



KANSAS

Occupant Protection Program Assessment

March 11 – March 15, 2019

ASSESSMENT TEAM MEMBERS

Shannon Alderman

Jennifer Booge

Susan Bryant

Richard Miller

Jana Simpler

TABLE OF CONTENTS

INTRODUCTION.....	3
ACKNOWLEDGEMENTS	5
ASSESSMENT BACKGROUND.....	6
KEY RECOMMENDATIONS.....	8
1. PROGRAM MANAGEMENT	11
1A. STRENGTHS.....	11
1B. CHALLENGES.....	12
1C. RECOMMENDATIONS	14
2. LEGISLATION/REGULATION AND POLICY.....	16
2A. STRENGTHS.....	16
2B. CHALLENGES.....	18
2C. RECOMMENDATIONS	19
3. LAW ENFORCEMENT	21
3A. STRENGTHS.....	21
3B. CHALLENGES.....	23
3C. RECOMMENDATIONS	24
4. COMMUNICATION.....	25
4A. STRENGTHS.....	25
4B. CHALLENGES.....	27
4C. RECOMMENDATIONS	27
5. OCCUPANT PROTECTION FOR CHILDREN.....	29
5A. STRENGTHS.....	29
5B. CHALLENGES.....	34
5C. RECOMMENDATIONS	35
6. OUTREACH PROGRAM	37
6A. STRENGTHS.....	39
6B. CHALLENGES.....	40
6C. RECOMMENDATIONS	41
7. DATA AND EVALUATION	42
7A. STRENGTHS.....	42
7B. CHALLENGES.....	44
7C. RECOMMENDATIONS	46
AGENDA	48
ASSESSMENT TEAM CREDENTIALS	51

INTRODUCTION

Kansas is the 15th largest state in the nation by area, consisting of 82,278 square miles. It is the 34th most populous state with the United States Census Bureau estimating the population of Kansas to be at 2,911,505 (July 1, 2018), a two percent increase from 2010. Kansas ranks 41st in the nation in terms of population density with 35.6 people per square mile. Kansas has 105 counties and only five cities with a population greater than 100,000.



In 2017, there were 37,133 motor vehicle-related fatalities in traffic crashes across the United States. Although the observed daytime seat belt use rate for the United States overall in 2017 was 89.7 percent, almost half of all passenger vehicle occupant fatalities (47 percent) were unrestrained. The lack of proper restraint use therefore remains a serious highway safety, public health, and societal issue. This is true in Kansas where in 2017 there were 169 unrestrained passenger fatalities, which accounts for 49 percent of all fatal crashes. However, the number of serious injury crashes in the State decreased from 1,137 in 2016 to 971 in 2017.

The Bureau of Transportation Safety and Technology (BTST) is a section within the Kansas Department of Transportation (KDOT) and coordinates the statewide behavioral highway safety program making effective use of federal and state highway safety funds and other resources to save lives and reduce injuries on the State's roads. In FY 2018, BTST managed 52 projects, encompassing more than 200 contracts throughout the State targeting traffic safety efforts for impaired driving, occupant protection, speed, traffic records, distracted driving, youth initiatives, and public awareness.

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 single most effective thing people can do to protect themselves in a crash. The National Highway Traffic Safety Administration estimates that 189 lives were saved by seat belts in Kansas in 2016. An additional 42 lives could have been saved if everyone in the State buckled up.

Per the State seat belt use survey, the seat belt use rate fell from 87 percent in 2016 to 82 percent in 2017. Kansas benefits from having a primary seat belt law which enables law enforcement officers to stop vehicles and issue citations if a driver or front seat passenger is not properly restrained. However, of the 33 states in the country with primary seat belt laws, Kansas had the third lowest seat belt use rate in 2017.

This report presents the results of an assessment of the occupant protection component of Kansas' highway safety program. BTST 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 restraint use throughout the State, and to receive innovative ideas and approaches from the assessment team of subject matter experts to improve occupant protection use rates. This report

provides a summary of the strengths and challenges of Kansas' occupant protection program and presents recommendations to continue to improve occupant protection in the State.

The highlighted key recommendations in this report are recommendations the Assessment Team found to be the most crucial for improving the State's occupant protection program. While Kansas has multiple initiatives in place to improve its program, there is always room for growth. All recommendations presented in this report are intended to help increase restraint use and decrease unrestrained fatalities and injuries statewide.

ACKNOWLEDGEMENTS

The assessment team would like to acknowledge Chris Bortz, Bureau of Transportation and Technology (BTST) Traffic Safety Program Manager; Gary Herman, Traffic Safety Assistant Program Manager; Phyllis Marotta, Program Consultant; Steve Halbett, Program Consultant; Norraine Wingfield, Director of Traffic Safety at the Kansas Traffic Safety Resource Office; and Tenille Kimberlin, Traffic Safety Specialist at the Kansas Traffic Safety Resource Office.

The team would also like to acknowledge the dedication and hard work of all the statewide partners, advocates, and stakeholders who took the time to contribute their knowledge and expertise during the assessment.

This assessment benefitted from the guidance of the National Highway Traffic Safety Administration headquarters and regional staff: Laura Dunn and Jeff Halloran, with support from their respective supervisors, Occupant Protection Chief Marietta Bowen and Regional Administrator Susan DeCourcy.

Special recognition and appreciation also go to Susan Gillies for her able assistance throughout the assessment process and in producing this report.

Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration and implementation of the proposed recommendations will enable Kansas to continue to improve its occupant protection program.

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 has been used under the “Fair Use” Doctrine of the US 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, and outreach 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 Occupant Protection Program Assessment is to provide Kansas with an extensive review of its statewide OP program through the identification of programmatic strengths and accomplishments, the identification of challenge areas, and recommendations for enhancement or improvement. The assessment is intended to serve as a tool for OP program planning, development, and implementation purposes, and for making decisions about how to best prioritize programs and use available resources.

The National Highway Traffic Safety Administration (NHTSA) headquarters and regional office staff facilitated this Occupant Protection Program Assessment. Working with the Kansas Department of Transportation (KDOT) Bureau of Transportation Safety and Technology (BTST), NHTSA recommended a team of five individuals with demonstrated subject matter expertise in the areas of Program Management; Legislation, Regulation, and Policy; Law Enforcement; Communication; Occupant Protection for Children; Outreach; and Data and Evaluation. The assessment team conducted the assessment process based on the *Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection* (November 2006). The U.S. Department of Transportation developed the guidelines in collaboration with states to support technical guidance for the states. The assessment follows the guidelines and each section of this report reflects this guiding document.

The assessment consisted of a thorough review of State-provided OP program briefing materials and interviews with state and community-level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and BTST staff. The team convened to review and analyze the information presented, noting the OP program's strengths and challenges, as well as recommendations for improvement. The recommendations provided are based on the unique characteristics of the State and what the assessment team members believe Kansas and its partners could do to improve the effectiveness and comprehensiveness of their OP activities. 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 stakeholders who presented information to the assessment team.

This assessment report is a consensus report. The assessment team recognizes the commendable and committed work conducted throughout Kansas in the area of OP. It is not the intent of this report to thoroughly document all of these successes, nor to give credit to the large number of individuals at all levels who are dedicated to traffic safety. By its very nature, this report focuses on areas that need improvement. The report should not be viewed as criticism. Rather, it is 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 assessment, the team briefed BTST on the results of the assessment and discussed major points and recommendations. This report belongs to BTST; it is not a NHTSA-owned document. BTST 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 BTST and NHTSA.

KEY RECOMMENDATIONS

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

PROGRAM MANAGEMENT

- Consider restructuring the Kansas Bureau of Transportation Safety and Technology grant distribution process to allow staff to identify the jurisdictions and partners yearly to receive highway safety funding. While the change may increase the staff hours spent on the overall process, it will lead to critical conversations and a more deliberate decision making process about how to best impact the State's seat belt use rate.
- Evaluate the feasibility of adding staff to the Kansas Bureau of Transportation Safety and Technology in order to improve productivity and ease the burden on staff that are currently managing multiple priority areas.
- Ensure the Occupant Protection Emphasis Area Team is following a strategic approach to task development, implementation and evaluation, including the following standard steps:
 - Select task force members.
 - Identify a champion.
 - Set clear expectations, roles and responsibilities for task force members.
 - Define the problem.
 - Identify outcomes and expected deliverables.
 - Define the timeline and milestones.
 - Identify the countermeasures to be implemented.
 - Closely monitor the process to make adjustments in a timely manner.
 - Report on results and evaluate success.

Consider regionalizing the Working Group to increase the ability to identify regional barriers to increasing seat belt use and implement strategies based on these challenges.

LEGISLATION/REGULATION AND POLICY

- Enhance Kansas' Graduated Driver's License law by implementing the following components:
 - Increase the age to receive an instructional permit from 14 years of age to 16 years of age.
 - Increase full licensure to 17 years of age.
 - Implement a curfew for all phases of the instructional and restricted permits.
 - Restrict the number of teen passengers permitted throughout the instructional and restricted permit phases.
 - Enhance the law to allow for suspension of driving privileges for traffic violations that subsequently extends the time on the driver's instructional or restricted permit.

KEY RECOMMENDATIONS (continued)

LAW ENFORCEMENT

- Develop clear protocols within the Bureau of Transportation Safety and Technology to identify low performing law enforcement agencies on all enforcement grants so that the Law Enforcement Liaisons may be better positioned to positively influence future efforts by those agencies.
- Expand the already outstanding Kansas Law Enforcement Liaison program to include the addition of carefully selected county level volunteer traffic safety coordinators in all 105 counties to better achieve statewide traffic safety objectives, including occupant protection.

