MICHIGAN

Occupant Protection Program Assessment

December 3 – 7, 2018

ASSESSMENT TEAM MEMBERS

Chris Cochran

Troy Costales

Glenn Cramer

Angela Osterhuber

Dan Schulte

TABLE OF CONTENTS

ACKNOWLEDGEMENTS

The assessment team would like to acknowledge and thank the Michigan Office of Highway Safety Planning Director Michael Prince and Program Management Section Chief Alicia Sledge for their hospitality, support, level of effort, and commitment to occupant protection in Michigan. Special appreciation goes to Ms. Sledge for her work in developing the assessment agenda, administering the information questionnaires, compiling briefing materials, and providing logistical support to the team.

The team would also like to acknowledge the hard work and dedication of all the individuals who participated in the assessment process and interviews, as well as thank them for taking the time to share their knowledge, experiences, and expertise during the assessment.

Coordination, assistance, and guidance for this assessment were provided by the National Highway Traffic Safety Administration (NHTSA) regional and headquarters staff: Jeffery Welter, Regional Program Manager, Region 5, and headquarters Highway Safety Specialists, Liza Lemaster-Sandbank and Janice Hartwill-Miller. Administrative and behind-the-scenes support was also provided by NHTSA Public Health Fellow, Melissa Daily.

Additionally, the team acknowledges the valuable assistance, support, and on-site report coordination provided by administrative consultant Belinda Oh.

Each member of the team appreciates the opportunity to have served on this assessment reviewing Michigan's overall occupant protection program. The team hopes that the State's consideration and implementation of the proposed recommendations in this report will enable Michigan to continue making strides in increasing its usage rates and decreasing its unrestrained fatalities.

Notes:
The information included in this document has been collected from a variety of sources including interviews, official documents, websites, and other materials. Sources may not be consistent. Some copyrighted material may have been used under the "Fair Use" Doctrine of the U.S. copyright statute.

ASSESSMENT BACKGROUND

All states, in cooperation with their political subdivisions, should have a comprehensive occupant protection (OP) program that educates and motivates its citizens to use available motor vehicle OP systems. A combination of use requirements, enforcement, public information, education, outreach, data, and evaluation is necessary to achieve significant, lasting increases in seat belt and child safety seat use, which will prevent fatalities and decrease the number and severity of injuries.

The purpose of the OP program assessment is to provide Michigan with a comprehensive review of its statewide OP program through identification of program strengths and accomplishments, challenging areas, and recommendations for improvement. The assessment report is a tool for short- and long-term OP program planning purposes, for determining how to prioritize and allocate existing and new resources, and for directing programmatic focus.

National Highway Traffic Safety Administration (NHTSA) headquarters staff facilitated this assessment. Working with the Michigan Office of Highway Safety Planning (OHSP), NHTSA recommended a team of five subject matter experts with demonstrated knowledge in various aspects of occupant protection, program development and management, implementation, and evaluation. The team conducted the assessment using a process that provides an organized approach for measuring program progress by following the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The assessment follows these guidelines which precede each section of this report. The U.S. Department of Transportation developed the *Uniform Guidelines for State Highway Safety Programs* in collaboration with states to support technical guidance for the states.

The assessment consisted of a thorough review of OHSP-provided briefing materials and interviews with state and community-level program directors, coordinators, advocates, law enforcement personnel, and OHSP staff. The team convened to review and analyze the information presented and prepare a comprehensive report to document the assessment results, noting program strengths and challenges and providing recommendations for future program planning and improvement. The conclusions drawn by the assessment team are based upon, and limited by, the facts and information provided in the briefing materials and by the various experts who presented information to the assessment team.

This report is a consensus report. The recommendations provided within are based on the unique characteristics of the State and what the assessment team members believe the State and its partners could do to improve the reach and effectiveness of its OP program. It is not the intent of this report to thoroughly document all of the program successes or highlight the individuals at all levels who dedicate efforts to traffic safety and occupant protection specifically. By its very nature, the report focuses on areas that need improvement and should be viewed as an opportunity to provide assistance and encourage improvement, which is consistent with the overall goals of traffic safety program assessments.

On the final day of the on-site assessment, the team briefed the OHSP on the results of the assessment and highlighted major insights and key recommendations. This report belongs to the State. The State may use this assessment report as the basis for planning OP program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities. The final report is provided to the OHSP.

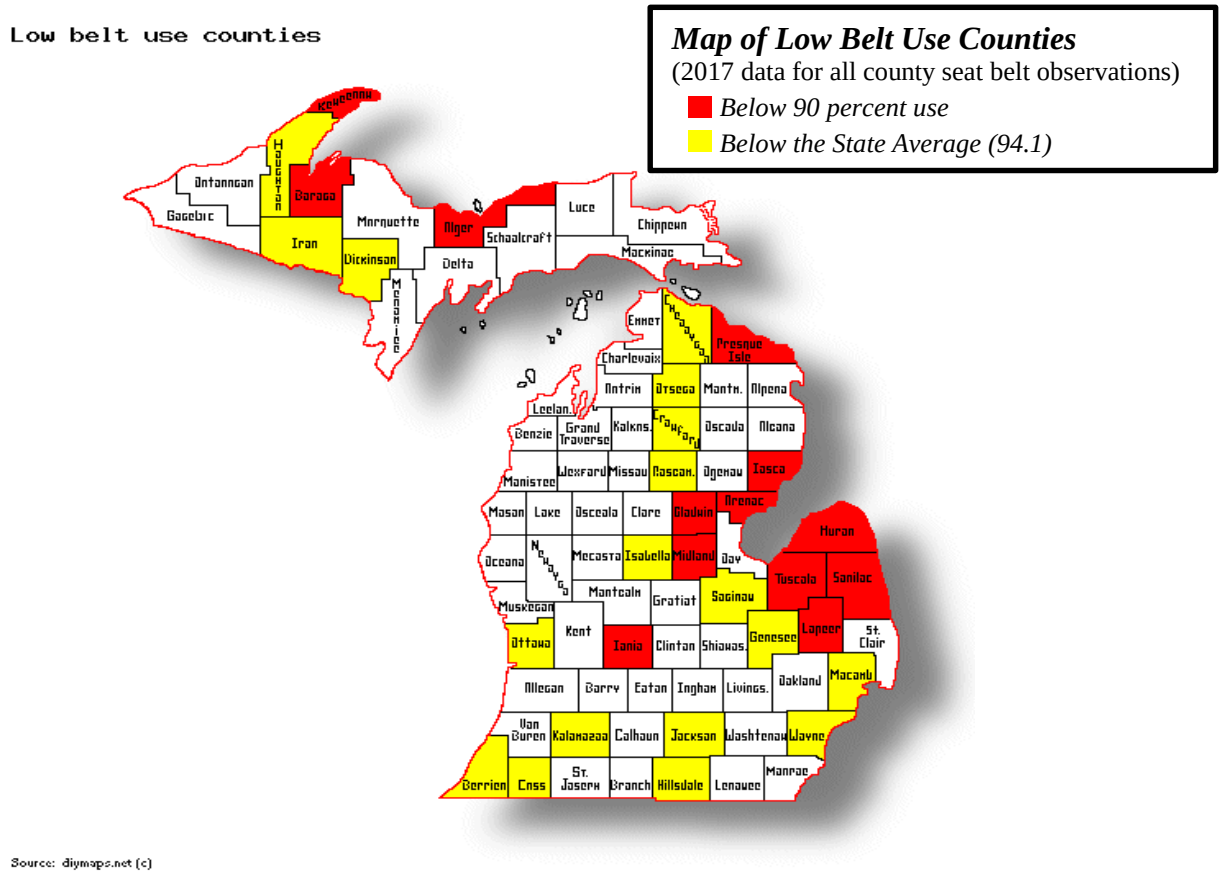
INTRODUCTION

Michigan is the 10th most populous state in the nation and is ranked 11th in total area with 96,716 square miles. It is the only state to consist of two peninsulas connected by the longest suspension bridge in the country, the Mackinac Bridge.

In 2017, there were 37,133 motor vehicle-related fatalities across the United States. The lack of proper restraint use remains a serious highway safety, public health, and societal issue. Although the observed daytime seat belt use rate for the United States in 2017 was 89.7 percent, almost half of all passenger vehicle occupant fatalities (47%) were unrestrained.

Occupant protection is the foundation of any sound traffic safety program, and increased seat belt use can provide reductions in fatalities and injuries. Using a seat belt properly is the law and the single most effective action that the people of Michigan can do to protect themselves in a traffic crash. The National Highway Traffic Safety Administration estimates that 518 lives were saved by seat belts in Michigan in 2016. However, 36 percent of fatalities in Michigan were still unrestrained. An additional 42 lives could have been saved if everyone in the State buckled up.

In 2008 and 2009, Michigan led the country with its highest seat belt use rate of 97.9 percent but has since experienced gradual and consistent declines in use. Michigan's 2017 observed seat belt use rate was 94.1 percent, which was still above the national average but below the State's all-time high.



At-a-glance data for Michigan in 2017 (the most recent data available) include:

- Of the 542,550 reported drivers and passengers involved in crashes for which seat belt use was known, 535,161 (98.6%) were reported to have been using seat belts and 7,389 (1.4%) were reported to have not been using seat belts.
- Of the reported drivers and passengers in motor vehicles crashes under 25 years of age, 3,126 (2.2%) were not using seat belts.
- When looking at known seat belt use for motor vehicle fatalities only, 206 people (36.7%) killed were not using seat belts.
- A total of 321 people in motor vehicle crashes were ejected while not wearing a seat belt; of those people ejected, 202 were drivers and 119 were passengers.
- Of the unrestrained people who were ejected, 81 people (25.2%) were killed.

In 2018, Michigan's observed seat belt use rate was recorded at 93.4 percent.

The Michigan Office of Highway Safety Planning (OHSP) is committed to saving lives and reducing injuries on the streets and highways of Michigan. The OHSP guides the State's overall highway safety program, identifies the most critical statewide traffic safety needs, conducts program research and evaluation, awards and monitors highway safety grant funds, and coordinates mobilizations such as *Click It or Ticket*.

The OHSP has one staff member who works on occupant protection programs, which includes child passenger safety. Its annual occupant protection-operating budget is approximately $1.1 million.

OHSP goals for occupant protection include reducing unrestrained fatalities, increasing seat belt use of front seat passengers, and reducing fatalities and incapacitating injuries to children birth through age 8.

This report presents the assessment results of the occupant protection component of Michigan's highway safety program. The OHSP elected to undergo this assessment to get an outside perspective and review of the challenges the State is facing to increase seat belt and child passenger safety throughout the State, and to receive innovative ideas and approaches to increase occupant protection use rates. A summary of the strengths and challenges of Michigan's occupant protection program and recommendations to continue to improve occupant protection in the State are included.

The highlighted key recommendations in this report are recommendations the assessment team found to be the most critical for improving the State's occupant protection program. All recommendations presented in this report are intended to help increase restraint use and decrease unrestrained fatalities and injuries statewide.

KEY RECOMMENDATIONS

*(Note: Key Recommendations are **BOLDED** in each individual section)*

1. PROGRAM MANAGEMENT

- Fill the Office of Highway Safety Planning Occupant Protection program manager position.

- Focus federal highway safety grant funding to award grants in high-risk locations and to purposefully solicit grant applications from jurisdictions that do not traditionally apply for funding.

2. LEGISLATION, REGULATION, AND POLICY

- Amend the Michigan seat belt law so all ages and all seating positions are covered by the primary enforceable law.

3. LAW ENFORCEMENT

- Develop and implement a law enforcement liaison program providing traffic safety law enforcement outreach. Consider recruiting, selecting, and training officers from law enforcement agencies that have developed excellent traffic law enforcement and public education programs.

