
- Occupant Protection Subcommittee
- Local LE
- MSHP



2004 - Adult Seat Belt Use - Survey Data - Michigan												
- Districts & Passenger Car/Trucks												
Dist	Total # of Obs	Use Reported		Total # of Obs	Use Reported		Total # of Obs	Use Reported		Total # of Obs	Use Reported	
		By SBE	By SBE		By SBE	By SBE		By SBE	By SBE		By SBE	By SBE
1	10	10	100.0%	10	10	100.0%	10	10	100.0%	10	10	100.0%
2	20	10	50.0%	11	21	76.2%	10	11	55.0%	10	11	55.0%
3	217	19	8.8%	13	17	7.8%	11	170	78.3%	11	170	78.3%
4	138	10	7.2%	11	11	7.9%	12	12	8.7%	12	12	8.7%
5	180	18	10.0%	14	8	4.4%	13	13	7.2%	13	13	7.2%
6	167	16	9.6%	15	15	8.9%	14	14	8.4%	14	14	8.4%
7	200	15	7.5%	16	16	8.0%	15	15	7.5%	15	15	7.5%
8	148	18	12.2%	17	17	11.5%	16	16	10.8%	16	16	10.8%
9	140	12	8.6%	13	13	9.3%	12	12	8.6%	12	12	8.6%
Total # of Observations, includes driver & passengers: 2,387 # of Observations Observed: 19												
Control Use Rate (Observed): 79.4% Control Use Rate (Unobserved): 76.2%												

Click It
Or Ticket
Enforcement Up



Message Board

Content message to look at all times posted in Driver's View Unavailable!

Dist Location: 000 US 40 E
000 US 40 E
000 US 40 E
000 US 40 E
000 US 40 E

Message Board

Content message to look at all times posted in Driver's View Unavailable!

Dist Location: 000 US 40 E
000 US 40 E
000 US 40 E
000 US 40 E
000 US 40 E

Pickups Rock. They Also Roll.

Buckle Up!

ARRIVE ALIVE

www.saveMlives.com

9 Road Deaths in Last Week's Winter Storm

Buckle Up
Slow Down
Use Caution

**ARRIVE
ALIVE**

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