COMMUNICATION

- Conduct post-campaign media surveys to gauge campaign effectiveness, specifically to determine if target audiences heard/saw *Click It or Ticket* messaging and whether perception of risk for receiving a citation was increased.
- Conduct focus groups to develop messaging and gauge the effectiveness of occupant protection paid media spots' in bringing about positive behavioral change.
- Conduct pre-*Click It or Ticket* observational surveys to establish a baseline usage rate so that campaign effectiveness can be measured.
- Ensure dollars expended on paid media efforts during both major mobilizations are commensurate with funded enforcement.

OCCUPANT PROTECTION FOR CHILDREN

- Enhance Kansas' child passenger safety law by implementing the following components:
 - Strengthen the language to reflect current national recommendations.
 - Require backseat use for children under the age of 13.
 - Require child restraint seats be rear-facing until the upper weight and height limit of the seat.
 - Consider the impact of raising the fine for violations for children under 14 years of age. In addition, consider adding court costs to the fine for those that violate the provision requiring seat belt use for children between 14 and 17 years of age.
 - Consider adding a component to the law requiring violators to receive education on car seat installation in conjunction with providing proof of purchase or acquisition of the appropriate child restraint should the fine be waived.
 - Consider the impact of allowing more than one violation if there is more than one child riding unrestrained in the vehicle.
 - Remove the component that allows any child to ride unrestrained when all seating positions are occupied.

- **KEY RECOMMENDATIONS (continued)**

- Increase the efficiency of car seat inspection data collection through the use of a digital tracking system.
- Increase the number of child passenger safety technicians in the public health, fire and EMS sectors.

OUTREACH

- Enhance the emphasis area team to consist of representatives from various traffic safety partners including diverse populations, media and employers to foster better understanding and communication with these communities. Team members should be enlisted to specifically offer input on effective ways of alerting these communities of the Kansas Traffic Safety Resource Office resources.

DATA AND EVALUATION

- Conduct a statewide knowledge and attitudinal survey of drivers which emphasizes occupant protection and includes responses to enforcement and communication efforts. Use this information to revise programs, as appropriate, and to serve as a base line to measure ongoing programs.
- Analyze the effectiveness of occupant protection enforcement, including nighttime enforcement, using the information to inform enforcement strategies, days, and times.

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

- The Bureau of Transportation Safety and Technology (BTST) is well situated within the Kansas Department of Transportation (KDOT). The Secretary of KDOT serves as the Governors Representative for Highway Safety and the Traffic Safety Program Manager of BTST serves as the Coordinator.
- The Secretary of KDOT has expressed her support for safety-related initiatives and is supportive of BTST efforts to improve behavioral highway safety on Kansas roadways. In addition, the Secretary's leadership team is committed to the mission of BTST and has the utmost confidence in the Director.
- The Kansas Traffic Safety Resource Office (KTSRO) provides tremendous support to BTST. By utilizing resources from BTST and other sources, KTSRO serves as a community outreach partner to share information, training, education, and outreach to law enforcement, traffic safety partners, and the public and, as such, provides KTSRO with much needed exposure of highway safety messaging at the local level.
- Due in part to the organizational structure of KDOT, BTST plays an important role in the development and implementation of the *Strategic Highway Safety Plan* (SHSP). BTST provides support through the sharing of data, development of performance measures that mirror the *Highway Safety Plan* (HSP) and identify strategies that can make the greatest impact. In addition, the BTST occupant protection coordinator serves as the lead for the Occupant Protection Emphasis Area Team.

- In recognizing the value of engaging their traffic safety partners, BTST and KTSRO plan an annual Transportation Safety Conference as well as a Teen Traffic Safety Conference each year. BTST is committed to engaging partners, providing up-to-date information and energizing and motivating attendees to implement life-saving traffic safety initiatives.
- In addition to coordinating a *Click it or Ticket (CIOT)* mobilization in May and a combined Occupant Protection/Impaired Driving mobilization in November, BTST also coordinates two additional seat belt enforcement mobilizations in the spring and fall. Kansas law enforcement agencies conduct seat belt enforcement at high schools and middle schools without additional overtime funding from BTST which allows BTST to have additional flexibility in allocating limited highway safety funding to other occupant protection needs.
- In the 2008-09 school year, Kansas developed and implemented a seat belt safety program for teens titled *Seatbelts Are For Everyone (SAFE)*. The program started with six schools in one county and has grown to 166 schools in 70 counties. As of February 2019, the program is entirely funded by fees collected from a percentage of District Court fines.
- The state of Kansas has successfully applied for and received Fixing America's Surface Transportation (FAST) Act Section 405(b) funding to support occupant protection paid media and enforcement, child passenger safety programs, and seat belt and child passenger safety surveys.
- BTST has been very proactive in implementing recommendations from the 2016 Occupant Protection Assessment including engaging in a contract with a data analysis expert to assist in interpreting data and outlining problem identification; increasing the seat belt law violation fine from \$10 to \$30; developing and delivering culturally appropriate Spanish language occupant protection materials; and working on the development of a statewide citation central repository system.
- The Traffic Safety Resource Prosecutor is well equipped to support the needs of BTST. He is knowledgeable about the State's laws as well as their limitations, is very supportive of BTST and partners' efforts to implement initiatives designed to impact safety and is a tremendous advocate for traffic safety efforts within the State.

1B. CHALLENGES

- Despite recognition by KDOT's leadership that current staffing levels within BTST are a struggle, the former State administration's desire to streamline State government has hampered any efforts to increase staff size over the last eight years.

- In 2018, the state of Kansas' seat belt use rate was 84 percent. With the exception of 2014 and 2016, the State's seat belt use rate has hovered between 80 percent and 84 percent for the last eight years. With a primary seat belt law that passed in 2010, the State should have seen a larger and more sustained increase in the seat belt use rate. In 2018, the average seat belt use rate for primary law states was 90.6 percent. (Source: National Occupant Protection Use Survey, 2018)
- In describing the grant application process, BTST estimated that 95 percent of the grants awarded in Fiscal Year 2019 were repeats from the previous year. BTST typically signs multi-year grants with existing partners, accepts grant applications throughout the year from other potential partners, and uses recruitment lunches to identify additional law enforcement agencies that have not yet partnered with BTST. With so many projects duplicated from year-to-year, there is little room for innovation, creativity, or the introduction of new concepts and initiatives. Finally, in signing contracts for multiple years, BTST may be missing opportunities to make necessary enhancements to see greater impacts from stagnant programs.
- BTST has two years of Section 405(b) Occupant Protection Grant funds available to spend. The State's desire is to have one year of carryover funds available to support programmatic needs. In not preparing a plan that fully expends aging funds, the State is missing out on an opportunity to allocate precious dollars to projects to impact occupant protection.
- Some smaller jurisdictions may not have the support of the mayor, city council, or commissioner to conduct seat belt enforcement. This lack of political permission hampers their ability to conduct enforcement.
- Despite putting a number of resources into child passenger safety efforts, BTST has not established a performance measure against which to evaluate the impact of these efforts.
- While BTST has achieved a reduction in the percentage of unrestrained fatalities in the last six years, the State remains above the national rate. See below:

Year	# fatalities unrestrained	% fatalities unrestrained	National Average
2012	163	55%	52%
2013	146	55%	49%
2014	150	51%	49%
2015	127	50%	48%
2016	150	48%	48%
2017	169	49%	47%

Source: Fatality Analysis Reporting System (FARS)

- It was not reported whether BTST prepares a financial breakdown or analysis of planned versus expended funds by project or program area for evaluation of the success of projects to determine whether financial resources are most effectively and efficiently allocated.

1C. RECOMMENDATIONS

- **Consider restructuring the Kansas Bureau of Transportation Safety and Technology grant distribution process to allow staff to identify the jurisdictions and partners yearly to receive highway safety funding. While the change may increase the staff hours spent on the overall process, it will lead to critical conversations and a more deliberate decision making process about how to best impact the State's seat belt use rate.**
- Rely heavily on crash and seat belt use data, as well as other data sets as supported by the data analyst, to identify the enforcement jurisdictions and outreach partners that can best help the agency achieve the outlined performance measures. New projects will lead to additional partnerships that may have a positive impact on increasing seat belt use.
- Establish a child passenger safety performance measure as a means to evaluate the Kansas Bureau of Transportation Safety and Technology Child Passenger Safety programming efforts.
- **Evaluate the feasibility of adding staff to the Kansas Bureau of Transportation Safety and Technology in order to improve productivity and ease the burden on staff that are currently managing multiple priority areas.**
- Establish a reasonable and sustainable plan to allocate aging occupant protection funds to better impact target areas and prevent the State from using precious political capital to request permission to carryforward funds beyond the intended timeframe.
- Develop relationships with local officials in order to gain the political permission necessary to allow enforcement agencies to conduct seat belt enforcement.
- **Ensure the Occupant Protection Emphasis Area Team is following a strategic approach to task development, implementation and evaluation, including the following standard steps:**
 - **Select task force members.**
 - **Identify a champion.**
 - **Set clear expectations, roles and responsibilities for task force members.**
 - **Define the problem.**
 - **Identify outcomes and expected deliverables.**
 - **Define the timeline and milestones.**
 - **Identify the countermeasures to be implemented.**
 - **Closely monitor the process to make adjustments in a timely manner.**
 - **Report on results and evaluate success.**

Consider regionalizing the Emphasis Area Team to increase the ability to identify regional barriers to increasing seat belt use and implement strategies based on these challenges.