- Develop a law enforcement agency survey to assess how officers use their discretion when performing seat belt enforcement activities. Survey results should help better understand officers' decision-making processes and determine how to refine and clarify expectations when communicating with law enforcement agencies.

4. COMMUNICATION

- Increase the use of Michigan Department of Transportation Changeable Message Signs for traffic safety messaging.

- Emphasize different major program area campaigns on an alternate year basis so each may achieve higher impression counts and behavioral change rates. Each major program area should receive increased resource emphasis no less than one and no more than two out of every three years.

KEY RECOMMENDATIONS
(continued)

5. OCCUPANT PROTECTION FOR CHILDREN

- Strengthen the Michigan child restraint law by removing exemptions and following American Academy of Pediatrics best practice recommendations.

- Increase the number of child passenger safety technicians who complete the recertification requirements to safeguard the investment of resources expended to certify child passenger safety technicians.

- Implement strategies to provide child passenger safety education for county and local law enforcement officers, who are not child passenger safety technicians, to motivate them to vigorously enforce the child passenger safety law.

6. OUTREACH

- Engage employers in an effort to encourage seat belt use policies and to promote the safety benefits of motor vehicle occupant protection devices for their employees.

- Develop a committee, working group, or other mechanism to advise the Office of Highway Safety Planning and other traffic safety and occupant protection teams on appropriate and effective ways to reach culturally diverse, non-English speaking, at-risk, immigrant and minority communities. The advising entity must be constituted of members of the communities to be served.

7. DATA AND EVALUATION

- Redefine the child restraint use survey age groups as infant, pre-school, elementary school, middle/junior high school, and high school resulting in a complete birth through high school direct observation survey. Select observation locations accordingly. Conduct the survey at least every two years.

- Engage non-scientific professionals to help interpret the direct observation survey, citation, and crash data. Publicize the data to make them more accessible and more useful to non-technical audiences. Data can be presented on a regional and statewide level.

- Conduct an annual statewide self-report survey that measures public knowledge and attitudes about occupant protection laws and systems and provides information as to why non-seat belt users do not wear their seat belts.

- Conduct an in-depth scientific investigation into why there is low interest in participation in overtime enforcement, and what might be done to remedy that problem.

1. PROGRAM MANAGEMENT

GUIDELINE:

Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.

- *Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;*
- *Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State's demographic composition and critical to the implementation of occupant protection initiatives;*
- *Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and*
- *Evaluate the effectiveness of the State's occupant protection program.*

1A. STRENGTHS

- Centralized planning and coordination for occupant protection programs is led by the Michigan Office of Highway Safety Planning (OHSP) and supported by the State's Strategic Highway Safety Plan (SHSP).

- Leadership of the OHSP is dedicated and passionate about raising the seat belt use rate to become the best in the nation, thereby reducing the impact of non-use in traffic crashes.

- Michigan has adopted a Toward Zero Deaths goal for highway safety fatalities.

- Michigan benefits from an extensive network of committed advocates who have successfully supported compliance with state laws through education, outreach, and enforcement.

- An Occupant Protection Action Team (OPAT) functions as a place for sharing program implementation efforts and more importantly the status of work on the action items raised in the State's SHSP. Membership of the OPAT as of 2018 includes:

    - Automobile Association of Michigan
    - General Motors/On-Star
    - Governor's Traffic Safety Advisory Commission
    - Kettering University
    - Michigan Department of Health and Human Services
    - Michigan Department of State Police
    - Michigan Department of Transportation
    - Michigan Office of Highway Safety Planning

- Michigan State University Police Department
- Safe Kids Huron Valley/C.S. Mott Children's Hospital
- Safe Kids Greater Flint/Hurley Medical Center
- Safe Kids Greater Grand Rapids/Helen DeVos Children's Hospital
- Safe Kids Macomb County
- University of Michigan Department of Emergency Medicine
- University of Michigan Injury Center
- University of Michigan Transportation Research Institute

- The OHSP delivers technical assistance in data, child passenger safety technician training, community-based programs, and mass media through direct delivery of services or through funded program partners.

- Occupant protection technical assistance is a shared responsibility between multiple state, local, and non-profit agencies. Formal and informal communication among these partners appears to be strong.

- Michigan has a broad array of funding sources that support state, regional, and local occupant protection programs. Funding sources include National Highway Traffic Safety Administration federal highway safety grants, Ford Driving Skills for Life, Graco, Michigan Economic Development Corporation, and the Secondary Road Patrol account.

- Problem identification has been employed in a more robust manner to help the OHSP make strategic program choices and select sites for law enforcement grants.

- Multiple programs for all ages, including teen driver education, high visibility enforcement campaigns, hospital birthing centers, child safety seat inspection stations, and high school presentations, incorporate occupant protection strategies, best practices, encouragement, and injury prevention.

- The OHSP conducts a formal seat belt use observation study every year and the State has maintained an overall use rate of 92.8 percent or greater for over a decade.

- The OHSP benefits from reflecting on the State's occupant protection efforts and requesting a third party review to help set a strategic path forward.

1B. CHALLENGES

- The Occupant Protection program manager position within the OHSP is vacant; however, the position is expected to be filled by early 2019.

- Because motorcyclists are no longer required to wear protective helmets in Michigan, motorists complain of the requirement for seat belt use.

- Law enforcement overtime grant awards are limited to the national *Click It or Ticket* mobilization window due to the reduction of funds available through the OHSP. Enforcement is further compromised by the reduction in law enforcement personnel and unwillingness of some officers to work overtime traffic details.

- Secondary Road Patrol funds have declined annually and by $6,000,000 over the past decade which has led to cuts in law enforcement positions covering secondary roads in Michigan.

- Seat belt observational use surveys do not adequately capture the use rate for passengers between the ages of 8 and 13 which can make it difficult to evaluate some outreach programs for effectiveness.

- While many recommended actions from the SHSP and the 2014 Occupant Protection Assessment are complete or being addressed, some are still incomplete.

- Occupant protection program partners do not have a formal way to collaborate on initiatives and campaigns.

1C. RECOMMENDATIONS

- **Fill the Office of Highway Safety Planning Occupant Protection program manager position.**

- **Focus federal highway safety grant funding to award grants in high-risk locations and to purposefully solicit grant applications from jurisdictions that do not traditionally apply for funding.**

- Continue implementation of the recommended actions from the Strategic Highway Safety Plan and the 2014 Occupant Protection Assessment.

- Create a means for program collaboration and sharing best practices of the occupant protection program partners.

2. LEGISLATION, REGULATION, AND POLICY

GUIDELINE:

Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:

- *Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;*
- *Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State's driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;*
- *Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);*
- *Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);*
- *Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;*
- *Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and*
- *Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.*

2A. STRENGTHS

- Michigan's child passenger safety (CPS) laws require:
    - Children younger than age 4 must ride in a car seat in the rear seat if the vehicle has a rear seat. If all available rear seats are occupied by children under 4, then a child under 4 may ride in a car seat in the front seat. A child in a rear-facing car seat may only ride in the front seat if the airbag is turned off. (Michigan Compiled Laws (MCL) §257.710d)
    - Children between ages 4 and 8 and less than 4-feet-9-inches tall must be properly buckled in a car seat or booster seat. Children must ride in a seat until they reach the age requirement or the height requirement, whichever comes first. (MCL §257.710e)
    - The motor vehicle operator receives the citation for any violation of the CPS laws.

    - The fine for a violation of MCL §257.710d is $10. The fine for a violation of MCL §257.710e is a minimum of $25 (MCL §57.907(2)).
- Michigan's adult seat belt law (MCL §257.710e) requires:
    - Primary enforcement for use of a seat belt by the operator and front seat passengers of a motor vehicle.
    - The fine for a violation is $65. (MCL §257.907(7))
    - The operator or adult passenger (16 or older) receives the citation for violation of the adult seat belt law.

- Michigan's employee policies include the mandatory use of seat belts when using a State of Michigan vehicle. (*2014 State Vehicle Policy and Practice Guide*)

- The Michigan Office of Highway Safety Planning (OHSP) requires all grantees to have a seat belt policy in place.

- The three licensing levels in Michigan's graduated driver licensing (GDL) law are:
    - a supervised learner's license (Level 1 license)
    - an intermediate license that limits passengers and unsupervised nighttime driving (Level 2 license), and
    - a full-privilege driver's license (Level 3 license) issued after a teen driver has successfully completed all previous instruction and driving requirements. (MCL §257.310e)

- Michigan's GDL Level 1 and 2 licenses have certain restrictions to limit teens' driving exposure to high-risk situations and help protect teens while they are learning to drive. Restrictions include:
    - Teens with a Level 1 license may only drive with a licensed parent/guardian or designated licensed adult age 21 or older.
    - Teens with a Level 2 license:
        - Are prohibited from using a cell phone while driving.
        - Shall not operate a motor vehicle between 10 p.m. and 5 a.m. except when:
            - driving to or from or in the course of employment;
            - driving to or from an authorized activity; or
            - accompanied by a parent or legal guardian or a licensed driver 21 years of age or older designated by the parent or legal guardian.
        - Shall not operate a motor vehicle at any time with more than one passenger in the vehicle who is younger than 21 years of age except when:
            - the additional passengers are immediate family members;
            - driving to or from or in the course of employment;
            - going to or from an authorized activity; or
            - accompanied by a parent or legal guardian or a licensed driver 21 years of age or older designated by the parent or legal guardian.

2B. CHALLENGES

- Michigan's primary seat belt law does not cover rear seat passengers for anyone over the age of 16.

- Michigan's CPS law does not require children under the age of 13 to be properly restrained in the rear seat unless all the seating positions are used by other children.

- The current Michigan CPS law does not follow the latest recommendations of the American Academy of Pediatrics (AAP) for the best protection of young children when using child restraint systems. The Michigan 2017 House Bill 4951 that would have aligned Michigan with the AAP's recommendations failed to garner support in the Senate during the 2018 legislative session.

- The definition of when a booster seat is required by law is confusing to parents, caregivers, and law enforcement.

- Convictions of the adult seat belt law do not accrue points to the driver license like other offenses that can lead to injury or death such as speeding, following-too-close, and improper lane use.

2C. RECOMMENDATIONS

- **Amend the Michigan seat belt law so all ages and all seating positions are covered by the primary enforceable law.**

- Add points to the sanctions for a conviction of the adult seat belt law to be equal to other violations of the motor vehicle code.

- Strengthen the Michigan child restraint law by removing exemptions and following American Academy of Pediatrics best practice recommendations.

- Develop and distribute a communication tool for officers in the form of a pocket card or mobile "app" with need-to-know information about enforcement of child passenger safety laws.

3. LAW ENFORCEMENT

GUIDELINE:

Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:

- *Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;*
- *Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;*
- *Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;*
- *Communication campaigns to inform the public about occupant protection laws and related enforcement activities;*
- *Routine monitoring of citation rates for non-use of seat belts and child safety seats;*
- *Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;*
- *Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.*

3A. STRENGTHS

- The Michigan Office of Highway Safety Planning (OHSP) works with several key law enforcement and traffic safety partners that help provide a traffic safety voice and influence for highway safety in the State.

- The State has adopted the national Toward Zero Deaths strategy vision for traffic safety. The strategy provides a platform of consistency for state agencies, private industry, and others to prioritize traffic safety culture and promote the vision.

- The Michigan State Police (MSP) has a well-organized, comprehensive statewide traffic law enforcement program with a demonstrated commitment to training, public information, and enforcement.

- Nearly all Michigan law enforcement agencies utilize the State's e-citation program to report their traffic infractions. Citation data are essential to assisting law enforcement agencies in the development of traffic safety intervention strategies and refining their traffic law enforcement tactics.

- Michigan law enforcement agencies use seat belt enforcement zones to help increase the intensity of seat belt enforcement. They have developed creative tactics to conduct this enforcement, for example, plain clothes officers on foot serving as "spotters."

