Bolstering Seat Belt Use Among Rural Non-Users
It’s estimated that one in five Americans live in rural and frontier areas but account for more than half of all traffic crash fatalities. Explore what three state highway safety offices are doing to address this disparity by tackling the problem of lower seat belt use in rural areas. Spoiler alert -- their efforts are paying off!

Innovative Strategies Used to Invigorate Law Enforcement & Local Support for Seat Belt Mobilizations
For seat belt enforcement to be effective, officers need to enforce the law and that effort must be clearly communicated to local motorists and their passengers. Coupling enforcement of occupant protection laws with messaging throughout the enforcement period increases the perception that seat belt enforcement is happening “here and now.” And in secondary law states, this messaging can help provide “political permission” for stepped-up enforcement. Examine media approaches law enforcement agencies across the country are employing to garner better local seat belt enforcement results.

Getting Them to Buckle Up in the Rear Seat
Overcoming the misperception that people are safer in the rear seat and don’t need to buckle up is critical for preventing serious injuries and fatalities. Recognizing the gains states have made in front seat belt use, this is a winable safety issue. Learn who isn’t buckling up in the back and about several approaches to encourage rear belt use in passenger vehicles including ride-share partnerships publicizing the dangers of riding unrestrained.

Partnering with Employers to Make It Click
Encouraging employers to promote safe driving behaviors can strengthen state highway safety office (SHSO) campaigns. The Network of Employers for Traffic Safety developed a web portal to help SHSOs develop and/or enhance employer-based road safety programs using a structured framework. Learn how to leverage this tool in your state by examining the recently developed “2 Seconds 2 Click” employer seat belt campaign. Also hear from program managers currently using this portal and other employer “buckle up” strategies in Kansas and Maine.

Bolstering Seat Belt Use in Diverse Communities
Helping to improve seat belt use among minority and diverse community members will save lives. Who can you call on to make the appropriate cultural connection? Explore efforts that dramatically improved seat belt use on Indian tribal lands and learn how the Washington State Patrol’s “El Protector” program is effectively delivering the seat belt message to Latinos in the workplace.

Occupant Protection Task Forces for a Shared Vision
A task force can be highly effective in getting things done, especially when it comes to traffic safety. But what about an Occupant Protection (OP) Task Force? Who should it include? What tasks should the members focus on? How do you measure success? Join us for a lively conversation as the Florida, Missouri and Wyoming DOTs explain how they are effectively using OP Task Forces for increasing seatbelt use. Learn about goal setting, assigning leadership, member recruitment and more.
Removing Barriers to Safety Technology Innovation
Advances in vehicle technologies are increasing at a rapid pace. But the potential for improved safety is sometimes hindered by the very systems that are intended to promote it. Explore the current barriers to innovation and discuss policies to overcome them.

Self-Driving Car Crash, A Case Review
Is failing to prevent a crash equivalent to causing a crash? Multiple factors contributed to a pedestrian being struck and killed by a self-driving vehicle being tested by Uber in Tempe, AZ in 2018. The National Transportation Safety Board will present the facts from their investigation of this important case and their recommendations for improving safety.