

**FINAL REPORT**

**KANSAS**

Occupant Protection Program Assessment

August 11-16, 2013



***ASSESSMENT TEAM MEMBERS***

*Susan Bryant*

*Steve Cardarella*

*Kristy Rigby*

*Robert Thompson*

*Lorrie Walker*

## TABLE OF CONTENTS

	<u>Page No.</u>
INTRODUCTION	3
ACKNOWLEDGEMENTS	6
ASSESSMENT BACKGROUND	7
KEY RECOMMENDATIONS	9
1. PROGRAM MANAGEMENT	12
1A. STRENGTHS	12
1B. CHALLENGES	15
1C. RECOMMENDATIONS	16
2. LEGISLATION/REGULATION AND POLICY	17
2A. STRENGTHS	17
2B. CHALLENGES	19
2C. RECOMMENDATIONS	21
3. LAW ENFORCEMENT	23
3A. STRENGTHS	23
3B. CHALLENGES	25
3C. RECOMMENDATIONS	26
4. COMMUNICATION	28
4A. STRENGTHS	28
4B. CHALLENGES	30
4C. RECOMMENDATIONS	31
5. OCCUPANT PROTECTION FOR CHILDREN	33
5A. STRENGTHS	33
5B. CHALLENGES	36
5C. RECOMMENDATIONS	36
6. OUTREACH	38
6A. STRENGTHS	40
6B. CHALLENGES	43
6C. RECOMMENDATIONS	44
7. DATA AND EVALUATION	46
7A. STRENGTHS	46
7B. CHALLENGES	47
7C. RECOMMENDATIONS	48
ASSESSMENT SCHEDULE	49
ASSESSMENT TEAM CREDENTIALS	52

## INTRODUCTION

In 2011, 32,367 persons were killed and over 2.2 million injured in motor vehicle crashes in the United States. Motor vehicle crashes are the principal cause of on-the-job fatalities and are the leading cause of accidental death in the United States. Nationwide, the economic cost of motor vehicle traffic crashes exceeds \$230 billion annually. Looking at only occupants where the restraint status was known, 52 percent of the fatalities were unrestrained at the time of the crash.

The mission of the National Highway Traffic Safety Administration (NHTSA) is to reduce deaths, injuries, and economic and property losses resulting from motor vehicle crashes. In its ongoing pursuit to reduce traffic crashes and subsequent fatalities and injuries, NHTSA continues its program of providing Technical Assistance Teams to the States upon request.

NHTSA acts as a facilitator by assembling a team composed of individuals who have demonstrated competence in occupant protection program administration, development and evaluation. Examples of program expertise among team members include Program Management, Legislation and Policy, Occupant Protection for Children, Communication and Outreach, Enforcement, and Data and Evaluation.

The Kansas Department of Transportation (KDOT) requested NHTSA's assistance in assessing Kansas' Occupant Protection program. NHTSA agreed to facilitate this assessment and met with the KDOT to define key issues of concern to the State.

The Kansas Occupant Protection Assessment was conducted at the Capitol Plaza Hotel in Topeka, Kansas from August 11-16, 2013. Under the leadership of Chris Bortz, the Kansas Traffic Safety Section Manager, arrangements were made for program experts to deliver briefings and provide support materials to the team on a wide range of topics over a two and one-half day period.

### **Kansas Demographics**

Kansas, nicknamed the Sunflower State, was admitted to the Union as the 34<sup>th</sup> state on January 29, 1861. Kansas has a land mass of 81,758 square miles, the 15<sup>th</sup> largest state. Kansas is bordered on the north by Nebraska, on the east by Missouri, on the south by Oklahoma and on the west by Colorado. The Kansas capital is Topeka, which has served as the state capital since 1861. Other major cities include Wichita, Kansas City, Overland Park, and Olathe.

U.S. Census Bureau 2010 estimates 2.9 million persons live in Kansas. Approximately 71 percent of Kansans reside in urban clusters. Kansas has 105 counties and 627 incorporated cities. Of those, the 10 most populated counties include Sedgwick, Johnson, Shawnee, Wyandotte, Douglas, Leavenworth, Reno, Riley, Butler, and Saline counties. The 95 remaining counties have populations under 50,000; of those, 62 have populations under 10,000. Statewide, the white population comprise 83.8 percent of the population, Blacks or African Americans make up 5.9 percent, American Indian and Alaska Natives make up 1.0 percent, Asians make up 2.4 percent and 3.9 percent claimed some other race or ethnicity. Hispanics or Latinos of any race make up about 10.5 percent.