- The MSP actively participates in Operation C.A.R.E. (Crash Awareness and Reduction Efforts) traffic safety initiatives. Operation C.A.R.E. was formed to deter the three key causes of highway fatalities: speeding, impaired driving, and failure to use occupant restraints.

- Law enforcement agencies and communication professionals in the State understand the elements of high visibility enforcement (HVE).

- Local law enforcement agencies, in coordination with communication professionals, employ a localized communication strategy for seat belt enforcement messaging engaging local police chiefs and sheriffs to publicly support seat belt enforcement initiatives.

- Law enforcement understands the importance of their executive leadership being instrumental in supporting seat belt enforcement priorities.

- An analysis of the State's 2017 and 2018 *Click It or Ticket* (CIOT) enforcement data indicated a level of productivity that maximized the grant funding provided.

- The OHSP requires law enforcement agencies to have a seat belt use policy in order to receive grant funding.

- The OHSP advocates that all law enforcement adopt the principles of the "Below 100" initiative which has, as its first tenet, that all officers wear their seat belts.

- The Michigan Sheriffs' Association (MSA), representing 83 Sheriff's Offices, encourages its members to support effective law enforcement coverage of traffic safety.

- The MSA, in partnership with an insurance company, has implemented a program entitled "STOPPED" (Sheriffs' Telling Our Parents & Promoting Educated Drivers). In this program, if a vehicle is stopped for any reason (e.g., a seat belt violation), and the driver is under 21, a notification is sent to the registered owner of the vehicle. The purpose of the program is to partner with parents or legal guardians to help young drivers develop good driving skills.

- Michigan Association of Chiefs of Police (MACP) encourages its members to support traffic law enforcement. The MACP has a traffic safety committee to guide and support its member agencies' participation in traffic law enforcement. The OHSP Director will be presenting at the MACP 2019 Winter Conference on the future of traffic law enforcement.

- The OHSP regularly provides traffic safety articles for inclusion in the MACP's quarterly newsletter.

- Standardized crash reports collect the use or non-use of seat belts and car seats, along with restraint type.

- Several law enforcement agencies use Data-Driven Approaches to Crime and Traffic Safety (DDACTS) as an intelligence-led deployment model. The OHSP promotes advanced DDACTS analyst training to help improve efficiencies.

- The OHSP maintains an activity and enforcement tracking system for seat belt mobilizations and includes regular identification of criminal activity by traffic law enforcement.

3B. CHALLENGES

- Michigan has adopted the national Toward Zero Deaths (TZD) strategy as a framework for overall planning of their traffic safety mission. However, there was no indication that TZD is used as a unifying State traffic safety vision for traffic law enforcement.

- It appears that officers may use a seat belt violation as the probable cause to stop a violator but provide a warning for the seat belt violation and cite for another violation that was observed, e.g., speed. This practice can lead to inconsistent enforcement which undermines the general deterrence factor of the seat belt law.

- There is a perception that younger law enforcement officers lack the motivation to perform traffic law enforcement because they have not been educated about the purpose and importance of traffic law enforcement as it relates to public safety.

- The State's motorcycle helmet law was repealed in 2012, which has created a public policy discussion that the freedom to not wear a motorcycle helmet runs contrary to mandatory seat belt use, causing the public to question the rationality of seat belt enforcement.

- There is a perception by some in law enforcement that Michigan's high seat belt use rate is a measure of success and therefore seat belt enforcement is no longer a priority.

- Law enforcement agencies have attempted to conduct nighttime seat belt enforcement; however, due to the challenges of observing nighttime seat belt use, there is a perception that there are no effective tactics for enforcing seat belt violations during nighttime hours.

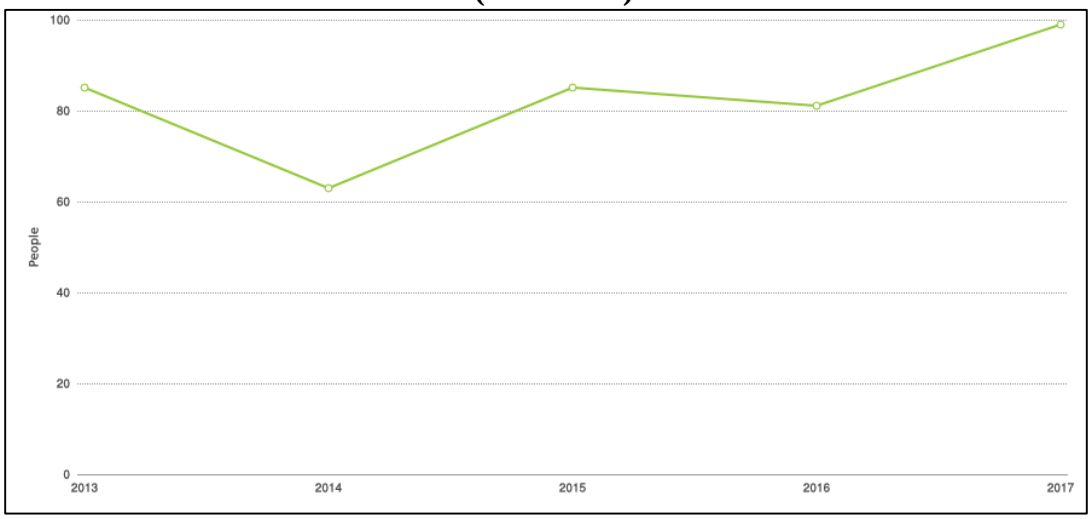
- Reduced manpower and competing priorities have relegated traffic law enforcement to a secondary activity for law enforcement. Competing priorities or alternative opportunities for off duty employment for officers inhibit their participation in grant-funded overtime seat belt enforcement initiatives.

- There is a perception that seat belt enforcement is not a public safety priority because the seat belt law does not require seat belt use for all seating positions, does not assess points to the driver license, and has a low fine structure.

- Alcohol/drug-related unrestrained fatalities are not routinely tracked in the State, despite it having been determined through national studies that there is a relationship between lack of restraint use and driver impairment in crashes.

    - Michigan collision data from 2013 through 2017 indicate that unrestrained fatalities involving all vehicle occupants where a driver had been drinking has been increasing.

Motor Vehicle Occupant Fatalities Unrestrained in Alcohol-Related Crashes (2013-2017)



Source: University of Michigan Transportation Research Institute, Michigan Crash Data.

- Michigan law enforcement agencies use intelligence data for deployment of their personnel and for collecting and reporting traffic law enforcement activity. However, no follow-up analysis of this information appears to be done to determine the effectiveness of the traffic law enforcement efforts or to refine the tactics and fulfill one of the elements of an evidence-based enforcement strategy.

- Though the State does conduct self-report surveys, they miss the opportunity to collect information regarding the current seat belt law, appropriateness of the fine, and gather information about the unbelted population.

- There is a lack of information for specific non-seat belt user characteristics to assist law enforcement agencies in identifying dangerous drivers (e.g., the type of behavior, criminality, and non-compliant personalities of non-seat belt users) and appropriate countermeasures.

- The OHSP eliminated the use of law enforcement liaisons (LEL) in its office. With 585

law enforcement agencies located throughout the State, the elimination of LELs reduced the frequency of traffic safety-related communication with law enforcement agencies and may be hampering the coordination and promotion of participation in statewide traffic law enforcement initiatives and other OHSP-sponsored efforts.

- The OHSP maintains a traffic law enforcement activity tracking system. In an attempt to evaluate traffic law enforcement grant-funded activity for productivity to maximize available funding, the OHSP partnered with Western Michigan University to design traffic law enforcement work performance measures. These measures were evaluated to determine if there was a correlation between the performance measures and increases in seat belt use. It was determined that officers' attempts to meet the work performance measures often lacked a traffic safety focus. The OHSP has since suspended this methodology.

- State seat belt and child passenger restraint citation and adjudication data is not readily accessible to law enforcement agencies. These data are essential to assist law enforcement agencies in the development of traffic safety intervention strategies and refining their traffic law enforcement tactics. The limited accessibility of these statewide enforcement data also makes it difficult for the OHSP to evaluate the extent, effectiveness, and sustainability of traffic law enforcement programs outside of grant-funded activity.

- Law enforcement officers do not appear to receive regular child passenger safety training or updates to assist in the identification of violations and enforcement of child restraint laws.

- Only some law enforcement agencies in the State have policies and procedures to guide their officers on the proper transportation of children in patrol cars.

3C. RECOMMENDATIONS

- Develop or adopt a program designed to distinguish law enforcement officers with experience, education, training, and proficiency in traffic safety and to encourage ongoing professional development and prioritize traffic safety among law enforcement. For example, see Maryland's Traffic Safety Specialist (TSS) program.

- **Develop and implement a law enforcement liaison (LEL) program providing traffic safety law enforcement outreach. Consider recruiting, selecting, and training officers from law enforcement agencies that have developed excellent traffic law enforcement and public education programs.**

- Develop a methodology to evaluate seat belt enforcement data for productivity and to refine future seat belt enforcement efforts.

- Provide training to law enforcement agencies on effective nighttime seat belt enforcement tactics to be conducted during high-risk late night and early morning hours.

- Conduct a knowledge and attitudinal survey to determine public perceptions regarding seat belt enforcement. Survey results will assist with assessing the effectiveness of general deterrence, content, and exposure of enforcement messages.

- **Develop a law enforcement agency survey to assess how officers use their discretion when performing seat belt enforcement activities. Survey results should help better understand officers' decision-making processes and determine how to refine and clarify expectations when communicating with law enforcement agencies.**

- Develop and distribute a communication tool for officers in the form of a pocket card or mobile "app" with need-to-know information about enforcement of child passenger safety laws.

- Improve citation data collection and reporting by:
  - coordinating with the Michigan Supreme Court – State Court Administrative Office to obtain counts quarterly of seat belt and child restraint citations, and
  - developing a citation tracking system to determine the outcome of all seat belt and child restraint citations.

- Add a project objective to Michigan's Highway Safety Plan to reduce the number of unrestrained fatalities involving all vehicle occupants where alcohol/drugs is also indicated.

- Work with the Michigan Association of Chief's of Police and Michigan Sheriffs' Association to develop and disseminate a model policy guiding officers on the proper transportation of children in patrol cars.

4. COMMUNICATION

GUIDELINE:

As part of each State's communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:

- *Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;*
- *Address the enforcement of the State's seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;*
- *Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;*
- *Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;*
- *Provide materials and media campaigns in more than one language as necessary;*
- *Use national themes and materials;*
- *Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State's contribution to obtaining national public awareness through concentrated, simultaneous activity;*
- *Utilize paid media, as appropriate;*
- *Publicize seat belt use surveys and other relevant statistics;*
- *Encourage news media to report seat belt use and non-use in motor vehicle crashes;*
- *Involve media representatives in planning and disseminating communication campaigns;*
- *Encourage private sector groups to incorporate seat belt use messages into their media campaigns;*
- *Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;*
- *Evaluate all communication campaign efforts.*

4A. STRENGTHS

- Michigan has an excellent data tool in the Michigan Traffic Crash Facts (MTCF) website and is able to use the site to query multiple scenarios.

- The Office of Highway Safety Planning (OHSP) measures both pre- and post-campaign target audience reactions and quantifies audience impressions by each media purchase.

- The State has multi-faceted campaigns that have addressed booster seat use.

- Program partners of the State recognize and provide active communications for each major occupant protection and child passenger safety campaign.

- The Materials Warehouse and Law Enforcement Action Kits provide an extensive array of materials, including many in Spanish and Arabic.

- The OHSP uses all major National Highway Traffic Safety Administration (NHTSA) and other appropriate themes and participates not only in all national programs, but also many regional and statewide efforts.

- The OHSP has a significant paid media budget and utilizes it well.

- The OHSP has an active and willing non-governmental communications partnership with the Automobile Association of Michigan.

