"Click It or..." Attempting to Improve Seat Belt Use Using Non-Enforcement Countermeasures
Moderator: Martin Broyles - NHTSA
Speaker: Bevan Kirley, MS - UNC Highway Safety Research Center
Speaker: Kacey Wilson - MO DOT
Speaker: Chanita Vazquez - LA Highway Safety Commission
Speaker: Jessica S. Bedwell - LA Highway Safety Commission
We know High Visibility Enforcement is an effective countermeasure that works to improve seat belt use. But what about approaches that don’t rely on enforcement of laws? Learn about a social norming campaign that is improving seat belt use in rural areas of North Carolina and an outreach effort in Louisiana reaching Black and Indigenous People of Color (BIPOC) community members. In addition, learn about a dual message program focused on seat belts and distracted driving, Buckle Up Phone Down, that started in Missouri and is now utilized in 12 states.

Beyond “Buckle-Up” - Innovative Strategies to Increase Seat Belt Use
Moderator: Robert Eichkorn - NHTSA
Speaker: Joanne Tinker - Iowa Governor's Traffic Safety Bureau / Iowa Dept. of Public Safety
Speaker: Ashley Nicks, MPH - CO Department of Public Health & Environment
Speaker: Julie Vallase - NHTSA
Several states across the country are implementing innovative programs to increase seat belt use. Hear about a promising program, High Five, that focuses on bringing together engineering, enforcement, education and evaluation to solve problems in low-belt-usage rural counties. Come and have a look at a GDL toolkit developed and used in Colorado to make teen travel safer and be among the first to hear about the new NHTSA Click it or Ticket campaign!

Fine Tuning Your OP Program with Data & Evaluation - Part 1
Moderator/Speaker: Kendall Wingrove - MI Office of Highway Safety Planning
Speaker: Cynthia Burch, MS, MPH, CAISS, RSP2B - Baltimore Metropolitan Council
Speaker: Carol A. Flannagan, PhD - University of Michigan
Speaker: Tim Kerns - MD DOT
FARS data is just the tip of the iceberg. State highway safety offices and their partners should be making the most of sources such as state crash data, hospital data, and direct observation survey data. Learn the difference between data-driven and data-informed for impact-focused program planning and implementation.

Ensure Your OP Programs Are at Peak Performance Using Data - Part 2
Moderator/Speaker: Kendall Wingrove - MI Office of Highway Safety Planning
Speaker: Cynthia Burch, MS, MPH, CAISS, RSP2B - Baltimore Metropolitan Council
Speaker: Carol A. Flannagan, PhD - University of Michigan
Speaker: Tim Kerns - MD DOT
Let's go beyond counting traffic stops and citations issued to help measure impact and success. Learn how law enforcement agencies can add new insights into annual statewide observation survey results and how social media outlets can be used and monitored to measure interest and awareness of enforcement periods.
Tuesday, March 15, 2022
9:00 AM - 10:30 AM
**Partnering** with Your Community…Community-Oriented Policing for Improving Occupant Protection
Moderator: Neil Chaudhary, PhD - Preusser Research Group, Inc.
Speaker: Kedrick Wills, M.T.D. - Idaho State Police
Speaker: Glenn Cramer - NHTSA
Speaker: Jenna Mitchell - AZ Department of Public Safety
One of the essential elements to promoting and providing equitable traffic safety, particularly occupant protection, is to maximize community interaction and involvement through a community policing philosophy. Discussion will focus on how law enforcement agencies may create opportunities to engage partners and community members in positive ways by building relationships, transparency, and trust with the community for a greater understanding about the importance of occupant protection.

Tuesday, March 15, 2022
10:45 AM - 12:15 PM
**Young** at Heart: Motor Vehicle Safety in Our Golden Years
Moderator: Rebecca Naumann, PhD, MSPH - Injury Prevention Research Center, University of North Carolina at Chapel Hill
Speaker: Anne E. Dickerson, PhD, OTR/L, SCDCM, FAOTA, FGSA - Eastern Carolina University
Speaker: Linda Hill, MD, MPH - UC San Diego
Securing and ensuring the safety of mature drivers in vehicles comes with a myriad of complexities. Hear about the development of strategies that are proven to ensure safety among mature travelers, increase seat belt usage and hear from experts about related research on this topic.