Commerce and industry in Kansas are varied, but they are dominated by the aircraft industry and agriculture-related enterprises. Kansas is the world leader in the production of general aviation aircraft, with over approximately 45,000 workers employed by six major aircraft companies. Kansas is also one of the leading agricultural states in the country with over 50 million acres of Kansas land devoted to farming. Kansas is the leading state in wheat production and ranks second in beef processing and production.

**Highway Safety**

Kansas has approximately 140,653 miles of public road miles of which 127,675 miles are rural roadways and 12,978 miles are urban roads. Kansas has approximately 874 miles in interstate highways. Interstate Highways 35, 335 and 135 run north/south and Interstate Highway 70 runs east/west.

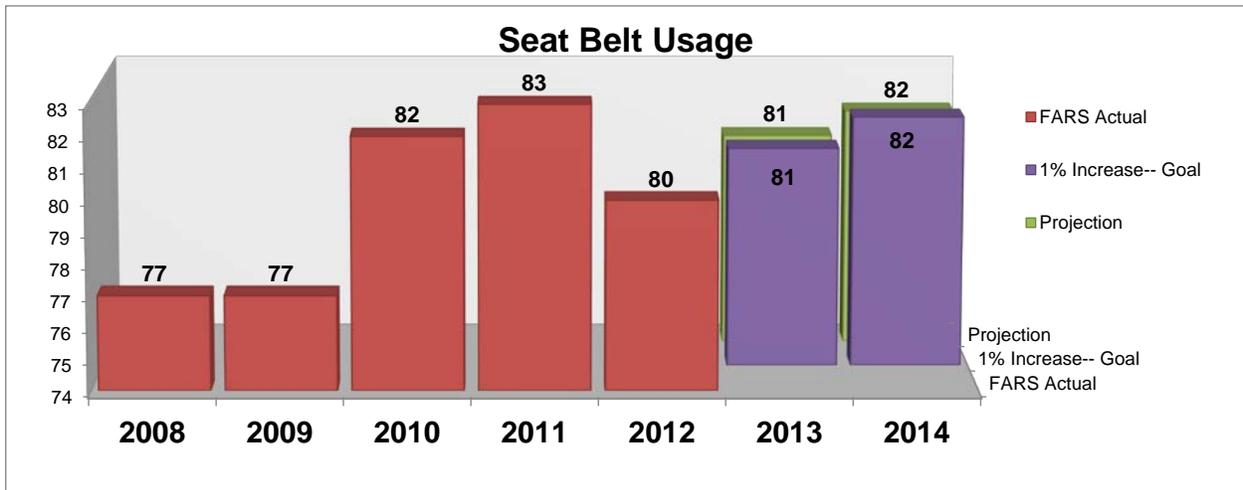
Kansas has approximately 2.4 million registered vehicles and 2 million registered drivers.

An examination of NHTSA’s final Fatality Analysis Reporting System (FARS) file reveals the following data for Kansas over the past 5 years (2007-2011.)

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Observed Seat Belt Use, Front Seat Outboard Occupants	75.0	77.4	77.0	81.8	82.9
Number of Traffic Fatalities	416	384	386	431	386
Number of Serious Injuries in Traffic Crashes (Obtain from State)	1,811	1,708	1,675	1,717	1,577
Fatalities/100M VMT	1.38	1.30	1.31	1.44	1.29
• Total	.57	.58	.47	.56	.47
• Urban	2.28	2.04	2.18	2.37	2.14
• Rural					
Number of Unrestrained Occupant Fatalities, All Seat Positions	178	184	169	206	159
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	88	65	70	73	63

The state of Kansas has experienced a steady gain in seat belt use over the past ten years, reaching an all-time high of 83 percent in 2011.

The Kansas occupant protection goal for 2014 is to increase the observed seat belt use rate by one percent per year from 80 percent in 2012 to 82 percent or higher by the end of 2014. The chart below highlights the occupant protection goal for 2014.