- The OHSP regularly distributes press releases and provides press materials to grantees and others for their use. The OHSP has undertaken increased pro-active, targeted media contact.

- The media plans utilized by the OHSP through its contractor cover all major and several emerging media vehicles. Movement is in the correct direction for the changing audience marketplace such as increased social and digital media, radio, and influence bloggers.

- The current contractor cost of media ad buying is considerably low, allowing more of the budget to be used for message distribution.

4B. CHALLENGES

- Crash data are often not thoroughly analyzed or interpreted to develop effective messaging for the appropriate audience.

- Michigan's occupant protection laws are still incomplete (e.g., no rear seat laws) and the penalties are both low and vary greatly by court jurisdiction. This makes effective messaging open to weakness, holes, and inconsistency.

- The booster seat law causes confusion when communicating with parents and caregivers.

- It appears that the statewide occupant protection media campaign lacks a comprehensive long-term strategic approach resulting in diluted communications.

- The paid media in support of occupant protection campaigns is deficient in Spanish language coverage, as well as other languages reflected in the demographics of Michigan.

- News media have reached a point where they react primarily to quickly and easily covered stories. They have neither the time nor inclination to actively help in coverage planning. News stories are increasingly reliant on partnering through paid media.

- There is insufficient knowledge of the real reach and usage of Material Warehouse items. While some are actively ordered, others are distributed without feedback on whether or not they are used.

- Social media efforts are heavy in rebroadcasting partner posts and appeal more to an older and already supportive audience.

4C. RECOMMENDATIONS

- Add specific messaging promoting rear seat belt usage to messaging and talking points. Consider an earned media message push solely on rear seat belt use.

- Develop earned media ideas for partners outside of major media markets.

- Request that the Michigan Department of Transportation produce and install permanent roadside signage with a simple "*Click It or Ticket*" message.

- **Increase the use of Michigan Department of Transportation (MDOT) Changeable Message Signs for traffic safety messaging.**

- Work with courts to arrive at justifiable and agreeable total ticket final costs for adult and child restraint violations. Use the total ticket final cost in messaging, especially in conjunction with law enforcement operations.

- Partner with major mass media entities (e.g., iHeartMedia) to help facilitate added value promotional offers not available under federal regulations.

- Supplement in-house social media with additional current state-of-the-art marketing trend posts for segmented audiences within the 16- to 35-year-old demographic.

- **Emphasize different major program area campaigns on an alternate year basis so each may achieve higher impression counts and behavioral change rates. Each major program area should receive increased resource emphasis no less than one and no more than two out of every three years.**

- Hold more press availability events with emphasis on visual, engaging, or first person emotional takeaways for media.

- Increase social media ads and posts that both spread messages and gain followers for the social media accounts. This will help make subsequent messaging spread farther.

- Develop evergreen child passenger safety and adult occupant protection talking points and distribute to all partners with regular media contacts to create consistency among partners.

- Conduct a survey or institute a feedback system to determine the actual reach and usage of Material Warehouse items that are automatically sent rather than ordered by outside agencies and organizations. Use these results or feedback to ensure items are relevant and useful.

- Increase the amount of Spanish language and other necessary non-English media when conducting campaigns.

5. OCCUPANT PROTECTION FOR CHILDREN

GUIDELINE:

Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State's driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle. To achieve these objectives, State occupant protection programs for children should:

- *Collect and analyze key data elements in order to evaluate the program progress;*
- *Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;*
- *Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;*
- *Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;*
- *Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;*
- *Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;*
- *Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;*
- *Establish the infrastructure to systematically coordinate the array of child occupant protection program components;*
- *Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.*

5A. STRENGTHS

- Michigan has an active Child Passenger Safety (CPS) program that is coordinated by the Michigan Office of Highway Safety Planning (OHSP). The OHSP manages CPS activity for counties in the Lower Peninsula and the Kids Always Ride Safely (KARS) Program coordinates activity in the Upper Peninsula.

- The OHSP partners with many agencies throughout the State to promote and implement CPS certification classes, inspection stations, community education, and the distribution of car seats to meet individual community needs.

- The Michigan Child Safety Restraint Systems Law (Michigan Compiled Laws (MCL) §257.710d and §257.710e) requires the driver to secure:
    - Children less than 4 years of age in an appropriate child restraint system in the back seat of a vehicle, if available; and
    - Children from 4 to 8 years of age and less than 4'9" in a child restraint system.

- MCL §257.710g established a car seat safety grant that provides grants for training, promotion, and education concerning the child restraint system use requirements under MCL §257.710d and §257.710e.

- Michigan has 1,073 child passenger safety technicians (CPSTs) geographically located in 81 of its 82 counties. The CPSTs provide 99.88 percent of the child population in the State (from birth to age 9) with access to CPS educational services.[1] CPSTs represent a wide variety of disciplines:
    - law enforcement (237),
    - hospital/medical (210),
    - rescue/EMS (135),
    - other (135),
    - non-profit (105),
    - public health (53),
    - school/university (51),
    - vehicle manufacturer (48),
    - self-employed (20),
    - other retail (17),
    - Safe Kids (14),
    - highway safety (11),
    - child restraint system manufacturer (7), and
    - vehicle retail (1).

- Michigan has 57 child passenger safety technician instructors (CPSTIs) in 28 of its 83 counties providing support to CPSTs in the State.

- Michigan has 26 technician proxies located in 14 counties to support the recertification efforts of CPSTs.

- The OHSP funds courses to train and recertify CPSTs, and supports special needs training enhancement classes for CPSTs. Certification classes funded by the OHSP require outreach to counties with three or fewer CPSTs.

[1] See Appendix: Table 1: Michigan – CPS Technicians/Instructors November 2018. Lansing, Michigan: Angela Osterhuber

- The OHSP funds up to six continuing education courses to assist CPSTs in fulfilling the recertification requirements.

- The OHSP sponsored the second biennial CPS conference in 2018. Attendees earned the continuing education units (CEUs) required for recertification.

- CPSTIs and CPSTs attending the annual Child Passenger Safety, Continuing Education Units course held in conjunction with the Michigan Traffic Safety Summit have the opportunity to earn six CEU credits toward CPS recertification.

- Michigan has a network of inspection stations that educate families on the correct selection and use of car seats.[2] There are 245 car seat inspection stations geographically located in 70 of its 83 counties. The inspection stations provide access to approximately 96.5 percent of children age 9 and younger.

- Michigan State Police (MSP) Troopers receive CPS education to better serve the community and enforce the CPS law. The MSP has:
    - created an educational video that can be used at roll call,
    - presented CPS workshops at relevant law enforcement meetings and conferences,
    - recognized CPS certification as a valued training for a crash reconstructionist, and
    - implemented a policy to correctly secure children in the appropriate child restraint during transport in police vehicles.

- The MSP has 3 CPSTIs and 31 CPSTs on staff.
    - Community Service Troopers have been trained as CPSTs.
    - Inspection stations are held at 22 out of 30 State Police Posts.

- The OHSP car seat program is the largest source of car seats for children-in-need. Funding supports community inspection stations and events.

- During the 2018 fiscal year, the OHSP provided 5,282 car seats to CPSTs for distribution to families meeting established eligibility requirements. Education on the correct installation and use is provided to the family receiving the car seat.

- The OHSP funded the development of a school-based educational program entitled, *"Back, Boost, Buckle"* to educate 5- to 12-year-olds on booster seat use and riding in the rear seat of a vehicle. This standardized program will be packaged as a tool kit and distributed to CPSTs to expand the implementation of the program across the State.

- Ninety-five CPSTIs/CPSTs in 30 counties have attended the *"Safe Travel for All Children: Transporting Children with Special Health Care Needs"* course. Two CPSTIs and two CPSTs have been approved to teach the class.

[2] See Appendix: Table 2: Michigan – Inspection Stations November 2018. Lansing, Michigan: Angela Osterhuber

- The National Highway Traffic Safety Administration's *"Child Passenger Safety Restraint Systems on School Buses"* class was held in Washtenaw County. Fifteen CPSTIs/CPSTs in 11 counties attended.

- Emergency medical services agencies across the State were provided with the Quantum ACR4 (Ambulance Child Restraint) system and training to improve the safety of pediatric transport of children in ground ambulances.

- A standardized CPS training program was initiated at the Michigan Department of Health and Human Services (MDHHS) to educate the employees in child protective service and foster care who are responsible for transporting children. The training team consists of 14 CPSTIs and CPSTs located throughout the Lower Peninsula. Since the program began, approximately 1,000 employees have been trained.

- The OHSP worked with Wayne State University to conduct a study to determine child restraint and booster seat use and misuse rates in Michigan. The 2018 observational survey found overall child restraint use rates of 98.2 percent for children from birth to age 3 and 54.5 percent among 4- to 7-year-olds. The birth to 3-year-old use rate represents a 2.5 percent increase and the 54.5 percent use rate for 4- to 7 year-olds represents a 4.8 percent increase from a 2015 observational study.

Statewide Rates of Child Restraint Device Use, by Year

(2018 Direct Observation Survey of Child Restraint and Booster Seat Use and Misuse in Michigan 9-26-2018)

Age Group	CRD Use Rate by Year*				
	2009/2010	2011	2013	2015	2018
0 to 3	94.9%	95.0%	93.6%	95.7%	98.2%
4 to 7	44.5%	43.9%	42.4%	49.7%	54.5%

**Use rate based on 0 to 3-year-old children seated in rear-facing or forward facing seats and 4- to 7-year-old children seated in rear-facing, forward facing, or booster seats.*

- In the same 2018 observational study, correct use of car seats was determined through a hands-on inspection. The study found 20.5 percent of the car seats inspected were correctly used.

Statewide Rates of Child Restraint Device Misuse, by Year

(2018 Direct Observation Survey of Child Restraint and Booster Seat Use and Misuse in Michigan 9-26-2018)

Age Group	Misuse Use Rate by Year			
	2011	2013	2015	2018
Rear-Facing CRD	86.1%	87.8%	81.1%	74.6%
Forward-Facing CRD	75.8%	77.2%	80.0%	87.4%
Booster Seat	60.2%	58.7%	60.0%	59.0%
OVERALL	73.9%*	74.9%*	74.0%**	79.5%**

**Unweighted ** Weighted based on seat use proportions from direct observation survey*

- The OHSP provides state-specific CPS materials to highlight Michigan's CPS law and nationally accepted best practice recommendations. Materials include brochures, coloring books, stickers, and posters. Some materials are made available in English, Spanish, and Arabic.

5B. CHALLENGES

- The Michigan Child Safety Restraint Systems Law permits exemptions:
    - MCL §257.710d exempts taxicabs, motorcycles, mopeds, and other vehicles not required to have a seat belt.
    - MCL §257.710e exempts motorcycles, moped, and motor vehicles not required to have seat belts. Children may be unrestrained if all belted seating positions are occupied.
        - When there are more passengers than seat belts, children 4 years of age and older, but less than 16 years of age are exempt from being secured in a child restraint or seat belt.

- The 2017 recertification rate for Michigan CPSTs was 59.3 percent with 340 out of 573 CPSTs completing the recertification requirements. This rate was above the national average of 58.4 percent. However, the recertification rate from January through November 2018 dropped to 53.4 percent, which is slightly below the national average of 55.3 percent.

- Although some programs use the Safe Kids Worldwide car seat checklist form, it appears that inspection stations and community car seat checks use a variety of checklist forms.

- Analysis of misuse data recorded at inspection stations and community car seat inspections to determine common errors is not conducted statewide, the results of which would identify critical misuse errors that can be shared in CPS educational messages.

- Data used to determine misuse in the *2018 Direct Observation Survey of Child Restraint and Booster Seat Use and Misuse in Michigan* study was not collected by CPSTs using a car seat checklist form.