- Analyze planned versus expended highway safety funding by project and program area and use this information to inform subsequent funding decisions.

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

- The Bureau of Transportation Safety and Technology (BTST) has a tremendous alliance of traffic safety partners that provide invaluable resources when striving to enhance traffic safety laws within the Kansas legislature. The recent enhancement to the seat belt law to increase the fine to \$30 was widely supported by BTST partners who serve as champions for legislative initiatives designed to improve highway safety.

- The State's seat belt law includes the following components:
 - Drivers and passengers age 18 and older are required to wear a properly fastened seat belt while the vehicle is in motion. The fine for violating the law is \$30. No court costs are permitted to be added to the fine.
 - Drivers and passengers 14 through 17 years of age are required to wear a properly fastened seat belt while the vehicle is in motion. The fine for violating the law is \$60. No court costs are permitted to be added to the fine.
 - The adult seat belt law includes primary enforcement for front seat passengers.
 - In July 2017, a seat belt safety fund was created from a percentage of all District Court fines to be designated for occupant protection programming for children and teens.
 - The Secretary of the Department of Transportation is required to implement an educational program designed to encourage compliance with the seat belt law.

- The State's child passenger safety law includes the following components:
 - All drivers are required to provide for the protection of children riding in a vehicle as follows:
 - For a child under the age of four, the child shall be restrained in an appropriate child restraint that meets current federal safety standards.
 - For a child who is four years of age up to eight years of age and under 80 lbs. or less than 4'9", the child shall be restrained in an appropriate child restraint that meets current federal safety standards
 - For a child age 8 up to the age of 14 or who weighs more than 80 lbs. or stands more than 4'9", the child shall be restrained by a seat belt.
 - The child passenger safety law allows for primary enforcement.
 - The fine for violating the law is \$60, plus court costs.
 - There are no exemptions to the child passenger safety law.
 - The law requires an educational program promoting the use of child passenger safety seats and seat belts for children, as well as information to law enforcement on child passenger safety.

- The state's Graduated Driver's Licensing (GDL) law includes the following components:
 - At age 14, a teen may apply for an instructional permit. Restrictions are listed below:
 - Licensed adult 21 years of age or older must be in the front seat at all times.
 - No wireless communication is allowed, except in the case of an emergency.
 - Teen must hold an instructional permit for one year and have completed 25 of 50 supervised driving hours prior to applying for a restricted license.
 - A teen may apply for a restricted license at age 15. The restricted license must be held for one year. Restrictions are listed below:
 - Teen must complete an additional 25 hours of supervised driving (10 of the 50 total hours must be at night).
 - Non-sibling minor passengers are not allowed.

- No wireless communication is allowed, except in the case of an emergency.
 - At age 16, a teen may apply for a less restricted license that will last for 6 months. During this time, the following restrictions apply:
 - Only one non-immediate family member minor passenger (less than 18 years old) is allowed.
 - No wireless communication is allowed, except in the case of an emergency.
 - At age 17, or 16 and 6 months if the less restricted license requirements are completed, a teen may apply for full licensure, with proof of completion of the 50 hours of supervised driving.
- The Kansas Department of Transportation (KDOT) has a mandatory seat belt use policy in place for employees utilizing agency vehicles. The policy also mandates that employees shall not ride in the bed or on the tailgates of pickups, on trailers, or in the back of dump trucks that are moving in any direction.
- BTST requires that subgrantees have a mandatory seat belt policy in place in order to receive grant funds and provides instructions for developing a seat belt policy for any agency that needs assistance.

2B. CHALLENGES

- Kansas' adult seat belt law includes several components that weaken the State's ability to enforce the law and increase seat belt use across the State, as follows:
 - Back seat passengers are subject to secondary enforcement, instead of primary enforcement.
 - Exemptions to the law include the following:
 - Those with a written statement from a medical physician;
 - United States Postal Service mail carriers; or
 - Newspaper delivery persons.
 - Local, municipal, and county jurisdictions are unable to enact any enhancements in conflict with or supplemental to the provisions outlined in the law.
 - A violation of the seat belt law is not considered a moving violation.
- Kansas' child passenger safety law includes several components that weakens the State's ability to increase the correct and consistent use of child restraints across the State, as follows:
 - If the number of children to be transported exceeds the number of positions available to properly secure the children, it is not a violation of the law to allow a child to ride unrestrained.
 - For a child who is four years of age up to eight years of age and under 80 lbs. or less than 4'9", the child should be restrained in an appropriate child restraint but if only a lap belt is available, the child may be secured with a seat belt only.
 - A violation of the child passenger safety law is not considered a moving violation.

- The \$60 fine for violating the law may be waived if the driver provides proof of purchase or acquisition of the appropriate child restraint.
- At least one tribal occupant protection law provides minimal protection for tribal members traveling on the reservation. The Potawatomi Law and Order Code for seat belt use requires seat belt use in the front seat only and allows children over the age of two to be secured by a seat belt while traveling on tribal lands.
- Kansas' Graduated Driver's License (GDL) law includes several components that weakens the State's ability to protect the State's most inexperienced drivers, as follows:
 - Teens at 14 years of age may apply for and receive an instructional permit to drive on Kansas roadways, despite evidence that the State may better protect teens by requiring that they be 16 years of age before receiving a permit to drive.
 - There are no passenger restrictions for teens driving at 14 years of age, other than to require a licensed driver, over the age of 21, in the front passenger seat at all times.
 - At age 15, when coming to or from employment or school attendance, no non-sibling passengers are allowed. A teen can drive without passenger restrictions or curfew limits, exposing them to potentially dangerous situations.
 - At age 16, a teen can drive at any time, from 5 a.m. to 9 p.m. and to/from employment, school or religious services and have no more than one non-sibling member under age 18.
- There is no statewide mandatory seat belt use policy for state employees while traveling on State business. As such, it is unclear which departments in state government require seat belt use by employees without reviewing each agency's policies individually.

2C. RECOMMENDATIONS

- Enhance Kansas' adult seat belt law by implementing the following components:
 - Include a primary enforcement component for seat belt use in the back seat.
 - Increase the fine to at least \$60 and consider the impact of including court costs as part of the violation.
 - Add enhanced penalties for multiple violations of the seat belt law.
- Enhance Kansas' child passenger safety law by implementing the following components:
 - Require backseat use for children under the age of 13.
 - Require child restraint seats be rear-facing until the upper weight and height limit of the seat.
 - Consider the impact of raising the fine for violations for children under 14 years of age. In addition, consider adding court costs to the fine for those that violate the provision requiring seat belt use for children between 14 and 17 years of age.
 - Consider adding a component to the law requiring violators to receive education on car seat installation in conjunction with providing proof of purchase or acquisition of the appropriate child restraint should the fine be waived.

- Consider the impact of allowing more than one violation if there is more than one child riding unrestrained in the vehicle.
- Remove the component that allows any child to ride unrestrained when all seating positions are occupied.
- **Enhance Kansas' Graduated Driver's License law by implementing the following components:**
 - **Increase the age to receive an instructional permit from 14 years of age to 16 years of age.**
 - **Increase full licensure to 17 years of age.**
 - **Implement a curfew for all phases of the instructional and restricted permits.**
 - **Restrict the number of teen passengers permitted throughout the instructional and restricted permit phases.**
 - **Enhance the law to allow for suspension of driving privileges for traffic violations that subsequently extends the time on the driver's instructional or restricted permit.**
- Create a statewide mandatory seat belt use policy for all departments in state government.

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 Kansas Bureau of Transportation Safety and Technology (BTST) has made a commitment to provide all participating law enforcement agencies (LEAs) for their enforcement grants with a clear, unequivocal, model seat belt use policy mandating the use of occupant protection devices by their law enforcement officers.
- Every LEA in Kansas with a jurisdictional population over 1,000 participates on a reasonably consistent basis in BTST enforcement grants of one kind or another.
- In 2017, approximately 130 LEAs participated in *Click It or Ticket* (CIOT) mobilizations with about 20 of those LEAs participating with no grant overtime allocated. Over the May 2017 CIOT mobilization, 14,596 total occupant protection restraint citations were issued.
- Kansas has two CIOT enforcement periods in May and November.

- The state of Kansas has a high school and middle school program called *Seatbelts Are For Everyone* (SAFE) directed at increasing safety belt use by Kansas students. SAFE, first funded by AAA Kansas and subsequently funded through District Court fines, now involves 166 high schools and middle schools. In 2018, seat belt enforcement initiatives that were a part of the SAFE program were voluntarily conducted by 132 area law enforcement agencies with no BTST grant overtime involved.
- BTST grant participation sets high expectations for LEAs for CIOT enforcement to include a minimum of two occupant restraint contacts for each overtime hour worked.
- Kansas BTST has funded nighttime seat belt enforcement grants for several years.
- BTST has established email contact with every LEA in the State for public information and education (PI&E) campaign purposes, including agencies not participating in any BTST enforcement grants.
- Three weeks prior to CIOT mobilizations, BTST sends both pre- and post-news releases to all Kansas LEAs. CIOT LEA grantees are strongly encouraged to distribute these news releases to their local media.
- BTST offers a four-hour media training program to LEAs at both their traffic safety summit and regional training seminars.
- The Kansas Highway Patrol (KHP) has seven Troopers serving as full-time Public Resource Officers (PROs) committed to educating the public on traffic safety issues in each of the seven KHP Troop areas. All seven PROs are also either child passenger safety technicians (CPSTs) or CPST instructors.
- AAA Kansas sponsors Community Traffic Safety Awards for law enforcement. In 2018, 41 LEAs were recognized for excellence in traffic safety. These awards are typically presented to the LEA representative at city council or county commission meetings where local citizens can acknowledge their accomplishments.
- BTST has a strong social media presence that includes communication with many Kansas LEAs.
- The standard Kansas crash report does account for occupant protection system information including seat belt and child restraint use or non-use, restraint type, and airbag presence and deployment.
- About 42 percent of all currently registered CPSTs in the state of Kansas are law enforcement officers. These CPSTs work to reach minority populations.
- The Prairie Band Potawatomi Nation tribal police have implemented a first of its kind Safe Kids coalition in Kansas.

