



LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN

**NORTHEAST LOUISIANA HIGHWAY SAFETY
PARTNERSHIP**

OCCUPANT PROTECTION ACTION PLAN

Goal: Reduce fatalities among drivers not restrained from the current 2009-2013 average of 30 per year to 22 per year by 2020, which ensures the Northeast Region links to the statewide goal of reducing fatalities by half by 2030.

TEAM LEADERS: Randall Lowery, Philip Zalewski, Charles Keith Thompson, Michael Reichardt, Mary Barrios

Objective 1: Encourage use of effective, data-driven seatbelt enforcement

Outcome Measure: Observed Seat Belt Use Percentage in key target areas; Awareness of seat belt enforcement campaigns through annual survey

Step #	Action Step Leader	Description	Output Measure	Timeline and Budget	Status
1.1	LSP, Cynthia Perdue, Morehouse SO	Cross reference vehicle types, location (urban/rural) with unrestrained crash locations. Utilize crash data and survey data to target problem areas and choose locations for seatbelt enforcement. Provide hot spot maps for law enforcement agencies to use in conducting data-driven seatbelt enforcement activities.	Use crash data to determine target populations and develop annual list of maps of target areas/corridors.	Annually	LSP has increased weekend patrols as a result of data. Need to map hot spots
1.2	LHSC LEL	Coordinate with local law enforcement agencies to encourage seatbelt enforcement during special waves/campaigns.	Number of participating LEA's.	Quarterly	
1.3	Michael Reichardt, OP Emphasis Area Team leaders	Conduct regular meetings of the certified technicians in the coalition area to increase and enhance technical skills and knowledge.	Number of certified technicians participating, Increased technical skills and knowledge	Duration of Regional plan	
1.4	Coalition, LPSTF	Work with the Louisiana Passenger Safety Task Force and review occupant protection laws for potential modification with particular emphasis on repeat offenders.	Participate in the task force	Duration of the Regional plan	

1.5	EA Team Leaders	Educate public on new increased seat belt fine and rear seat belt use	Number of education contacts – social media, earned media, etc.	Emphasis on OP enforcement times and other times identified by data	
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Objective 2: Expand Outreach, Marketing, and Training Opportunities on Occupant Protection

Strategy Increase awareness of occupant protection.

Outcome Measures: Observed Seat Belt Use Percentage in Northeast Region; Awareness of seat belt outreach campaigns through annual survey

Step #	Action Step Leader	Description	Output Measure	Timeline and Budget	Status
2.1	Michael Richardt, LPSTF Regional Coordinator	Coordinate occupant protection activities with the Louisiana Passenger Safety Task Force and other groups/activities (i.e. Sudden Impact, Saved by the Belt) and utilize social media to promote occupant protection safety for all vehicle occupants.	Participate in task force	Duration of Regional plan	
2.2		Identify target populations in which restraint use is lower than the State average. Develop and/or distribute brochures to encourage restraint use.	Complete research to determine target populations and develop materials.	Annually	Target populations are 18-34 year old males, pickup truck drivers, nighttime, rear seat
2.3	Michael Reichardt, LPSTF Regional Coordinator	Conduct Child Passenger Safety Seat check-up and seat distribution events throughout region.	# of events conducted, # of seats checked/distributed	Annually	Has conducted child safety restraint education at Hixon For, has performed 15 events. LSP will conduct child restraint checks in rural areas.
2.4	Michael Reichardt and Sara Dickinson	Work with the prenatal medical community. Coordinate with area hospitals to educate expectant mothers and new parents/caregivers on child passenger safety laws and recommendations. Train nursing staff and students to be certified child seat technicians and recognize their efforts.	# of speaking engagements or programs given at hospitals	Duration of Regional plan	

2.5	Cynthia Perdue and Mary Barrios	Identify businesses and public agencies to adopt a driver buckle up seatbelt policy. Document businesses that have driver seatbelt safety policy, and promote those businesses with safety awards. Explore the possibility for insurance incentives based on restraint use and tying to programs such as regular or mandatory corporate training. Refer to NETS at trafficsafety.org for resources.	# of businesses and agencies participating	Duration of Regional plan	Building database
2.6	Mary Barrios	Expand program that Ouachita District Attorney's Office has to allow reduction of fine for Child restraint tickets with proper installation and education (group felt like Union Parish may agree to do this)	New programs started		

Objective 3: Training opportunities for occupant protection practitioners

Outcome Measure: Number of people/agencies trained in occupant protection programs

Step #	Action Step Leader	Description	Output Measure	Timeline and Budget	Status
3.1	Michael Richardt, LPSTF	Conduct CPS classes focused on target populations and areas. Survey law enforcement, hospitals and fire department agencies to determine the level of interest for a Child Passenger Safety trainings.	Number of new CPS techs trained.	Annually	
3.2	Michael Richardt	Provide OP education to local law enforcement to ensure they are aware of laws and best practices	Number of law enforcement officers trained	Annually	1 Statewide Forum in Ruston
3.3	Michael Richardt, LPSTF	Increase the number of permanent child seat fitting stations.	Number of permanent CPS fitting stations.	Annually	
3.4	EA Team Leaders	Add occupant protection content to programs or speak at events such as: -prenatal classes -boy/girl scouts -drivers education -nursing schools -criminal justice schools -early education schools -school assemblies	Development of content if applicable. Number of events spoken to about occupant protection.	Duration of Regional Safety Plan	

		(pick a couple to focus on to start)			
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Objective 4: Identify funding opportunities

Outcome Measure: N/A

Step #	Action Step Leader	Description	Output Measure	Timeline and Budget	Status
4.1	EA Team Leaders and Cynthia Perdue	Identify sources of funding to enhance occupant protection initiatives within education and enforcement	Identify sources	Duration of Regional Safety Plan	

Definitions

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the effects of an activity, plan, process, or program and how that result compares to what was originally intended.

<i>Timeline:</i>	3 to 6 months 6 months to a year 1 year 2 years 3 years+ Ongoing	<i>Budget: Small (under \$25,000) Modest (\$26,000 to \$50,000) Medium (\$51,000 to \$100,000) High (\$100,000 to \$300,000) Substantial (\$300,000+)</i>	<i>Status:</i>	Not Started Early Progress Underway Substantial Progress Complete
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