- There does not appear to be a coordinated, statewide campaign for CPS Week and Seat Check Saturday.

- CPS educational programs are being provided in many communities, but there does not appear to be a strategy to share successful programs statewide.

- Although there is evidence that CPS educational presentations have been developed, there do not appear to be standardized presentations and programs provided statewide for schools (both teachers and students), school transportation, or other agencies that interact with children or may provide transportation.

- There appears to be limited training opportunities for county and local law enforcement who are not CPSTs to attend a CPS educational program on the correct selection and use of car seats and recognizing misuse.

- Although some hospitals inform parents about car seats, it is unknown if all birthing hospitals in Michigan include CPS best practice recommendations in their discharge policies and/or have the requirement to inform parents of the State's CPS law.

- Community-based health care providers (pediatricians, primary care providers, etc.) may not be informed or fully engaged in CPS promotion (e.g., providing information to help counsel families or referring them to a local car seat inspection station).

5C. RECOMMENDATIONS

- **Strengthen the Michigan child restraint law by removing exemptions and following American Academy of Pediatrics best practice recommendations.**

- Survey child passenger safety technician instructors and technicians to compile information on educational programs and/or presentations developed and implemented that can be shared statewide.

- Facilitate the sharing of child passenger safety educational programs and presentations that have been developed and successfully implemented.

- **Increase the number of child passenger safety technicians who complete the recertification requirements to safeguard the investment of resources expended to certify child passenger safety technicians.**

- Develop and distribute a Child Passenger Safety Week campaign kit, including statewide theme and talking points, educational messages and resources, template media materials, etc. Encourage use of these materials by grantees, partners, and stakeholders to increase participation and consistency of messaging.

- Identify state–approved child restraint inspection forms and encourage all child passenger safety technicians to use an approved car seat checklist form.

- Analyze the data from car seat checklist forms to determine car seat misuse rates.

- **Implement strategies to provide child passenger safety education for county and local law enforcement officers, who are not child passenger safety technicians, to motivate them to vigorously enforce the child passenger safety law.**

- Develop and distribute a communication tool for officers in the form of a pocket card or mobile "app" with need-to-know information about enforcement of child passenger safety laws.

- Determine if Michigan hospitals that serve newborns and young children have child passenger safety written in their discharge policies, and encourage hospitals to include child passenger safety in their discharge policy for all children. Provide hospitals with the model policy, *Hospital Discharge Recommendations for Safe Transportation of Children* (http://cpsboard.org/cps/wp-content/uploads/2014/04/FINAL_dischargeprotocol_2014_logos.pdf) to assist hospitals in determining components of a policy that meets best practice recommendations.

- Provide a child passenger safety presentation that is message-appropriate for physicians, based on the American Academy of Pediatrics *"Policy Statement on Child Passenger Safety."* Explore whether a continuing medical education/continuing education unit (CME/CEU) can be obtained for the presentation to entice physicians, medical professionals, and office staff to attend the training. Trainings can be offered at hospital grand rounds, physician practices, or through webinars.

6. OUTREACH

GUIDELINE:

Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state's programs and can increase a state's ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:

- *Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;*
- *Create an effective communications network among coalition members to keep members informed about issues;*
- *Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;*
- *Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.*

States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

a. Diverse Populations

Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:

- *Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;*
- *Collect and analyze data on fatalities and injuries in diverse communities;*
- *Ensure representation of diverse groups on State occupant protection coalitions and other work groups;*
- *Provide guidance to grantees on conducting outreach in diverse communities;*
- *Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;*
- *Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.*

b. Health and Medical Communities

Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:

- *Integrate occupant protection into professional health training curricula and comprehensive public health planning;*
- *Promote occupant protection systems as a health promotion/injury prevention measure;*
- *Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;*
- *Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);*
- *Include questions about seat belt use in health risk appraisals;*
- *Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;*
- *Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;*
- *Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.*

c. Schools

Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:

- *Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;*
- *Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and*
- *Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and*
- *Work with School Resource Officers (SROs) to promote seat belt use among high school students;*
- *Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.*

d. Employers

Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, "Increasing Seat Belt Use in the United States" as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:

- *Establish and enforce a seat belt use policy with sanctions for non-use;*
- *Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.*

6A. STRENGTHS

- The Office of Highway Safety Planning (OHSP) publishes and distributes the *Safety Network Newsletter*, a comprehensive newsletter covering multiple topics, to a list of approximately 1,200 stakeholders.

- There are three currently constituted interagency committees that have occupant protection and other traffic safety programs as their main focus: the Communications Committee of the Governor's Traffic Safety Advisory Commission, the Strategic Highway Safety Plan, and the Occupant Protection Action Team.

- There are several in-school outreach activities initiated by various agencies, such as *Strive for a Safer Drive* and *Think First.*

- While there is no one single coordinating agency for the whole state, nearly all the various agencies and organizations that take part in aspects of occupant protection, and in particular child passenger safety, exhibit a high degree of interactivity and proactive cooperation.

- Individual agencies and organizations, including the OHSP, Safe Kids Coalitions, Helen DeVos Children's Hospital, Kids Always Ride Safely (KARS), and many others, disseminate materials and conduct outreach to new parents, at-risk and underserved families, schools, and minority populations.

- The OHSP hosts the Michigan Traffic Safety Summit, attended by over 600 program partners, to help keep everyone informed about current highway safety issues, including occupant protection.

- The Michigan State Police has 21 troopers assigned as Community Service Troopers providing community outreach throughout the State. They are trained in outreach and community-oriented policing.

6B. CHALLENGES

- It is unclear what the actual reach and usage of the *Safety Network Newsletter* is, so the extent to which it is used by the community, or worth the resources allocated, is unknown.

- Both the Communications Committee of the Governor's Traffic Safety Advisory Commission and the Occupant Protection Action Team, as currently working, are more for intercommunication purposes rather than active coordination of occupant protection efforts.

- The current number of in-school outreach activities is only being experienced by a limited number of middle and high school student audiences.

- There do not appear to be occupant protection outreach programs for employers nor efforts to encourage seat belt use policies or to promote the safety benefits of motor vehicle occupant protection devices for their employees.

- There is a lack of specific occupant protection outreach programs reaching diverse populations, including rural and frontier areas, represented in the State.

6C. RECOMMENDATIONS

- Conduct a survey to gain feedback on the reach, usefulness, and suggested changes, if any, of the *Safety Network Newsletter*.

- Revise the missions of the Communications Committee of the Governor's Traffic Safety Advisory Commission and the Occupant Protection Action Team to foster more active coordination of effort and to solicit new outreach strategies.

- Initiate additional high school peer-to-peer and student-centric partnerships, such as *SADD, Impact Teen Drivers,* and *Teens in the Driver Seat.*

- **Engage employers in an effort to encourage seat belt use policies and to promote the safety benefits of motor vehicle occupant protection devices for their employees.**

- **Develop a committee, working group, or other mechanism to advise the Office of Highway Safety Planning and other traffic safety and occupant protection teams on appropriate and effective ways to reach culturally diverse, non-English speaking, at-risk, immigrant and minority communities. The advising entity must be constituted of members of the communities to be served.**

- Research and develop goals and methods for adding more outreach into the rural and less populated regions of the State.

7. DATA AND EVALUATION

GUIDELINE:

Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:

- *Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;*
- *Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;*
- *Identify high-risk populations through observational usage surveys and crash statistics;*
- *Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;*
- *Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;*
- *Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;*
- *Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;*
- *Ensure that evaluation results are an integral part of new program planning and problem identification.*

7A. STRENGTHS

- Michigan conducts a National Highway Traffic Safety Administration (NHTSA)-compliant seat belt survey annually with a competent research partner.

- Michigan conducts a representative child restraint use survey every two or three years, observing ages birth to 7.

- Michigan conducted an all-county direct observation seat belt survey in 2017, producing seat belt use results for all Michigan counties, exceeding NHTSA requirements.

- Michigan maintains a crash database that now includes two types of car seats, both forward and rear facing, and also includes air bag deployment. The crash data are available through a very useful website and query system.

- Michigan makes data from occupant protection survey results available to the public, and provides public access to a comprehensive crash database.

- Michigan has survey and crash data available to identify high-risk and low-seat belt use populations, useful in selecting locations for countermeasures.

- Michigan conducted phone surveys both before and after the *Click It or Ticket* mobilization to determine awareness of the media message.

- Michigan has an electronic ticketing system and electronic crash-reporting system, resulting in a very small time-lag between event and data availability, and also reports at least 90 percent of the state agencies use the electronic systems.

- Michigan has conducted a thorough investigation on the cost of crashes and the relationship of injury to seat belt use and non-use.

- Michigan has a relationship with a number of university partners to support their ongoing efforts to improve effectiveness and efficiency in their occupant protection program. These partnerships have resulted in a number of reports and investigations, examining costs, the effectiveness of overtime, and the relationship between crash occurrence, seat belt use, and overtime traffic enforcement.

7B. CHALLENGES

- Neither the Michigan child restraint use survey, nor the summer NHTSA-compliant seat belt survey, systematically observe children ages 8 to 15. As a consequence, there are no seat belt use data specific to this age group.

- The Michigan child restraint use survey has a component which determines the appropriate use of the car seat; however, the observers are not certified child passenger safety technicians.

- The 2017 all-county seat belt survey produced snapshot data, but Michigan has not replicated the survey to determine increases or decreases in seat belt use in all counties.

- State data users quote obsolete survey results, express difficulty in accessing and understanding the crash data systems, and obtaining regional data.

- The seat belt use rate among law enforcement is unknown, and those data are not systematically collected.

- The *Click It or Ticket* phone surveys did not include questions that would be helpful in determining why non-seat belt users do not wear their seat belts.

- State seat belt and child passenger restraint citation and adjudication data is not readily accessible to law enforcement agencies. These data are essential to assist law enforcement agencies in the development of traffic safety intervention strategies and refining their traffic law enforcement tactics. The limited accessibility of these statewide

enforcement data also makes it difficult for the Office of Highway Safety Planning to evaluate the extent, effectiveness, and sustainability of traffic law enforcement programs outside of grant-funded activity.

- Though Michigan employs a number of programs designed to promote seat belt use among high school students, evaluations have not been completed to determine the effectiveness of these or future high school programs.

- There is a lack of formal analysis as to why law enforcement officers are not participating in overtime enforcement.

- Occupant protection programs are not always evaluated for effectiveness.

- Some law enforcement in Michigan are not sure if many of their efforts are worth the time and expense, (e.g., zone enforcement) and are unsure of the outcomes.

7C. RECOMMENDATIONS

- **Redefine the child restraint use survey age groups as infant, pre-school, elementary school, middle/junior high school, and high school resulting in a complete birth through high school direct observation survey. Select observation locations accordingly. Conduct the survey at least every two years.**

- Consider conducting a separate child restraint use compliance study, independent of the direct observation survey, using certified child passenger safety technicians, and a single standardized car seat check form.

- Replicate the 2017 all-county direct observation survey periodically to provide additional seat belt use information for otherwise unobserved counties.

- **Engage non-scientific professionals to help interpret the direct observation survey, citation, and crash data. Publicize the data to make them more accessible and more useful to non-technical audiences. Data can be presented on a regional and statewide level.**

- Add a data element to the annual seat belt survey, indicating if the vehicle observed is a law enforcement vehicle, and if possible, the type of jurisdiction (e.g., state police, municipal police, or sheriff's department).

- **Conduct an annual statewide self-report survey that measures public knowledge and attitudes about occupant protection laws and systems and provides information as to why non-seat belt users do not wear their seat belts.**

- Develop and implement an operational data reporting system for seat belt and child passenger safety citations and convictions. Report those results periodically to law enforcement, at least statewide and regionally, if possible.