- The Ford County Sheriff’s Department in western Kansas has independently developed and funded a program called Fatal Vision, Child Passenger Safety, and Texting While Driving (FACT). This program is designed to educate Ford County area teens and adults on the dangers of each of those traffic safety issues.
- BTST has developed an especially strong Law Enforcement Liaison (LEL) program in Kansas with four, full-time, highly experienced and committed former law enforcement officers. Each of these LELs is heavily engaged with all of their regional LEAs, whether grant-funded or not. The Kansas LEL program is a model for the rest of our nation to follow.
- Kansas LELs conduct training on an annual basis in each of their four regions on various traffic safety issues. As part of this training both *Traffic Occupant Protection Safety* and *Below 100* training has been offered to law enforcement officers throughout the State. In 2019 these training sessions will focus on the lack of use of restraints in fatal truck crashes.

3B. CHALLENGES

- The state of Kansas does not have a uniform statewide citation or statewide citation data base. Most citations are still issued on paper by law enforcement officers.
- Only about 60 percent of Kansas crash reports are transmitted electronically into a central database. Forty percent of crash reports are still filled out on paper by law enforcement officers.
- BTST has a comprehensive citation data set for all LEAs participating in CIOT mobilizations (and other enforcement grants). However, the process for reviewing mobilization data in terms of identifying an unacceptably low level of enforcement effort by specific LEAs does not appear to be consistent or structured by BTST.
- While BTST does encourage occupant protection enforcement with all of their enforcement grants, there is no year-round mobilization plan for occupant protection enforcement.
- Other than the Kansas Highway Patrol, it was reported that LEAs do not typically monitor citation rates for non-use of seat belts and child safety seats as part of their performance appraisal system for their law enforcement officers.
- It was reported by LEAs that it is becoming more difficult to recruit law enforcement officers to work overtime associated with CIOT and other BTST grants.
- Kansas LELs are not currently certified as CPSTs.

- While Kansas LELs are engaged with all law enforcement agencies in the State, there are no specific law enforcement officers identified at the county level who may serve as formally designated BTST traffic safety contacts in each county.

3C. RECOMMENDATIONS

- Continue efforts directed at establishing a Kansas statewide uniform traffic citation.
- Encourage the development of an electronically-submitted uniform crash report for the state of Kansas.
- **Develop clear protocols within the Bureau of Transportation Safety and Technology to identify low performing law enforcement agencies on all enforcement grants so that the Law Enforcement Liaisons may be better positioned to positively influence future efforts by those agencies.**
- Explore options to develop a year-round occupant protection enforcement mobilization plan.
- Train Kansas Law Enforcement Liaisons as child passenger safety technicians.
- **Expand the already outstanding Kansas Law Enforcement Liaison program to include the addition of carefully selected county level volunteer traffic safety coordinators in all 105 counties to better achieve statewide traffic safety objectives, including occupant protection.**

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

- The Bureau of Transportation Safety and Technology (BTST) in conjunction with the Kansas Traffic Safety Resource Office (KTSRO) conducts two *Click It or Ticket* (CIOT) mobilizations following the National Highway Traffic Safety Administration's (NHTSA's) model program, including paid and earned media, and utilizes the CIOT message. The first mobilization is in conjunction with the national mobilization in May and the second is during November.
- Both the May and November mobilizations are supported with paid and earned media efforts.

- Other occupant protection paid media efforts occur in late February/early March for teens and again during September in support of Child Passenger Safety Week.
- The State funds and supports two impaired driving enforcement campaigns and includes seat belt messaging during Labor Day and the holiday season.
- Many other enforcement efforts occur throughout the year including Super Bowl, St. Patrick's Day, Distracted Driving, Motorcycle, Drugged Driving, and Halloween. Each of these campaigns is supported with earned media efforts and paid social media buys.
- BTST retains the services of two media contractors who:
 - Create advertising spots;
 - Place ad buys on radio and TV outlets as well as digital and online channels;
 - Provide news releases and messaging for earned media efforts during the national mobilizations; and,
 - Provide direct marketing of numerous traffic safety messages at various sporting events statewide throughout the year including collegiate sporting events, minor league baseball, and Major League Soccer events.
- During national mobilizations, one news event is conducted in one of the State's larger markets. The media contractor along with Kansas Highway Patrol Public Resource Officers make media pitch calls for these events that feature law enforcement, BTST, crash victims and other advocates.
- BTST holds a "Major Contractors" meeting each month with key BTST and KTSRO staff as well as LELs and the media contractors to aid communication among key traffic safety stakeholders.
- Paid media contracts are multi-year (5-year renewable each year) aiding program continuity.
- BTST media contractors purchase all media buys and negotiate value added placements (e.g., additional spots, digital content, local outreach events).
- Law enforcement grantees and other partners, including KTSRO and public health agencies and health care organizations, work to generate earned media in conjunction with the CIOT mobilizations in May and November. News releases and social media channels (e.g., Twitter, YouTube, Facebook) are used.
- BTST expects law enforcement agencies who receive funding to conduct CIOT enforcement to issue pre- and post-campaign news releases advertising enforcement efforts. Template news releases are provided to facilitate this.
- KTSRO has a wide variety of materials available to support all occupant protection programs.

- KTSRO has a communications person who acts as the point person for all communication efforts from news releases to social media efforts.
- Earned media produced during major enforcement campaigns is tracked by both KTSRO and the media contractors.
- Creative spots convey a strong injury and enforcement reminder to the target 18-34-year-old predominantly male demographic.

4B. CHALLENGES

- The rural nature of the State presents unique marketing challenges such as being outside the major media markets and limited internet access.
- The State does not conduct observational surveys prior to the CIOT mobilization.
- The State does not conduct media campaign surveys following either of the CIOT campaigns to measure awareness of the CIOT tag line, awareness of enforcement, and perception of risk of driving unbuckled in various geographic locations like targeted rural counties before and after the campaigns.
- News events are not consistently planned or conducted in more than one media market during major enforcement campaigns.
- Media creative does not have a local focus.
- The State does not conduct focus groups to develop messaging or gauge advertising effectiveness of the occupant protection message among desired demographic targets.
- Communications and outreach are not a primary focus area of the State's *Strategic Highway Safety Plan* (SHSP) nor is there a media or public relations/advertising representative on the SHSP emphasis area teams.

4C. RECOMMENDATIONS

- **Conduct post-campaign media surveys to gauge campaign effectiveness, specifically to determine if target audiences heard/saw *Click It or Ticket* messaging and whether perception of risk for receiving a citation was increased.**
- Ensure that grantee law enforcement agencies issue news releases before and after enforcement campaigns and that all earned media is tracked and monitored.
- **Conduct focus groups to develop messaging and gauge the effectiveness of occupant protection paid media spots' in bringing about positive behavioral change.**

- Use crash data (e.g., age, gender, location, and time of day) to tailor paid media spots and earned media efforts to assist in establishing demographic and geographic focus for paid media.
- Conduct news events in more than one of the State's media markets during major campaigns.
- **Conduct pre-Click It or Ticket observational surveys to establish a baseline usage rate so that campaign effectiveness can be measured.**
- **Ensure dollars expended on paid media efforts during both major mobilizations are commensurate with funded enforcement.**
- Appoint a media representative to the *Strategic Highway Safety Plan* Occupant Protection emphasis area team.
- Ensure that the State Traffic Safety Resource Prosecutor is given campaign media materials to share with the prosecutor media lists.
- Develop a reward program to recognize law enforcement agencies that implement innovative earned media activities.

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.*

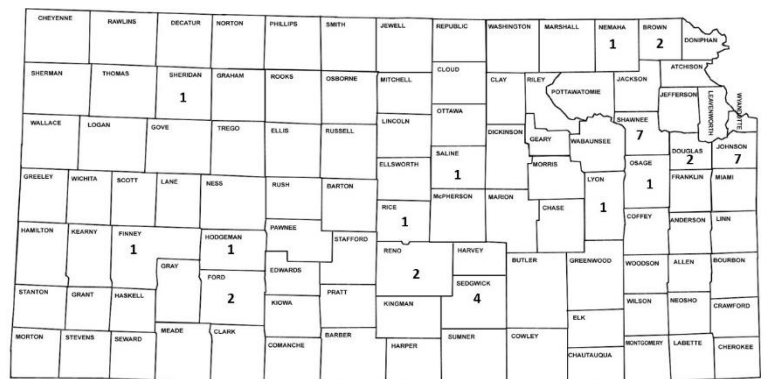
5A. STRENGTHS

- Kansas has a primary child passenger safety law for children birth to age eight and seat belt law for children and teens eight to eighteen.
- Kansas state law requires that all drivers who transport a child under the age of 14 years in a passenger vehicle must abide by all child passenger safety laws.