The state of Kansas implemented the new NHTSA protocol for observational surveys in 2012. This new survey methodology based more on fatalities than population led to the first decrease in seat belt use in recent years.

## ACKNOWLEDGEMENTS

The assessment team would like to acknowledge and thank the Secretary of Transportation Mike King, Kansas Department of Transportation (KDOT) Bureau of Transportation Safety & Technology (BTST) Chief Mike Floberg, and Traffic Safety Section Manager Chris Bortz for their support, level of effort, and obvious commitment to occupant protection in Kansas. A special appreciation goes to Danielle Marten and Phyllis Marotta for their logistical support and assistance to the team.

The team would also like to acknowledge the hard work and dedication of all those individuals who took the time to share their knowledge and expertise during the assessment. Thanks go to them and to everyone committed to saving lives on Kansas roads.

This assessment could not have been conducted without the assistance and involvement of the NHTSA headquarters and regional staff: Janice Hartwill-Miller and Randy Bolin, who facilitated the review with the BTST.

Each member of the team appreciates the opportunity to have served and hopes that consideration and implementation of the proposed recommendations will enable Kansas to continue to make strides in increasing its usage rates and decreasing its number of unrestrained fatalities.

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

The purpose of the Occupant Protection Program Assessment is to provide the Kansas Department of Transportation (KDOT), Bureau of Transportation Safety & Technology (BTST) with a review of its occupant protection program through the identification of the program's strengths and accomplishments, the identification of challenging areas, and the delineation of recommendations for improvement. The assessment can be used as a tool for occupant protection program planning purposes, for deciding how to allocate existing and new resources, and for determining programmatic focus.

The assessment process provides an organized approach for measuring program progress by following the format of 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 Uniform Guidelines for State Highway Safety Programs in collaboration with the States.

The Occupant Protection Program Assessment examined significant components of the State's occupant protection program. All states, in cooperation with their political subdivisions, should have a comprehensive occupant protection program that educates and motivates its citizens to use available motor vehicle occupant protection systems. A combination of use requirements, aggressive enforcement, public information, education, and incentives is necessary to achieve significant, lasting increases in seat belt usage, which will prevent fatalities and decrease the number and severity of injuries.

The National Highway Traffic Safety Administration (NHTSA) Headquarters and Regional Office staff facilitated the Occupant Protection Program Assessment. Working with the BTST, NHTSA recommended a team of five individuals with demonstrated expertise in various aspects of occupant protection program development, implementation, and evaluation. Efforts were made to select a team that reflected the needs and interests expressed by the BTST during a pre-assessment conference call.

The assessment consisted of a thorough review of State-provided occupant protection program briefing materials and interviews with state and community level program directors, coordinators, advocates, law enforcement personnel, and KDOT staff. The conclusions drawn by the assessment team were based upon, and limited by, the facts and information provided in the briefing materials and by the various experts who made presentations to the team.

Following the completion of the presentations, the team convened to review and analyze the information presented. The team noted the occupant protection program's strengths and challenges as well as recommendations for improvement. On the final day of the on-site assessment, the team briefed KDOT on the results of the assessment and discussed major points and recommendations.

The assessment team noted that many occupant protection and general traffic safety activities are conducted throughout the state of Kansas. 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, the report focuses on areas that need improvement. This should not be viewed as criticism. Instead, it was an attempt to provide assistance to all levels for improvement, which is consistent with the overall goals of these types of assessments.

This report is a consensus report. The recommendations provided within were based on the unique characteristics of the State and what the assessment team members believe the State, its political subdivisions, and partners could do to improve the reach and effectiveness of its occupant protection program.

This report is not a NHTSA document and it belongs to the Kansas Department of Transportation. The State may use the assessment report as the basis for planning occupant protection program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities.