- Develop and standardize a simple system including a data sheet, analysis template, and simple data collection manual which would allow high school students to collect pre- and post-direct observation seat belt survey data to evaluate the effectiveness of their high school traffic safety programs. Consider gathering these data centrally from all high schools that conduct traffic safety programs to form an accumulating database useful in determining seat belt use among the high school population.

- **Conduct an in-depth scientific investigation into why there is low interest in participation in overtime enforcement, and what might be done to remedy that problem.**

- Provide law enforcement with access to technical assistance to help them define simple, observable metrics and evaluation designs that would help assess the effectiveness of their traffic law enforcement efforts.

APPENDIX

Table 1: Michigan – CPS Technicians/Instructors

(as of November 2018)

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)		Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)	CPS Instructors	Tech Proxy	Special Needs	School Bus
Region Pop.	596,286	100%	637,730	100%	1,234,016	100%	1,073									57	26	95	15
Alcona	331	0.06%	392	0.06%	723	0.06%	2	80	2	4	28		4	8	60				
Alger	370	0.06%	465	0.07%	835	0.07%	1	40	2	4	31		5	9	70				
Allegan	7,501	1.26%	8,014	1.26%	15,515	1.26%	13	520	42	83	625		86	172	1293	1	1	1	1
Alpena	1,508	0.25%	1,656	0.26%	3,164	0.26%	5	200	8	17	126		18	35	264				
Antrim	1,155	0.19%	1,387	0.22%	2,542	0.21%	4	160	6	13	96		14	28	212				
Arenac	754	0.13%	838	0.13%	1,592	0.13%	1	40	4	8	63		9	18	133				
Baraga	417	0.07%	460	0.07%	877	0.07%	4	160	2	5	35		5	10	73	1			
Barry	3,535	0.59%	3,928	0.62%	7,463	0.60%	13	520	20	39	295		41	83	622	1		1	
Bay	6,231	1.04%	6,544	1.03%	12,775	1.04%	8	320	35	69	519		71	142	1065				
Benzie	931	0.16%	1,046	0.16%	1,977	0.16%	6	240	5	10	78		11	22	165	1		2	
Berrien	9,585	1.61%	9,999	1.57%	19,584	1.59%	9	360	53	107	799		109	218	1632				
Branch	2,968	0.50%	2,976	0.47%	5,944	0.48%	3	120	16	33	247		33	66	495			1	
Calhoun	8,752	1.47%	9,052	1.42%	17,804	1.44%	23	920	49	97	729		99	198	1484	1	2	3	
Cass	3,008	0.50%	3,333	0.52%	6,341	0.51%	8	320	17	33	251		35	70	528			1	
Charlevoix	1,363	0.23%	1,552	0.24%	2,915	0.24%	3	120	8	15	114		16	32	243				
Cheboygan	1,229	0.21%	1,439	0.23%	2,668	0.22%	2	80	7	14	102		15	30	222				
Chippewa	1,990	0.33%	2,117	0.33%	4,107	0.33%	7	280	11	22	166		23	46	342				
Clare	1,758	0.29%	1,620	0.25%	3,378	0.27%	4	160	10	20	147		19	38	282				
Clinton	4,444	0.75%	5,175	0.81%	9,619	0.78%	7	280	25	49	370		53	107	802			3	1
Crawford	664	0.11%	741	0.12%	1,405	0.11%	1	40	4	7	55		8	16	117				
Delta	2,013	0.34%	2,105	0.33%	4,118	0.33%	7	280	11	22	168		23	46	343				
Dickinson	1,314	0.22%	1,469	0.23%	2,783	0.23%	5	200	7	15	110		15	31	232				
Eaton	6,139	1.03%	6,660	1.04%	12,799	1.04%	9	360	34	68	512		71	142	1067	1			
Emmet	1,705	0.29%	2,033	0.32%	3,738	0.30%	12	480	9	19	142		21	42	312				
Genesee	27,319	4.58%	29,062	4.56%	56,381	4.57%	54	2160	152	304	2277		313	626	4698	1		3	

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)		Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)	CPS Instructors	Tech Proxy	Special Needs	School Bus
Gladwin	1,265	0.21%	1,342	0.21%	2,607	0.21%	1	40	7	14	105		14	29	217				
Gogebic	765	0.13%	686	0.11%	1,451	0.12%	4	160	4	9	64		8	16	121				
Grand Traverse	4,907	0.82%	5,360	0.84%	10,267	0.83%	23	920	27	55	409		57	114	856	1	1	3	1
Gratiot	2,307	0.39%	2,508	0.39%	4,815	0.39%	4	160	13	26	192		27	54	401				1
Hillsdale	2,807	0.47%	3,030	0.48%	5,837	0.47%	1	40	16	31	234		32	65	486		1		
Houghton	2,131	0.36%	2,115	0.33%	4,246	0.34%	10	400	12	24	178		24	47	354	1		1	
Huron	1,629	0.27%	1,776	0.28%	3,405	0.28%	1	40	9	18	136		19	38	284				
Ingham	16,119	2.70%	16,086	2.52%	32,205	2.61%	31	1240	90	179	1343		179	358	2684	2		2	
Ionia	4,098	0.69%	4,324	0.68%	8,422	0.68%	9	360	23	46	342		47	94	702	1		3	2
Iosco	1,025	0.17%	1,201	0.19%	2,226	0.18%	2	80	6	11	85		12	25	186				1
Iron	497	0.08%	526	0.08%	1,023	0.08%	1	40	3	6	41		6	11	85				
Isabella	3,634	0.61%	3,505	0.55%	7,139	0.58%	5	200	20	40	303		40	79	595				
Jackson	9,442	1.58%	10,165	1.59%	19,607	1.59%	3	120	52	105	787		109	218	1634				
Kalamazoo	15,646	2.62%	15,689	2.46%	31,335	2.54%	57	2280	87	174	1304		174	348	2611	2		7	
Kalkaska	1,043	0.17%	1,040	0.16%	2,083	0.17%	1	40	6	12	87		12	23	174				
Kent	43,953	7.37%	43,474	6.82%	87,427	7.08%	91	3640	244	488	3663		486	971	7286	3	3	6	1
Keweenaw	98	0.02%	114	0.02%	212	0.02%	1	40	1	1	8		1	2	18			1	
Lake	521	0.09%	531	0.08%	1,052	0.09%	3	120	3	6	43		6	12	88				
Lapeer	4,600	0.77%	5,799	0.91%	10,399	0.84%	8	320	26	51	383		58	116	867				
Leelanau	940	0.16%	1,088	0.17%	2,028	0.16%	3	120	5	10	78		11	23	169				
Lenawee	5,689	0.95%	6,227	0.98%	11,916	0.97%	3	120	32	63	474		66	132	993	1	1		
Livingston	9,924	1.66%	12,746	2.00%	22,670	1.84%	18	720	55	110	827		126	252	1889	2		3	1
Luce	305	0.05%	321	0.05%	626	0.05%		0	2	3	25		3	7	52				
Mackinac	472	0.08%	545	0.09%	1,017	0.08%	6	240	3	5	39		6	11	85				
Macomb	48,815	8.19%	52,758	8.27%	101,573	8.23%	69	2760	271	542	4068		564	1129	8464	5	2	6	
Manistee	1,075	0.18%	1,365	0.21%	2,440	0.20%	2	80	6	12	90		14	27	203				
Marquette	3,491	0.59%	3,293	0.52%	6,784	0.55%	26	1040	19	39	291		38	75	565	2		1	
Mason	1,631	0.27%	1,616	0.25%	3,247	0.26%	4	160	9	18	136		18	36	271	1			
Mecosta	2,228	0.37%	2,368	0.37%	4,596	0.37%	12	480	12	25	186		26	51	383				
Menominee	1,169	0.20%	1,376	0.22%	2,545	0.21%	4	160	6	13	97		14	28	212				

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	CPS Techs	Estimated Tech. hours/year (2% = 40 hrs/yr)	Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)		Basic 1 tech hour per 180 children (2010)	Intermediate 1 tech hour per 90 children (2010)	Comprehensive 1 tech hour per 12 children (2010)	CPS Instructors	Tech Proxy	Special Needs	School Bus
Midland	4,684	0.79%	5,454	0.86%	10,138	0.82%	12	480	26	52	390		56	113	845			1	
Missaukee	897	0.15%	958	0.15%	1,855	0.15%	3	120	5	10	75		10	21	155				
Monroe	8,719	1.46%	9,841	1.54%	18,560	1.50%	15	600	48	97	727		103	206	1547	1		2	
Montcalm	3,834	0.64%	4,120	0.65%	7,954	0.64%	10	400	21	43	320		44	88	663		1	1	
Montmorency	377	0.06%	443	0.07%	820	0.07%		0	2	4	31		5	9	68				
Muskegon	11,315	1.90%	11,689	1.83%	23,004	1.86%	13	520	63	126	943		128	256	1917		1	3	
Newaygo	3,018	0.51%	3,230	0.51%	6,248	0.51%	7	280	17	34	252		35	69	521		1		
Oakland	68,506	11.49%	77,140	12.10%	145,646	11.80%	123	4920	381	761	5709		809	1618	12137	7	5	8	2
Oceana	1,782	0.30%	1,778	0.28%	3,560	0.29%	6	240	10	20	149		20	40	297				
Ogemaw	1,038	0.17%	1,176	0.18%	2,214	0.18%	6	240	6	12	87		12	25	185				
Ontonagon	239	0.04%	260	0.04%	499	0.04%	3	120	1	3	20		3	6	42				
Osceola	1,454	0.24%	1,610	0.25%	3,064	0.25%	3	120	8	16	121		17	34	255				
Oscoda	431	0.07%	469	0.07%	900	0.07%	1	40	2	5	36		5	10	75				
Otsego	1,417	0.24%	1,510	0.24%	2,927	0.24%	14	560	8	16	118		16	33	244	1		1	
Ottawa	17,762	2.98%	19,108	3.00%	36,870	2.99%	28	1120	99	197	1480		205	410	3073		1		
Presque Isle	530	0.09%	628	0.10%	1,158	0.09%	1	40	3	6	44		6	13	97				
Roscommon	963	0.16%	1,011	0.16%	1,974	0.16%	7	280	5	11	80		11	22	165				
Saginaw	11,854	1.99%	12,689	1.99%	24,543	1.99%	8	320	66	132	988		136	273	2045				
St. Clair	9,288	1.56%	10,402	1.63%	19,690	1.60%	8	320	52	103	774		109	219	1641			1	
St. Joseph	4,255	0.71%	4,405	0.69%	8,660	0.70%	5	200	24	47	355		48	96	722	1			
Sanilac	2,513	0.42%	2,749	0.43%	5,262	0.43%	5	200	14	28	209		29	58	439	2		3	
Schoolcraft	404	0.07%	430	0.07%	834	0.07%	4	160	2	4	34		5	9	70	1		1	
Shiawassee	3,987	0.67%	4,612	0.72%	8,599	0.70%	7	280	22	44	332		48	96	717				
Tuscola	3,128	0.52%	3,434	0.54%	6,562	0.53%	7	280	17	35	261		36	73	547	1		1	
Van Buren	4,872	0.82%	5,254	0.82%	10,126	0.82%	10	400	27	54	406		56	113	844	1			
Washtenaw	19,138	3.21%	20,009	3.14%	39,147	3.17%	54	2160	106	213	1595		217	435	3262	10	3	16	2
Wayne	118,450	19.86%	124,104	19.46%	242,554	19.66%	95	3800	658	1316	9871		1348	2695	20213	4	3	9	2
Wexford	2,221	0.37%	2,180	0.34%	4,401	0.36%	4	160	12	25	185		24	49	367				

Table 2: Michigan – Inspection Stations

(as of November 2018)