- In Federal Fiscal year 2018, the Kansas Bureau of Transportation Safety and Technology (BTST) allocated \$100,000 from 402 funding to support the purchase of child restraints to be distributed to families who meet the State’s eligibility requirements. Through these efforts, inspection station sites distributed 1,700 child restraints to low income families.
- BTST has a comprehensive partnership with the Kansas Traffic Safety Resource Office (KTSRO) to provide child passenger safety (CPS) programming, training, resources, activities and support services throughout the state of Kansas. Outreach is provided to:
 - Families
 - Minority Groups
 - CPS technicians and instructors
 - Law Enforcement
 - Health Care Providers
 - School Districts
 - Local, regional and state agencies
 - Injury Prevention Programs
- KTSRO provides child restraints and support for the one hundred eighteen car seat inspection stations.
 - Car seat inspections are provided through one-on-one appointments and car seat check-up events.
 - Car seat inspection stations are strategically located in areas capable of meeting the needs of 90 percent of the State’s population.
 - Rural counties share services in an effort to provide resources to as many families as possible.
 - Inspection stations may apply for child restraints every six months through KTSRO.

- Kansas currently has two certified “Safe Travel for All Children” instructors and thirty-four technicians who have received enhanced training on the safe transportation of children with special healthcare needs. These technicians are located in 15 counties throughout the state of Kansas. KTSRO currently offers one training per year to meet the demands of the technicians throughout the State. Additionally, Children’s Mercy hospital provides special needs consultation and car seat distribution to approximately 1,000 children a year. Nearly half of these inspections include children with special

Special Needs CPS Technicians and Instructors by County



health care needs. BTST supports the purchase of special needs car seats for families who demonstrate a financial need and have exhausted all other resources.

- KTSRO, BTST, Kansas Department of Health Environment (KDHE) and Safe Kids exhibit exemplary partnerships that support traffic safety efforts throughout the State.
- KTSRO provides training to all CPS technicians (CPSTs) throughout the State. Many training opportunities are provided free of charge and include:
 - Safe Travel for all Children;
 - CPS Restraint Systems on School Buses National Training;
 - Technician updates; and,
 - Ambulance transportation training.

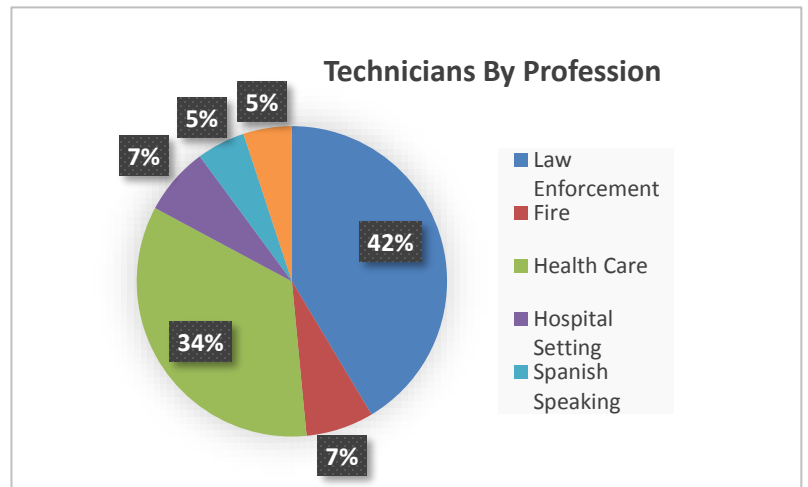
	2015	2016	2017	2018
Technician Classes offered	11	12	7	12
Renewal Classes offered	3	2	3	2
Total Number of Technicians	615	663	646	610
Number of Technicians who Recertified	198	139	217	180
Recertification Rate	59.10%	52.10%	61.60%	56.80%
National Recertification Rate	58.80%	56.20%	58.40%	55.70%

The Kansas CPS recertification rate remains higher than the national average.

- Kansas has instructor groups within each of the seven Kansas Highway Patrol (KHP) regions. The national standardized CPST training course is offered, on average, 12 times per year in various locations throughout the State. Attendance at these certification courses counters the attrition rate of the technician pool.
- As of March 4, 2019, the national certifying body for CPSTs reported Kansas has:

Child Passenger Safety Technician Instructors	27
Special Needs Instructors	2
Child Passenger Safety Technicians	665
Technician Proxies	2

- Law enforcement represents the largest percentage of CPSTs and instructors in Kansas, while Fire and Emergency Medical Services (EMS) collectively make up 12 percent of all certified technicians. Five percent of Kansas CPSTs identify themselves as Spanish speaking.



- KTSRO offers a \$10 basic CPS training for all licensed childcare providers. The training is available on line or in person. The online training is one hour and the in-person training is two hours and includes hands-on learning opportunities.
- KTSRO sends surveys to expired CPSTs to collect data on why they did not complete the recertification process. In an effort to increase the recertification rates, KTSRO has developed outreach strategies to encourage and assist technicians with the recertification process.
- KSTRO has the support of many law enforcement agencies. KTSRO provides departments with educational materials, training resources and equipment to support the work the departments are doing to enhance the CPS program within their service areas.
- KHP strongly supports child passenger safety education and prioritizes CPS. KHP requires that every Kansas City metro-area trooper on patrol becomes a certified CPST within the first two years of service. KHP assists counties with car seat check-up events, inspection stations, and other CPS activities. KHP has six CPS instructors and provides training through the use of a training trailer in each region of the State.
- There is a strong presence of Safe Kids organizations across the State that includes a State office located in Topeka, and twenty-five coalitions including a new Safe Kids coalition that serves the Prairie Band Potawatomi Nation. Seventy-five percent of Kansas children are covered by Safe Kids coalitions in thirty-one counties.

- Safe Kids Kansas produces an injury prevention report every three years that includes child passenger related injuries. Data is collected and analyzed for the following age groups:
 - birth to 1
 - 1-4
 - 5-9
 - 10-14

The results of the report are used to adjust programming, encourage policy changes and influence changes in services provided throughout the State.

- Safe Kids Kansas advocates for liability immunity law for CPSTs. Legislation was introduced last legislative session.
- KTSRO provides a standardized CPS Inspection form that includes demographics. This information is used in the annual Inspection Station Demographic Data Report. This information is also submitted to the National Highway Traffic Safety Administration Region 7 office.
- DCCCA administers annual observational surveys for drivers and children from birth to age 18 in 20 counties. A total of 16,000 observations were conducted at 391 sites.
- KTSRO maintains a comprehensive website dedicated to CPS resources for parents, technicians/instructors and traffic safety partners. The information is accessed on the KTSRO website <https://www.ktsro.org>.
- State and local programs report a strong working relationship with several media outlets throughout the State. Programs enlist the support of media to increase the visibility of the current State laws, the correct use of child restraints, promotion of CPS checklanes and available resources.
- Children’s Mercy hospital has strengthened their commitment to CPS by approving a pay increase for nurses and care assistants that become certified CPSTs.
- KTSRO continues to grow a robust school-based traffic safety program for youth across the State.
 - *Seatbelts Are For Everyone* (SAFE) is a coordinated occupant protection (OP) program delivered in high schools and some middle schools by local law enforcement, community businesses and students. Seat belt surveys are conducted three times throughout the year to measure changes in seat belt use by the students, parents and teachers. The SAFE program primarily reaches students grades 9 to 12.
 - The *Boosters to Belts* program has served 2,100 children throughout the State. KTSRO provides \$150.00 speaker reimbursement as an incentive to participate.

A recent partnership with the Kansas Sheriffs' Association is sponsoring instructor fees.

- The *Safety Break!* curriculum targets middle school students in grades four to eight and is taught by law enforcement and SAFE teens which takes place for 15 minutes each day for five days. A total of 3,000 students have completed *Safety Break!*.
- BTST has allocated the use of a percentage of District Court fines collected to enhance youth traffic safety programming. These programs include *SAFE*, *Boosters to Belts*, *Safety Break!* and *Rev It Up!*.

5B. CHALLENGES

- The current child passenger safety law has many facets that delineate from best practice use of car seats, booster seats and seat belts based on the child's weight, height and/or age. This can make enforcement a challenge during roadside stops and is often confusing to parents.
 - The current child restraint law does not allow a law enforcement officer to issue a citation for more than one unrestrained or improperly restrained child per vehicle.
 - The current child restraint law does not restrict the number of children that are permitted to ride in a vehicle based on the number of seating positions.
 - The current child restraint law contains loopholes for children between the ages of four and eight who weigh more than 80 lbs. or who are taller than 4'9".
 - There is currently no legislation to strengthen CPS laws.
- Current demographics indicate that 16.3 percent of the total population identifies as Hispanic. This number is projected to increase. KTSRO reports that only five percent of the CPSTs are listed as Spanish speaking and are available to assist those families with car seat education and installation. Additionally, there is a lack of resources available to diverse populations.
- Currently, all car seat inspection data collected through KTSRO are manually entered into a database. The data collected are extensive, and the data entry process is time consuming.
- With the exception of the law enforcement officers that are certified CPSTs, most law enforcement officers have not received any formal CPS education. Accurate reporting of child restraint use and the issuance of child restraint violations depends upon officer training. It is imperative that all officers receive education on the proper use and misuse of child restraints.
 - Limited CPS education is provided during initial training, but there is no follow up or continuing education.
 - The *Car Seats 101* training specific to law enforcement is outdated.
 - CPST certification retention is low throughout most departments.