## KEY RECOMMENDATIONS

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

- **Conduct a functional analysis of traffic safety operations to determine optimal organizational location, number of employees, and allocation of job responsibilities for the traffic safety program.**
- **Design and implement a process specifically for occupant protection that strongly links data analyses to proactive outreach in those areas identified as having the highest crash and fatality rates with the lowest use of occupant protection.**
- **Establish and implement an active occupant protection task force composed of partners with diverse representation from various populations and professions to support development and implementation of the Highway Safety Plan and Strategic Highway Safety Plan.**
- **Conduct a political risk analysis of potential changes in occupant protection laws; develop long-range plans to enhance existing law based on this analysis.**
- **Increase the seat belt fine to a minimum of \$25.**
- **Increase the option in the seat belt law to allow primary enforcement to include all seating positions.**
- **Allow multiple violations if more than one child in the vehicle is not appropriately restrained.**
- **Focus occupant protection enforcement according to available crash and belt use data.**
- **Facilitate greater opportunities for multi-jurisdictional occupant protection-high visibility enforcement. Encouraging local law enforcement agencies (LLEAs) and the Kansas Highway Patrol (KHP) to work collaborative patrols. Also, identify LLEAs that are willing to coordinate multi-jurisdictional enforcement, and fund those agencies to support such efforts.**
- **Require occupant protection funded law enforcement agencies to establish an operational policy of “Zero Tolerance” for enforcement of occupant protection violations that are evident during crash investigations.**

## **KEY RECOMMENDATIONS (continued)**

- **Encourage law enforcement liaisons to further promote, instruct, and monitor local law enforcement agencies (LLEAs) for earned media. Increase Transclips to include those LLEAs involved in grant sponsored occupant protection enforcement activities. Change Selective Traffic Enforcement Program law enforcement agency grants to “require” vs. “may do” for earned media.**
- **Formalize and implement the state’s annual year-round occupant protection communications plan and ensure it incorporates:**
  - **a schedule for placement of all paid and earned media campaigns;**
  - **opportunities for earned media;**
  - **scheduling of staged media events used to kick-off campaigns;**
  - **participation in appropriate national campaigns;**
  - **a list of ideas for using campaign creative;**
  - **sample posts for use on social media sites;**
  - **appropriate evaluation using budget-friendly tools; and**
  - **delivery method to the state’s partners for their use.**
- **Use available data and resources to identify populations (i.e. rural motorists, part-time users, pickup truck drivers and passengers, nighttime motorists, city drivers, and hard-core non-users) with low seat belt use rates and work with a media contractor to create effective messaging designed to convert the number of non-users.**
- **Build upon, expand and conduct an impact evaluation on the highly successful *Seatbelts Are For Everyone* (SAFE) school based program. Use community partners and law enforcement to provide training to school age children, especially those in middle and high schools.**
- **Conduct controlled child passenger safety certification courses in areas where there is a concentration of bi-lingual families. Recognize that this may take additional planning, time, resources and may involve a number of shorter awareness classes to first determine levels of interest and then identify future instructors.**
- **Expand outreach to fire/EMS by using such methods as the successful model used by the Kansas Law Enforcement Liaison lunch meetings to expand child passenger safety.**

## **KEY RECOMMENDATIONS (continued)**

- **Establish local coalitions that include representatives from traditional and non-traditional organizations including, local health departments, transportation, schools, law enforcement, fire and emergency medical services, medical professionals, child care, employers, auto dealers, Tribes, safety councils, insurance, private and non-profit groups, and media. Work with these coalitions to:**
  - **develop local strategic highway safety plans inclusive of occupant protection;**
  - **provide opportunities to share ideas and resources, coordinate efforts, discuss results of studies, review citation and crash data, and provide feedback on the direction of the program;**
  - **conduct traffic safety forums with the goal of establishing relationships, identifying highway safety issues and priorities specific to the area, and obtaining a better understanding of the community norms. These forums can also provide a platform for identifying new stakeholders and educating community leaders about the role occupant protection plays in improving the quality of life of residents.**
  
- **Continue efforts to promote electronic crash reporting by all law enforcement agencies, and expedite distribution of the electronic crash report software through the TRCC.**
  
- **Develop on-line or web portal access mechanism for crash data access by highway safety contractors and the greater highway safety community. Enlist the help of law enforcement and local traffic engineers in the development and pilot testing of on-line or web portal crash data access.**
  
- **Conduct impact evaluations on current highway safety programs on a periodic basis. Consider utilizing the state universities to conduct these evaluations.**
  