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	Inspection Stations	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)
Region Pop.	596,286	100%	637,730	100%	1,234,016	100%	245						
Alcona	331	0.06%	392	0.06%	723	0.06%		0.0	0.1	0.1	0.1	0.1	0.3
Alger	370	0.06%	465	0.07%	835	0.07%	1	0.0	0.1	0.1	0.1	0.2	0.3
Allegan	7,501	1.26%	8,014	1.26%	15,515	1.26%	1	0.8	1.5	3.0	1.6	3.1	6.2
Alpena	1,508	0.25%	1,656	0.26%	3,164	0.26%	2	0.2	0.3	0.6	0.3	0.6	1.3
Antrim	1,155	0.19%	1,387	0.22%	2,542	0.21%		0.1	0.2	0.5	0.3	0.5	1.0
Arenac	754	0.13%	838	0.13%	1,592	0.13%		0.1	0.2	0.3	0.2	0.3	0.6
Baraga	417	0.07%	460	0.07%	877	0.07%	2	0.0	0.1	0.2	0.1	0.2	0.4
Barry	3,535	0.59%	3,928	0.62%	7,463	0.60%	1	0.4	0.7	1.4	0.7	1.5	3.0
Bay	6,231	1.04%	6,544	1.03%	12,775	1.04%	4	0.6	1.2	2.5	1.3	2.6	5.1
Benzie	931	0.16%	1,046	0.16%	1,977	0.16%	1	0.1	0.2	0.4	0.2	0.4	0.8
Berrien	9,585	1.61%	9,999	1.57%	19,584	1.59%	6	1.0	1.9	3.8	2.0	3.9	7.8
Branch	2,968	0.50%	2,976	0.47%	5,944	0.48%	1	0.3	0.6	1.2	0.6	1.2	2.4
Calhoun	8,752	1.47%	9,052	1.42%	17,804	1.44%	6	0.9	1.8	3.5	1.8	3.6	7.1
Cass	3,008	0.50%	3,333	0.52%	6,341	0.51%	5	0.3	0.6	1.2	0.6	1.3	2.5
Charlevoix	1,363	0.23%	1,552	0.24%	2,915	0.24%	1	0.1	0.3	0.5	0.3	0.6	1.2
Cheboygan	1,229	0.21%	1,439	0.23%	2,668	0.22%	1	0.1	0.2	0.5	0.3	0.5	1.1
Chippewa	1,990	0.33%	2,117	0.33%	4,107	0.33%	1	0.2	0.4	0.8	0.4	0.8	1.6
Clare	1,758	0.29%	1,620	0.25%	3,378	0.27%		0.2	0.4	0.7	0.3	0.7	1.4
Clinton	4,444	0.75%	5,175	0.81%	9,619	0.78%	4	0.4	0.9	1.8	1.0	1.9	3.8
Crawford	664	0.11%	741	0.12%	1,405	0.11%	1	0.1	0.1	0.3	0.1	0.3	0.6
Delta	2,013	0.34%	2,105	0.33%	4,118	0.33%	2	0.2	0.4	0.8	0.4	0.8	1.6
Dickinson	1,314	0.22%	1,469	0.23%	2,783	0.23%	2	0.1	0.3	0.5	0.3	0.6	1.1
Eaton	6,139	1.03%	6,660	1.04%	12,799	1.04%	2	0.6	1.2	2.5	1.3	2.6	5.1
Emmet	1,705	0.29%	2,033	0.32%	3,738	0.30%	5	0.2	0.3	0.7	0.4	0.7	1.5
Genesee	27,319	4.58%	29,062	4.56%	56,381	4.57%	1	2.7	5.5	10.9	5.6	11.3	22.6
Gladwin	1,265	0.21%	1,342	0.21%	2,607	0.21%		0.1	0.3	0.5	0.3	0.5	1.0

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	Inspection Stations	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)
Gogebic	765	0.13%	686	0.11%	1,451	0.12%	3	0.1	0.2	0.3	0.1	0.3	0.6
Grand Traverse	4,907	0.82%	5,360	0.84%	10,267	0.83%	7	0.5	1.0	2.0	1.0	2.1	4.1
Gratiot	2,307	0.39%	2,508	0.39%	4,815	0.39%	2	0.2	0.5	0.9	0.5	1.0	1.9
Hillsdale	2,807	0.47%	3,030	0.48%	5,837	0.47%	1	0.3	0.6	1.1	0.6	1.2	2.3
Houghton	2,131	0.36%	2,115	0.33%	4,246	0.34%	5	0.2	0.4	0.9	0.4	0.8	1.7
Huron	1,629	0.27%	1,776	0.28%	3,405	0.28%		0.2	0.3	0.7	0.3	0.7	1.4
Ingham	16,119	2.70%	16,086	2.52%	32,205	2.61%	9	1.6	3.2	6.4	3.2	6.4	12.9
Ionia	4,098	0.69%	4,324	0.68%	8,422	0.68%	1	0.4	0.8	1.6	0.8	1.7	3.4
Iosco	1,025	0.17%	1,201	0.19%	2,226	0.18%	2	0.1	0.2	0.4	0.2	0.4	0.9
Iron	497	0.08%	526	0.08%	1,023	0.08%	1	0.0	0.1	0.2	0.1	0.2	0.4
Isabella	3,634	0.61%	3,505	0.55%	7,139	0.58%	4	0.4	0.7	1.5	0.7	1.4	2.9
Jackson	9,442	1.58%	10,165	1.59%	19,607	1.59%	1	0.9	1.9	3.8	2.0	3.9	7.8
Kalamazoo	15,646	2.62%	15,689	2.46%	31,335	2.54%	12	1.6	3.1	6.3	3.1	6.3	12.5
Kalkaska	1,043	0.17%	1,040	0.16%	2,083	0.17%	1	0.1	0.2	0.4	0.2	0.4	0.8
Kent	43,953	7.37%	43,474	6.82%	87,427	7.08%	1	4.4	8.8	17.6	8.7	17.5	35.0
Keweenaw	98	0.02%	114	0.02%	212	0.02%		0.0	0.0	0.0	0.0	0.0	0.1
Lake	521	0.09%	531	0.08%	1,052	0.09%		0.1	0.1	0.2	0.1	0.2	0.4
Lapeer	4,600	0.77%	5,799	0.91%	10,399	0.84%	2	0.5	0.9	1.8	1.0	2.1	4.2
Leelanau	940	0.16%	1,088	0.17%	2,028	0.16%	2	0.1	0.2	0.4	0.2	0.4	0.8
Lenawee	5,689	0.95%	6,227	0.98%	11,916	0.97%	5	0.6	1.1	2.3	1.2	2.4	4.8
Livingston	9,924	1.66%	12,746	2.00%	22,670	1.84%	7	1.0	2.0	4.0	2.3	4.5	9.1
Luce	305	0.05%	321	0.05%	626	0.05%	1	0.0	0.1	0.1	0.1	0.1	0.3
Mackinac	472	0.08%	545	0.09%	1,017	0.08%	2	0.0	0.1	0.2	0.1	0.2	0.4
Macomb	48,815	8.19%	52,758	8.27%	101,573	8.23%	9	4.9	9.8	19.5	10.2	20.3	40.6
Manistee	1,075	0.18%	1,365	0.21%	2,440	0.20%	1	0.1	0.2	0.4	0.2	0.5	1.0
Marquette	3,491	0.59%	3,293	0.52%	6,784	0.55%	9	0.3	0.7	1.4	0.7	1.4	2.7
Mason	1,631	0.27%	1,616	0.25%	3,247	0.26%	1	0.2	0.3	0.7	0.3	0.6	1.3
Mecosta	2,228	0.37%	2,368	0.37%	4,596	0.37%	1	0.2	0.4	0.9	0.5	0.9	1.8

County	Population 0-4 (2010 Census)	Region Population	Population 5-9 (2010 Census)	Region Population	Population 0-9 (2010 Census)	Region Population	Inspection Stations	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)	Basic 10 K kids per station (2010)	Intermediate 5 K kids per station (2010)	Comprehensive 2.5 K kids per station (2010)
Menominee	1,169	0.20%	1,376	0.22%	2,545	0.21%	2	0.1	0.2	0.5	0.3	0.5	1.0
Midland	4,684	0.79%	5,454	0.86%	10,138	0.82%	2	0.5	0.9	1.9	1.0	2.0	4.1
Missaukee	897	0.15%	958	0.15%	1,855	0.15%		0.1	0.2	0.4	0.2	0.4	0.7
Monroe	8,719	1.46%	9,841	1.54%	18,560	1.50%	2	0.9	1.7	3.5	1.9	3.7	7.4
Montcalm	3,834	0.64%	4,120	0.65%	7,954	0.64%	1	0.4	0.8	1.5	0.8	1.6	3.2
Montmorency	377	0.06%	443	0.07%	820	0.07%		0.0	0.1	0.2	0.1	0.2	0.3
Muskegon	11,315	1.90%	11,689	1.83%	23,004	1.86%	2	1.1	2.3	4.5	2.3	4.6	9.2
Newaygo	3,018	0.51%	3,230	0.51%	6,248	0.51%	7	0.3	0.6	1.2	0.6	1.2	2.5
Oakland	68,506	11.49%	77,140	12.10%	145,646	11.80%	19	6.9	13.7	27.4	14.6	29.1	58.3
Oceana	1,782	0.30%	1,778	0.28%	3,560	0.29%	2	0.2	0.4	0.7	0.4	0.7	1.4
Ogemaw	1,038	0.17%	1,176	0.18%	2,214	0.18%	1	0.1	0.2	0.4	0.2	0.4	0.9
Ontonagon	239	0.04%	260	0.04%	499	0.04%	1	0.0	0.0	0.1	0.0	0.1	0.2
Osceola	1,454	0.24%	1,610	0.25%	3,064	0.25%	1	0.1	0.3	0.6	0.3	0.6	1.2
Oscoda	431	0.07%	469	0.07%	900	0.07%		0.0	0.1	0.2	0.1	0.2	0.4
Otsego	1,417	0.24%	1,510	0.24%	2,927	0.24%	3	0.1	0.3	0.6	0.3	0.6	1.2
Ottawa	17,762	2.98%	19,108	3.00%	36,870	2.99%	2	1.8	3.6	7.1	3.7	7.4	14.7
Presque Isle	530	0.09%	628	0.10%	1,158	0.09%	2	0.1	0.1	0.2	0.1	0.2	0.5
Roscommon	963	0.16%	1,011	0.16%	1,974	0.16%	2	0.1	0.2	0.4	0.2	0.4	0.8
Saginaw	11,854	1.99%	12,689	1.99%	24,543	1.99%	3	1.2	2.4	4.7	2.5	4.9	9.8
St. Clair	9,288	1.56%	10,402	1.63%	19,690	1.60%		0.9	1.9	3.7	2.0	3.9	7.9
St. Joseph	4,255	0.71%	4,405	0.69%	8,660	0.70%	3	0.4	0.9	1.7	0.9	1.7	3.5
Sanilac	2,513	0.42%	2,749	0.43%	5,262	0.43%	2	0.3	0.5	1.0	0.5	1.1	2.1
Schoolcraft	404	0.07%	430	0.07%	834	0.07%	4	0.0	0.1	0.2	0.1	0.2	0.3
Shiawassee	3,987	0.67%	4,612	0.72%	8,599	0.70%	2	0.4	0.8	1.6	0.9	1.7	3.4
Tuscola	3,128	0.52%	3,434	0.54%	6,562	0.53%	1	0.3	0.6	1.3	0.7	1.3	2.6
Van Buren	4,872	0.82%	5,254	0.82%	10,126	0.82%	5	0.5	1.0	1.9	1.0	2.0	4.1
Washtenaw	19,138	3.21%	20,009	3.14%	39,147	3.17%	10	1.9	3.8	7.7	3.9	7.8	15.7
Wayne	118,450	19.86%	124,104	19.46%	242,554	19.66%	26	11.8	23.7	47.4	24.3	48.5	97.0
Wexford	2,221	0.37%	2,180	0.34%	4,401	0.36%		0.2	0.4	0.9	0.4	0.9	1.8