- Forty-two percent of Kansas certified CPSTs are law enforcement officers. High visibility of law enforcement at check-up events may negatively affect attendance.
- EMS and fire personnel are underrepresented in the number of technicians certified in the State. Collectively, fire/EMS represent only 13 percent of certified technicians in Kansas even though fire departments are viewed as a reliable community resource to receive help and information about child restraints.

5C. RECOMMENDATIONS

- **Enhance Kansas' child passenger safety law by implementing the following components:**
 - **Strengthen the language to reflect current national recommendations.**
 - **Require backseat use for children under the age of 13.**
 - **Require child restraint seats be rear-facing until the upper weight and height limit of the seat.**
 - **Consider the impact of raising the fine for violations for children under 14 years of age. In addition, consider adding court costs to the fine for those that violate the provision requiring seat belt use for children between 14 and 17 years of age.**
 - **Consider adding a component to the law requiring violators to receive education on car seat installation in conjunction with providing proof of purchase or acquisition of the appropriate child restraint should the fine be waived.**
 - **Consider the impact of allowing more than one violation if there is more than one child riding unrestrained in the vehicle.**
 - **Remove the component that allows any child to ride unrestrained when all seating positions are occupied.**
- Increase the number of Spanish-speaking child passenger safety technicians throughout areas of the State that have a heavy population of Spanish speaking families.
- Identify and assist leaders within the Spanish-speaking community to develop a child passenger safety community-based program.
- Create and distribute additional child passenger safety resources for diverse populations (e.g., Somali and Arabic).
- **Increase the efficiency of car seat inspection data collection through the use of a digital tracking system.**
- Update the *Car Seats 101* education for law enforcement officers to increase the knowledge base and therefore the understanding of the proper use of child restraints.

- Incorporate child passenger safety education during the law enforcement lunches.
- Conduct a needs analysis of child passenger safety resources to determine the necessity for additional technicians who have received training for children with special healthcare needs to fill any gaps in services.
- **Increase the number of child passenger safety technicians in the public health, fire and EMS sectors.**
- Incorporate child passenger safety education into the driver's education curriculum or *Seatbelts Are For Everyone* program.
- Strengthen child passenger safety partnerships with all four tribal communities within the state of Kansas.
- Expand the State's child care provider training to include grandparents and foster care providers. Develop a network of child passenger safety technician proxies in the rural areas of the State.

6. OUTREACH PROGRAM

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 Kansas Traffic Safety Resource Office (KTSRO) is the educational and outreach arm of the Bureau of Transportation Safety and Technology (BTST). KTSRO creates and distributes promotional material, provides expertise, attends local meetings and events, oversees communications efforts, and administers the statewide teen safety program.
- KTSRO is particularly active in child passenger safety, teen safety programs, and older driver initiatives. KTSRO staff have established a cadre of partners at local and regional levels around the State in support of child passenger safety programs.
- BTST oversees the mass media and sports marketing contractors.
- Local law enforcement agencies are partners in outreach supporting all traffic safety programs.
- The Law Enforcement Liaison (LEL) program is in touch with the needs of local law enforcement conducting training luncheons throughout the State passing along valuable information and resources to law enforcement.
- The Kansas Highway Patrol (KHP) provides extensive outreach in many facets of traffic safety including child passenger safety, impaired driving, teen issues, and public information officer duties, and have established a positive national reputation on Twitter.
- KTSRO developed and administers a strong peer-to-peer teen initiative, *Seat Belts Are For Everyone* (SAFE). The program runs during the school year in participating schools during which students and a sponsor create and implement monthly traffic safety messages for the school and community. Currently, 166 high schools and a few middle schools participate in the program which is in its 11th year.
- KTSRO also conducts other youth-oriented programs for kindergarten through middle school-aged children e.g., *Booster to Belts*, *Safety Break!*, and *Rev It Up!*.

- KTSRO has developed good relationships with hospitals, law enforcement, schools, the Kansas Division of Vehicles, State Board of Education, and other partners in support of state traffic safety outreach.
- BTST law enforcement grantees and other partner agencies, in addition to KTSRO staff, conduct many outreach activities in a variety of settings such as schools, health fairs, sporting events, etc.
- An extensive network of child passenger safety technicians is maintained by KTSRO, including Spanish-speaking individuals.
- KTSRO provides various print and other outreach materials supporting all traffic safety programs.
- Kansas Highway Patrol Resource Officers provide hundreds of outreach opportunities each year to State schools.
- The State Traffic Safety Resource Prosecutor works with the SAFE Coordinator and also encourages law enforcement agencies to have seat belt policies.

6B. CHALLENGES

- It was reported that minority populations are not aware of available resources. In addition, language barriers make interpretation and translation difficult.
- Many western Kansas schools do not participate in the SAFE program.
- The rural nature of the State makes one-on-one outreach very difficult.
- KTSRO has had difficulty engaging employers in traffic safety efforts.
- The State does not take full advantage of its partner organizations and non-enforcement grantees to actively support CIOT and high visibility enforcement.
- The emphasis area team does not currently have sufficient membership to represent diverse populations and other partners including media and employers.
- KDOT has historically limited the use of variable message sign boards on roadways for behavioral highway safety messages to times of the year to coincide with the timing of the national enforcement mobilizations, e.g. CIOT and impaired driving. The variable message sign boards are a highly visible reminder of traffic safety messages while motorists are travelling Kansas roadways.

6C. RECOMMENDATIONS

- **Enhance the emphasis area team to consist of representatives from various traffic safety partners including diverse populations, media and employers to foster better understanding and communication with these communities. Team members should be enlisted to specifically offer input on effective ways of alerting these communities of the Kansas Traffic Safety Resource Office resources.**
- Ensure diverse population outreach materials are developed and reviewed by diverse community partners for cultural and language sensitivity and relevance.
- Expand outreach opportunities to better inform diverse populations of the availability of Kansas Traffic Safety Resource Office resources.
- Engage employers through use of the recently launched KTSRO Employer Outreach portal.
- Ensure that the numerous traffic safety partners, including within diverse communities, actively support law enforcement during *Click It or Ticket* mobilizations at press events, in presentations, and with articles and/or letters to the editor advocating for stepped up enforcement.
- Engage the Kansas Department of Transportation in discussions for the use of variable message sign boards for displaying behavioral highway safety messages beyond the national mobilizations. Prepare a calendar and provide messages for use on the message boards to coincide with other traffic safety communications that the Bureau of Transportation Safety and Technology is utilizing.

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

- The Kansas Department of Transportation (KDOT) highly values data and evaluation as evidenced by the commitment to and progress made in this area since the 2016 Occupant Protection Assessment. KDOT's Bureau of Transportation Safety and Technology (BTST) has implemented several data and evaluation recommendations that were included in the previous assessment, including but not limited to an evaluation of the *Seatbelts Are For Everyone* (SAFE) program and initiation of a statewide database for citations.
- The SAFE program for teens (primarily high school students) is initiated in the fall with a seat belt observational survey at the participating school. After monthly activities are implemented, a post-observational survey is conducted. These surveys provide an annual estimate of the impact of the SAFE program on teen seat belt use.
- A comprehensive evaluation of the SAFE program was conducted by the Wichita State University Center for Applied Research and Evaluation with results made available June 2018. This evaluation consisted of direct observations comparing experimental and control schools, self-report surveys, and qualitative interviews. Interview responses provided suggestions for potential program changes or additions.

- Since 2002, BTST has contracted with DCCCA to conduct a National Highway Traffic Safety Administration (NHTSA)-compliant annual seat belt use survey. For the 2018 Kansas Occupant Protection Observational Survey, 71,040 drivers and front-outboard passengers were observed at 552 sites within 26 counties. The survey’s standard error rate of 1.10 percent is well within the standard error rate of 2.5 percent required by NHTSA guidelines.
- The annual seat belt survey includes a breakout of seat belt use specifically for drivers and front seat passengers in law enforcement vehicles.
- BTST also contracts with DCCCA to conduct an annual child passenger safety survey in 20 select counties. Observations are conducted for the following age groups: children ages 0-4, 5-9,10-14 and 15-17. The 2018 study was comprised of 17,710 child observations at 391 unique sites. This survey provides exceptional data to identify problem areas and track progress for occupant protection for children.
- Analyses of seat belt use in pickup trucks provide comparisons of seat belt use by vehicle type, age, gender, roadway type, and county. These analyses provide useful information to plan and implement pickup truck driver and passenger use campaigns.
- BTST has hired an experienced and respected consultant to enhance the data analysis capabilities for highway safety. This consultant serves as a valued resource in support of problem identification for highway safety planning.
- Each year, in compliance with federal requirements, BTST completes an annual report describing the status and expenditure of traffic safety projects. This report also highlights the status of 11 core outcome performance measures, one core behavior measure, three activity measures, and one Kansas-specific measure. This is an informative report that can be useful to everyone involved with highway safety in the State.
- Basic state-level traffic safety data – crashes, fatalities, seat belt use, and child restraint use – is readily available to highway safety project directors and the public through KDOT and Kansas Traffic Safety Resource Office (KTSRO) websites. In addition, Kansas Highway Patrol (KHP) citation information is easily found on the KHP website.
- KDOT posts to its website a user-friendly *Annual Dashboard Report* that graphically represents statewide injury, fatality and crash data.
- Highway safety project directors use available data and survey information in a variety of ways. These include, for example, to:
 - Establish priorities and focus project efforts;
 - Justify requests for grant applications;
 - Present to a variety of audiences to explain the importance of occupant protection; and,
 - Develop and promote policy positions in support of legislation.

