

## **Occupant Protection Action Plan 2015 Accomplishments:**

**Action Plan Strategy:** Continue High Visibility Enforcement.

**Accomplishment:** The Michigan Department of State partnered with OHSP for Operation C.A.R.E (Combined Accident Reduction Effort) for the first time in 2014 and again in 2015. The MDOS supported the campaign by placing posters in branch offices, leveraging social media messaging, and having staff speak at news conferences.

**Action Plan Strategy:** Support Public Information and Education Campaigns

**Accomplishment:** The Michigan Department of State partnered with the Michigan Department of Health and Human Services and the Michigan State Police to produce and air a Motor Vehicle Network message/advertisement informing consumers of the danger of leaving their child alone in the car, due to the possibility of the child suffering heatstroke. The ad aired during the summer of 2015. The MVN is a system of digital monitors that broadcasts messages in the majority of Secretary of State branch offices around the state.

**Accomplishment:** The Michigan Department of State partnered with the Michigan Department of Health and Human Services and the Office of Highway Safety Planning to produce an MVN message related to making sure children are in the “right” safety seat for Child Passenger Safety week that was aired in Secretary of State branch offices. The MVN is a system of digital monitors that broadcasts messages in the majority of Secretary of State branch offices around the state.