ASSESSMENT AGENDA

Michigan Occupant Protection Program Assessment
Kellogg Hotel & Conference Center at Michigan State University
December 2-7, 2018

Date	Time	Subject Area	Presenters	Agency	Topic
Sun, Dec. 2	6:00 - 8:00 p.m.	Evening meeting & dinner	NHTSA Staff and Assessment team		Assessment Review
Mon, Dec. 3	7:30 a.m. - 8:30 a.m.	Breakfast meeting	NHTSA Staff, Assessment Team, and OHSP Staff		
	8:30 - 10:20 a.m.	Introduction/Program Management	Michael Prince	OHSP	SHSO Overview
			Alicia Sledge	OHSP	Prog. Mgt. overview
	10:20 - 10:35 a.m.	Break			
	10:35 - 11:40 a.m.	Legislation, Regulation, Policy	Gary Bubar	AAA Michigan	Insurance agency efforts
	11:40 a.m. - 12:45 p.m.	Lunch			
	12:45 - 2:15 p.m.	Law Enforcement & Grant Management	Pat Eliason	OHSP	SHSO enforcement overview, zone training, law enforcement support
			Spl/F/Lt. James Flegel	Michigan State Police	Traffic services role in occupant protection enforcement
	2:15 - 2:30 p.m.	Break			
	2:30 - 4:00 p.m.	Law Enforcement	Sgt. Michael Smith	Michigan State Police - 2nd District	Enforcement efforts - MSP
			Sgt. James Campbell	Michigan State Police	CPS enforcement (can also speak as a crash reconstructionist)
			Chief William Lux (tentative)	Pokagon Tribal Police Department	Enforcement efforts - local tribal agency
	4:00 p.m. - on	Report Writing	Assessment Team		
Tue, Dec. 4	7:15 - 8:15 a.m.	Breakfast			
	8:30 - 10:25 a.m.	Communications Program	Kendall Wingrove	OHSP	Paid and earned media and the omnibus survey
			Kari Arend	OHSP	Materials
			Katie Rehrauer	Brogan & Partners	Media contractor
			Ellyn Davidson	Brogan & Partners	Media contractor
	10:25 - 10:40 a.m.	Break			

	10:40 a.m. - 12:05 p.m.	Data & Evaluation Programming	Patrick Bowman	University of Michigan Transportation Research Institute (UMTRI)	Michigan data
			Peter Savolainen	Michigan State University	Observation studies
	12:05 - 12:55 p.m.	Lunch			
	12:55 p.m. - 3:05 p.m.	State Agency, Regional, and Hospital-Based CPS Community Programs	Laura Rowen	Michigan Department of Health & Human Services	Safe Kids Michigan Coordinator
			Diane Curry	St. Ignace Police Department	Upper Peninsula KARS program
			Jennifer Hoekstra	Helen DeVos Children's Hospital / Safe Kids Grand Rapids	Hospital-based CPS/Safe Kids efforts
			Marie Snodgrass	C.S. Mott Children's Hospital	Hospital-based CPS/Safe Kids efforts
	3:05 - 3:25 p.m.	Break			
	3:25 - 4:45 p.m.	Review of previous assessment report recommendations	Alicia Sledge	OHSP	
	4:45 p.m. - on	Report Writing	Assessment Team		
Wed, Dec. 5	7:15 - 8:15 a.m.	Breakfast			
	8:30 - 10:35 a.m.	Minority, School-based & Special Needs CPS Programs	Holly Alway	Safe Kids West Michigan / Mercy Health	Minority outreach
			Kelly Mapes	Safe Kids Branch, St. Joe, Hillsdale	Minority outreach
			Jessica Butterfield	St. Ignace Police Department	School-based Great Start/Head Start car seat program
			Fred Doelker	Dean Transportation	Research and training - OP for busses and special needs
			Kim Hernden	Helen DeVos Children's Hospital	School-based program
	10:35 - 10:50 a.m.	Break			
	10:50 - 11:20 a.m.	Law Enforcement & Grant Management	Capt. Shane Brown	Muskegon County Sheriff's Office	Grant management
	11:20 - 11:50 a.m.	Law Enforcement	Sgt. Michael Shorkey	Macomb County Sheriff's Office	Enforcement efforts - local agency - conference call
	11:50 - 12:10 p.m.	Law Enforcement	Capt. Mike Laurila Lt. Ryan Grim	Marquette City Police Department	Enforcement efforts - local (U.P.) - conference call
	12:10 p.m. - 12:45 p.m.	Lunch			
	12:45 p.m. - on	Report Writing	Assessment Team		

Thu, Dec. 6	All day	Report writing	Assessment Team		
	10:00 a.m.	Morning Break			
	12:00 - 1:00 p.m.	Lunch			
	3:00 p.m.	Afternoon Break			
Fri, Dec. 7	9:00 a.m.	Report out to SHSO	Assessment Team, OHSP Staff		

ASSESSMENT TEAM CREDENTIALS

CHRIS COCHRAN

chris@cochrantv.com

Chris Cochran is a marketing, public relations, advertising, broadcast, media, and communication industry professional with diversified experience in image, project, and organizational management, strategic development, media and public relations, as well as extensive experience in television production.

Chris served for over 11 years as Assistant Director for the California Office of Traffic Safety (OTS) where he headed the Marketing and Public Affairs unit. He was the Office's primary spokesperson and media contact, and he administered and directed the media, communications, and award-winning multimedia advertising, outreach, and PR campaigns designed to advance traffic safety efforts across the State. He served on the OTS senior management team as an expert in external communications and strategic planning, as well as California Strategic Highway Safety Plan Steering Committee, Governors Highway Safety Association Communications Committee, and NHTSA State Assessment Panel and High Visibility Enforcement Panel.

Previously, Chris held a variety of positions within the television, media relations, marketing and promotions sectors, including managing a television news operation, field producing for ABC World News Tonight, managing and producing for local and national public television, and operating his own video production, marketing, and promotions company.

Chris was the recipient of three Emmy Awards from the National Academy of Television Arts and Sciences, as well as multiple awards for advertising and public relations campaigns. The productions and promotions he has managed have garnered over 150 local, regional, and national awards.

Chris is recognized by peers, partners and clients for organizational and project brand development, research, strategic planning, crisis management and his broad and deep understanding of both the data and issues of traffic safety. He is a skilled writer across many genres and possesses excellent verbal communication skills from one-on-one to mass audiences. His technical skills and proficiencies run from media production to digital and social media, community outreach to mass audience advertising.

TROY E. COSTALES

troy.costales@comcast.net

Troy Costales has been the state of Oregon's Transportation Safety Division Administrator and Governor's Highway Safety Representative since September of 1997. During his time as the Governor's Representative he has worked for three different Governors. Troy has over 30 years of experience in Transportation Safety, including 20 as the Administrator of the Division. He is a member of the executive management team for the Oregon Department of Transportation.

Troy was the 2011-2012 Chairman of the Governor's Highway Safety Association. He also served on: the American Association of State Highway and Transportation Officials (AASHTO) – Standing Committee on Highway Safety, AASHTO's Strategic Highway Safety Plan initiative, NHTSA's Impaired Driving program management course writing team, Transportation Research Board's Transportation Safety Management Committee and the Naturalistic Driving Data project, and the International Association of Chiefs of Police - Drug Evaluation and Classification Program Technical Advisory Panel, and many others. He has been part of the faculty for the GHSA Executive Training Seminar for the past fifteen years.

Under Troy's leadership, Oregon has seen a dramatic decline in traffic fatalities and injuries, to the lowest levels since 1944. The number of individuals injured in traffic crashes has declined more than 30 percent since its peak of 39,000 in 1996. In addition, Oregon started a strong graduated driver license program that includes an incentive for driver education. Over the past eight years, the number of 16-year-old drivers involved in fatal and injury crashes has declined over 60 percent. Oregon continues to post one of the highest safety belt use rates in the nation at 96-98 percent. With the decline in the overall fatality toll, the number of alcohol-involved fatalities has also decreased by double-digit percentages in this past decade.

Troy has been a member and chairman of several driver education, occupant protection, and impaired driving program assessments over the past fifteen years.

GLENN CRAMER

gmcramer1@comcast.net

Glenn Cramer is a private traffic safety consultant who is on contract with the National Highway Traffic Safety Administration (NHTSA), Region 10 to provide law enforcement outreach in the Pacific Northwest.

Glenn retired from the Washington State Patrol (WSP) after 32 years of service. During his career with the WSP he served as the Deputy Chief, commanding the Field Operations Bureau; overseeing 1,200 employees responsible for traffic law enforcement, collision investigation, and ferry and homeland security. Glenn also served as the Assistant Chief commanding the Technical Services Bureau with oversight of the Information Technology Division, Electronic Services Division (Telecommunications), Criminal Records Division, and the Facilities/Fleet Division.

As a captain he commanded the Office of Government and Media Relations; representing the Chief of the WSP on legislative matters where he coordinated the development and support of legislation to further the WSP's public safety mission. He was also in charge of developing the WSP's public information programs. Glenn served as the commander of the Budget and Fiscal Office where he was involved with coordinating, planning, developing, and oversight of the WSP's $365 million biennial budget request.

Additionally, Glenn also served as a captain in the Field Operations Bureau where he was the district commander for southwest Washington (Vancouver) overseeing the WSP's traffic law enforcement activities in five counties.

ANGELA OSTERHUBER

aosterhuber@paaap.org

Angela Osterhuber has more than 25 years of experience in traffic safety providing educational programs and resources for the safe transportation of children. Areas of focus include child safety in family vehicles, school buses and school vehicles, as well as transportation of children with special health care needs, teen drivers and passengers, bicycle safety, and pedestrian safety.

Angela administers the Traffic Injury Prevention Project, a program of the Pennsylvania Chapter of the American Academy of Pediatrics. This statewide program is responsible for the development and implementation of child passenger safety (CPS) initiatives to meet community needs, support the efforts of CPS technicians/instructors, and provide public information and education. Training and technical assistance is provided to community loan programs, inspection sites, physician practices and hospitals, law enforcement, EMS/fire rescue, and school transportation. An informational website and statewide "800" phone line are maintained as a resource for Pennsylvania.

As an advocate for child passenger safety, Angela serves as the designated State CPS contact and is a past member and chair of the National Child Passenger Safety Board. Angela is a certified CPS instructor for the National Standardized Child Passenger Safety Course and participated in the "Safe Travel for All Children" and "Child Passenger Restraint Systems on School Buses" enrichment courses to be a resource for children with special needs and the safe transportation of school-age children. Angela holds a bachelor's degree from Seton Hall University and a master's degree in Counseling Education from Temple University.

DAN SCHULTE

danielhschulte@gmail.com

Dan Schulte was the Director of Research and Evaluation Services for DCCCA, Inc., from 1990-2017.

Currently, he serves as a technical advisor and program evaluator for the Kansas Department of Transportation, Bureau of Transportation Safety and Technology. He was also the Project Director of the Kansas Occupant Protection Observational Surveys, and the Kansas Direct Observation Child Safety Seat Surveys from 2001-2017. He also currently provides technical assistant to the Kansas Traffic Safety Resource Office (KTSRO), and Project S.A.F.E. (*Seatbelts Are For Everyone).*

Previous projects include serving as program evaluator of the Kansas Drunk Driving Prevention Program, the Youth Alcohol Media Campaign, the Kansas Safety Belt Education Office, the Wichita School Traffic Officer Program, and the Governor's Center for Teen Leadership. Dan conducted the State-wide Student Survey of Traffic Safety Issues and was also a NHTSA Region 7 Data Contractor. He has also participated in a number of Occupant Protection Assessments as a Data and Evaluation subject matter expert.