- The BTST Traffic Safety Manager serves as the chair of the Kansas Traffic Records Coordinating Committee (TRCC), and BTST’s Traffic Safety Section is the repository for crash data. These assignments help to ensure that traffic records and crash data remain a high priority and support highway safety programs.
- According to the most recent Traffic Records Assessment, TRCC provides the leadership and coordination necessary to develop, implement and monitor the traffic records strategic plan.
- Kansas is committed to implementing e-Citation, e-Statute, and electronic submission of crash reports.
- The Kansas Trauma Registry is a statewide data repository for traumatic injuries occurring in Kansas and/or treated by hospitals in Kansas. The registry collects demographic, prehospital, clinical and outcome data. The Registry’s data dictionary has been amended such that under PROTECTIVE DEVICES: If documented that a “Child Restraint (booster seat or child care seat)” was used or worn, but not properly fastened, either on the child or in the car, report Field Value “1. None”. This revision may provide more accuracy in reporting child restraint use than is currently available in crash data.
- The new Kansas *Strategic Highway Safety Plan* (SHSP) will include one measurable performance target for each emphasis area. Statewide seat belt use is likely to be that performance measure for the occupant protection emphasis area. This would be consistent between both the SHSP and the *Highway Safety Plan*.

7B. CHALLENGES

- According to Kansas crash data, a significant number of crash reports have not documented occupant protection use or non-use. For 2018, 7,121 crash reports included at least one occupant for which use was not reported. For the same year, 71 fatalities do not indicate whether occupation protection was used. For 2017, occupant protection was not reported for 105 fatalities of occupants in all vehicles. Reducing the number of unknowns could impact the proportion of unbelted fatalities.
- A statewide knowledge and attitudinal survey has not been conducted since about 2016. Effective planning, implementing, and evaluating communication, education, and enforcement strategies is hindered without this information.
- Though the SAFE evaluation is comprehensive, as noted above, it lacks some rigor and detail that would have allowed a more determinative result and answered key questions such as:
 - Did student knowledge and attitudes improve as a result of the SAFE program?
 - Did student seat belt use improve specifically due to the SAFE program and/or due to other influencing factors?

- Data from different sources are sometimes inconsistent and are not integrated. This is particularly true of trauma and crash data, which if adequately linked could provide more accurate information regarding the extent of injuries, the cost of not using occupant protection, and the benefits of occupant protection use.
- One of the occupant protection goals and strategies in the current SHSP is to “develop tactics to get all law enforcement officers and other local and state government employees to use seat belts.” However, no observational seat belt use data are available for large employers or significant agencies such as KDOT and KHP that could measure the impact of these tactics.
- No observational use data are available from geographic areas outside the counties selected for the statewide use surveys. This leaves a large gap in observational data from the western Kansas counties.
- Pre- and post-observational seat belt surveys are not conducted for local law enforcement projects. An easy-to-use protocol to conduct belt surveys is available but not routinely provided to communities for their use.
- Law enforcement agencies that receive occupant protection (OP) highway safety grant funds report activity (contacts and citations) to BTST that occur during traffic safety grant hours and days. There are a few agencies that also voluntarily participate in enforcement efforts and report activity. Grant-funded law enforcement agencies do not report OP enforcement activities outside grant-funded days and times, nor is there a state repository for citations. It is not possible to determine maintenance of effort or total statewide enforcement without these data.
- Approximately 120 law enforcement agencies conduct occupant protection enforcement with highway safety grant funds. No evaluation has been conducted on these projects to determine their effectiveness and determine whether there is sufficient value to continue or expand enforcement.
- The extent to which data are effectively used to plan and evaluate occupant protection projects varies depending on several factors, such as the availability of the data, level of understanding data, and appreciation of how data analyses can be used to improve projects. There seem to be few opportunities to learn how data can be easily and effectively used. The ability to evaluate has been especially constrained by the availability of time and expertise.
- Crash and survey data identify the primary target audience for non-belt use as young (18-34-year-old) male pickup truck drivers. However, deeper analysis indicates a wider problem with truck drivers and passengers. Additional information such as socio-economic data about that group has not been researched.

- The Kansas Law Enforcement Reporting (KLER) System managed by the Kansas Highway Patrol is a primary source for electronic submission of crash reports. However, some agencies still submit paper documents. Those agencies that use their own electronic system must also submit paper copies of crash reports.
- Both seat belt and child passenger observational surveys were initially designed to represent valid county-level as well as state-level use rates. Required use of a federally-designated analysis system has called the validity of county-level use rates into question.
- Tabulations of reach, exposure, and media or material distribution are informative and provide a representation of effort, but do not equal evaluation of programs. It is unclear how the various collections of information from activity reports translate into meaningful decision-making.

7C. RECOMMENDATIONS

- Reduce the number of unknowns regarding occupant protection use in crash reporting.
- **Conduct a statewide knowledge and attitudinal survey of drivers which emphasizes occupant protection and includes responses to enforcement and communication efforts. Use this information to revise programs, as appropriate, and to serve as a base line to measure ongoing programs.**
- Conduct a sample pre-post knowledge and attitudinal survey of students in *Seatbelts Are For Everyone* schools to determine the level of progress made by implementing the *Seatbelts Are For Everyone* program.
- Continue efforts to link traffic records that would allow a more accurate understanding of the injuries and costs related to failing to use occupant protection.
- Increase the number of local and organization-specific seat belt surveys conducted. Encourage the use of the available protocol by local volunteer organizations and through employee safety programs with special emphasis on communities in the western and low seat belt use counties.
- Collect the annual number of occupant protection citations from grant-funded law enforcement agencies, comparing grant-funded versus non-grant-funded citations and measuring total enforcement effort over time.
- **Analyze the effectiveness of occupant protection enforcement, including nighttime enforcement, using the information to inform enforcement strategies, days, and times.**
- Promote opportunities for traffic safety partners to learn about data and evaluation through webinars, conference sessions, mini-lessons, or individualized assistance.

- Research truck drivers and passengers to identify factors such as socio-economic status. Applying in-depth understanding of the non-seat belt user to program development can increase the effectiveness of both communication messaging and enforcement.
- Continue efforts to increase the submission of crash reports electronically.
- Determine whether the statewide observational surveys still provide valid county-level use rates.

AGENDA

**Capitol Plaza Hotel
Emerald Room IV and V**

Monday, March 11, 2019

7:00 AM - 8:00 AM

Breakfast in Emerald 3

8:00 AM – 9:30 AM

Welcome and Program Management Discussion

Jeff Halloran NHTSA
Team Members Introduction

Chris Herrick

Division Director - Transportation Safety and Technology, KDOT

Brian Gower

Bureau Chief - Transportation Safety and Technology, KDOT

Chris Bortz

Manager - Traffic Safety Section, KDOT

Steven Buckley

State Highway Safety Engineer, KDOT

Norraine Wingfield

Kansas Traffic Safety Resource Office

9:45 AM – 12:00 PM

Legislative, Regulatory and Policy

Joel Skelley

KDOT Legislative Liaison

Corey Kenney

Kansas Traffic Safety Resource Prosecutor

Steve LaRow

Kansas Highway Patrol

Teresa Taylor

Stormont Vail Health

12:00 PM – 1:00 PM

Lunch - Emerald 3

1:00 PM – 2:30 PM

Occupant Protection Use Among Other Populations (Minority, Employer, Special Needs)

Amanda Horner

Kansas Traffic Safety Resource Office

John Hurla

Prairie Band Potawatomi Tribal Police Department

Shannon Bernal

Children's Mercy Hospital

Tori Anderson

Unified Government Public Health Department

2:30 PM - 2:45 PM

Break

2:45 PM – 5:00 PM

Community Roles in Occupant Protection (Older Drivers, Medical Community, Coalitions)

Cyndii Callaway

Kansas Traffic Safety Resource Office

Michele Chavez

Kansas Division of Vehicles

Daina Zolck

Kansas Department of Health and Environment

Teresa Taylor	Stormont Vail Health - Safe Kids Shawnee County
Ronda Lusk	Via Christi Hospitals / Safe Kids Wichita Area
Olivia Desmarais	KU Medical Center-Injury Prevention

Tuesday, March 12, 2019

7:00 AM - 8:00 AM

Breakfast in Emerald 3

8:00 AM – 9:45 AM

KS Law Enforcement's Role in Occupant Protection

David Corp	Law Enforcement Liaison
Al Ackerman	Law Enforcement Liaison
Bob Hamilton	Law Enforcement Liaison
Troy Wells	Law Enforcement Liaison
Jerry Harrison	Independence Police Department

10:00 AM – 12:00 PM

Law Enforcement, continued

Eric Fisher	Ford County Sheriff's Office
Brian Hirt	Hutchinson Police Department
Jay Fleer	Mission Police Department
David Groves	Cherokee County Sheriff's Office
Candice Breshears	Kansas Highway Patrol
Chad Crittenden	Kansas Highway Patrol

12:00 PM – 1:00 PM

Lunch - Emerald 3

1:00 PM – 2:30 PM

Child Passenger Safety

Amanda Horner	KTSRO
Cheri Sage	SAFE KIDS Program, KDHE
Shannon Bernal	Children's Mercy Hospital
Jay Fleer	Mission Police Department
Dennis Tate	Kansas Department of Education

2:30 PM - 2:45 PM

Break

2:45 PM – 5:00 PM

School-Based Occupant Protection Programs (SAFE)

