

Occupant Protection Track as of March 4, 2022

Sunday, March 13, 2022

10:30 AM - 12:00 PM

"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.

Sunday, March 13, 2022

1:30 PM - 3:00 PM

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!

Monday, March 14, 2022

10:45 AM - 12:15 PM

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.

Monday, March 14, 2022

2:15 PM - 3:45 PM

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.