Laura Moore	Kansas Traffic Safety Resource Office
Jacob Holle	SAFE Sponsor
Dave Corp	Law Enforcement Liaison
Amanda Horner	Kansas Traffic Safety Resource Office
Eric Fisher	Ford County Sheriff's Office
Robyn Meinholdt	Kansas Department of Education
Michele Chavez	Kansas Division of Vehicles
Dennis Tate	Kansas Department of Education

Wednesday, March 13, 2019

7:00 AM - 8:00 AM

Breakfast in Emerald 3

8:00 AM – 9:30 AM

Program Evaluation

Dan Schulte

KDOT Contractor

Trenton Garber

DCCCA - Occupant Protection State Surveys

Alex Weibel

Kansas Traffic Safety Resource Office

Tenille Kimberlin

Kansas Traffic Safety Resource Office

Steven Buckley

KDOT

9:45 AM – 11:00 AM

Public Information, Outreach and Education's Role in Occupant Protection

Alex Weibel

Kansas Traffic Safety Resource Office

Angie Williams

JNA Advertising

Natalie Neppl

JNA Advertising

Doug Ballou

BlueWindow

Shawn Steward

AAA Kansas

Aaron Bartlett

MARC

Adam Winter

Kansas Highway Patrol

Don Hughes

Kansas Highway Patrol

Phyllis Marotta

Traffic Safety Section, KDOT

11:00 AM – 12:00 PM

Any needed follow-up with BTST Staff

12:00 PM – 1:00 PM

Lunch - Emerald 3

Friday Close out Meeting is 9:00 AM – 11:00 AM, Emerald Room

ASSESSMENT TEAM CREDENTIALS

SHANNON ALDERMAN

Shannon.Alderman@illinois.gov

Shannon Alderman is the Impaired Driving Program Coordinator at IDOT's Bureau of Safety Programs & Engineering and has a broad range of experience in strategic communications and marketing, performance-driven planning, and the planning and implementation of comprehensive, statewide programs aimed at reducing crashes, injuries, and fatalities on roadways. For over 20 years, he has worked on highway safety issues in both the public and private sectors while working at the Illinois Secretary of State's Office, the Illinois Department of Transportation, and the physician-based, national highway safety advocacy group, End Needless Death On Our Roadways. During this time, he has had the privilege of working on and overseeing several ground-breaking Illinois traffic safety initiatives including the zero-tolerance law, graduated driver licensing, the reduction of the BAC limit to .08, passage of the primary seat belt law, and the establishment of Illinois' *Click It or Ticket* program.

As Deputy Director of the Illinois Department of Transportation's Division of Traffic Safety, Alderman oversaw a staff of over 200 people and an operating budget of \$65 million with responsibilities that included fiscal operations, human resources, the collection of Illinois motor vehicle crash reports, and the planning and administration of Illinois' Highway Safety Program. During his tenure in this position, he had the opportunity to initiate and implement many programs such as Illinois *Click It or Ticket* program combining strong seat belt law enforcement and PR efforts and a new Illinois Crash Information System.

Over 12 years ago, Shannon worked to integrate strong DUI law enforcement with late-night, seat belt law enforcement, making Illinois one of the first states to conduct such a program. This program joined together not only enforcement but also the *Click It or Ticket* and *You Drink and Drive, You Lose* messages to directly counter the state's two largest highway safety issues.

More recently, he has worked hard to strengthen Illinois' Traffic Safety Resource Prosecutor Program encouraging the use of search warrants in DUI cases and starting a program to train law enforcement officers as phlebotomists. In addition, he has utilized federal highway safety funds to revive Illinois' Drug Evaluation & Classification Program that has more than doubled the number of Drug Recognition Experts in the State over the last two years.

JENNIFER BOOGE

buckleupforlife@gmail.com

Jennifer Booge earned a Bachelor of Science degree in Community Health Education from Moorhead State University and she has 20 years of experience in Traffic Safety. For the past 16 years she has served as a Child Passenger Safety Liaison for the Minnesota Office of Traffic Safety and program manager of the Minnesota Child Passenger Safety Resource Center. Jennifer has worked as a CPS Technician Instructor for 18 years. Her passion lies in school bus

transportation, Head Start parent education, childcare and foster care training and state and national curriculum improvement. Additionally, she works closely with Indian Reservations in a 5 State area providing outreach, training, and assistance with program development. Jennifer has been an active member of the Minnesota CPS Taskforce since 2001 where she has lead several committees including State program curriculum revision, and the development of the Children and Restraint Systems training for child and foster care providers. In addition, she held a position on the National Child Passenger Safety Board for six years representing diversity and served as Chairperson in 2015. Jennifer is very passionate about her work in injury prevention and enjoys working with diverse communities to help children and families live safer and healthier lives.

SUSAN M. BRYANT, M.A., M.B.A.
leaderservices@yahoo.com

Susan (Sue) Bryant is currently a consultant with her own company based in Iowa after almost thirty years of employment with the state of Texas. She retired as the director of the public transportation division of the Texas Department of Transportation (TxDOT). As division director, she managed 180 employees and an approximately \$150 million budget of federal and state grant programs for rural and small urban transportation systems, the state's medical transportation program, and public transportation planning. Prior to public transportation division director, she served for over ten years as the director of the Texas traffic safety program. During her career with TxDOT, she also held the positions of assistant to the deputy director for field operations, highway safety planner and traffic safety program manager. She served as secretary and member of the board of the National Association of Governors' Highway Safety Representatives (now Governors Highway Safety Association) and member of the law enforcement committee for the Transportation Research Board.

She facilitated the strategic planning process for the Governors Highway Safety Association (GHSA) and completed a "How to Manual" for occupant protection for children for GHSA. She headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she served as community liaison for the Travis County Alliance for a Safe Community, an underage drinking prevention coalition based in Austin.

She has served on 48 highway safety program assessment teams for 32 states and two territories. These have included assessments for impaired driving, occupant protection, and pedestrian/bike safety. She served on the teams to update the impaired driving assessment and occupant protection assessment and on the team to develop assessment team training.

She has taught high school, college, and adults and serves as an adjunct professor in communications. She has consulted for the media in major television markets, and also teaches management to state and local officials. She was named to "Who's Who of American Women," received the national Award for Public Service from the U.S. Department of Transportation, and is a two-time recipient of the American Association of State Highway and Transportation Officials (AASHTO) President's Modal Award for highway safety.

A Phi Beta Kappa graduate with Highest Honors in English from the University of Iowa, she holds a master's degree in communications from the University of Iowa and a master's degree in business administration from the University of Texas at Austin.

RICHARD MILLER

rjmiller146@msn.com

Richard Miller experienced a rewarding career with the Michigan Department of State Police rising to the rank of Inspector over his 26 year career. In his final assignment, he served as the Assistant Sixth District Commander; the operations officer over 250 personnel on the western side of lower Michigan. Earlier in his career as Flat Rock Post Commander, Richard planned and managed the transition of that Post from a general service law enforcement operation to a dedicated traffic enforcement worksite, one of the first such changes in departmental history. Over his career he was also assigned to the Traffic Services Division where he oversaw Statewide seat belt, impaired driving and speed related selective enforcement projects. Upon retirement, Richard served as Chief of Police at Plymouth, Michigan before joining AAA Michigan/Auto Club Group as Community Safety Services Manager. There he served as a traffic safety spokesman for AAA on a state and national level.

As Project Manager for M. Davis and Company, Inc. (MDAC), Richard completed the NHTSA project "Evaluate Nighttime Seat Belt Enforcement Demonstration Program and Identify Characteristics of Unbelted High Risk Drivers", a Maryland based nighttime seat belt enforcement study measuring changes in driver awareness of the nighttime enforcement effort and also gauging the characteristics of nighttime seat belt violators. Richard served as Principal Investigator for MDAC on two other NHTSA projects, "System Analysis of ASE Implementation", a census of current and recently discontinued ASE programs in the United States and, in Tucson, Arizona, "Demonstration and Evaluation of Speed Management and Automated Enforcement Project" a project focused on the integration of automated speed enforcement with traditional speed enforcement countermeasures.

Richard is an instructor for the National Highway Institute Course Road Safety Audits/Assessments. He is one of only two former police officers certified to co-instruct this course with a traffic engineer. On behalf of the FHWA Office of International Programs he co-instructed this course in Kuwait in 2010.

JANA R. SIMPLER

Jana.simpler@delaware.gov

Jana Simpler serves as the Director of the Delaware Division of Motor Vehicles within the Delaware Department of Transportation (DelDOT). Prior to accepting the DMV Director position in September 2018, Ms. Simpler held a number of roles within the Delaware Office of Highway Safety. After joining the office in 1997, she served as the Occupant Protection Coordinator, Speed Management Coordinator and the Traffic Records Coordinator while serving as the Division's Deputy Director and chief policy advisor. In 2010, she became the Director of

the Office and was responsible for the management, direction, and operations of the Division and worked with the staff to create innovative and engaging outreach and enforcement initiatives designed to change driver behavior and reduce crashes and deaths on Delaware roadways.

While serving as the Director of the Office of Highway Safety, Ms. Simpler held a number of leadership roles with the Governors Highway Safety Association (GHSA), the membership association for all the state highway safety offices across the nation. She served as the Region 3 representative to the Board, chaired the Federal Relations Committee, served as the Board's Secretary and served as the Chair for three years prior to leaving the Office of Highway Safety for her current position at DMV in 2018.