- **Develop and utilize a comprehensive highway safety problem identification for project selection and highway safety plan creation.**

# 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

- Support for the traffic safety program and occupant protection efforts were evidenced by the participation of the Kansas Secretary of Transportation in this assessment.
- The Secretary of Transportation reports to the Governor monthly on the traffic safety metric of number of fatalities.
- The Kansas highway safety program is administered by the Traffic Safety Section (TSS) in the Kansas Department of Transportation (KDOT), an agency of almost 3,000 employees with a priority on transportation safety.
- Planning for the Highway Safety Plan (HSP) begins with problem identification conducted by Traffic Safety Section Program Consultants, supported by the KDOT Division of Planning and Development. Problem identification input is provided from the Kansas Highway Patrol, Kansas Department of Health and Environment, Department of Revenue Division of Alcoholic Beverage Control, Safe Kids Kansas, and local law enforcement agencies.
- Input to the development of the HSP includes local involvement from a variety of sources including Click It or Ticket (CIOT) law enforcement luncheons, project conferences with subgrantees, monitoring visits, meetings with community and advocacy groups, and email to interested parties.

- In addition to traffic and crash data, planning input includes data from various surveys such as observations of seat belt use, plus knowledge, attitude, and opinion surveys. These included an attitude and perception survey conducted in 2012.
- For the FY 2013 HSP, KDOT established the following goal for occupant protection:

Decrease unrestrained passenger vehicle occupant fatalities by two percent annually from the 2006-10 calendar base year average of 187 to 176 by December 31, 2013.

For FY 2014, the goals have been established as follows:

Seat belt usage: Increase the observed seat belt use rate by one percent per year from 80 percent in 2012 to 82 percent or higher by the end of 2014.

Unrestrained fatalities all positions: The 2014 projection based upon trend data indicates 171 unrestrained fatalities. A one percent reduction in this projection would equal 169 rural fatalities in 2014. The 2007 – 2011 five-year average was 179. Given a one percent reduction in this rate per year, the 2014 fatality rate would be 174. The 2014 goal is 169.

- TSS has increased planned federal funding for the Kansas occupant protection program from \$1.21 million in FY 2010 to \$1.525 million in FY 2012 up to \$2.9 million in FY 2013. This represents a significant resource for the program.
- For FY 2013, the following amounts were planned specifically for occupant protection:

Section 402	\$1,345,000
Section 2011	725,000
<u>Section 405</u>	<u>860,000</u>
Total	\$2,930,000

- A comprehensive program was planned for FY 2013, composed of the following projects:

Selective Traffic Enforcement	\$ 650,000
Kansas Traffic Safety Resource Office	425,000
Seatbelt Surveys	250,000
Public Information & Education	20,000
Safe Kids Buckle Up	160,000
Child Safety Seats	100,000
Radio Disney	55,000
CPS Training	25,000

Booster Seat Awareness	385,000
OP Initiatives	450,000
Nighttime Seat Belt Enforcement	410,000
Traffic Safety Awareness	550,000
<u>Paid Media – Click It or Ticket</u>	<u>200,000</u>
Total	\$3,680,000

- Additional programs were planned combining occupant protection with other program areas. For FY 2013, these included:

General/University Advertising	\$ 250,000
Comprehensive Media Campaign	350,000
<u>Awareness/Perception Survey</u>	<u>20,000</u>
Total	\$ 620,000

- The Strategic Highway Safety Plan (SHSP) has been updated since the original document was developed. Occupant protection is identified as an SHSP emphasis area with the following goals:

1. Influence policymakers to pass laws that increase seat belt use.
2. Create data-driven safety programs that promote, through media, education and law enforcement, the use of restraints by everyone.
3. Collaborate with state and local partners to promote a consistent message regarding restraint use.
4. Develop tactics to get all law enforcement officers to buckle up.
5. Provide resources and support for efforts to enforce occupant protection laws.
6. Use data to target areas of Kansas where restraint use is low.

- There is an established occupant protection target goal identified in the 2011 SHSP:

To increase the five-year average seat belt use to 80 percent by 2012 and to 86 percent by 2016.

- The target audiences of 18 to 34 year-old males and pickup truck drivers have been identified from the crash and occupant protection use data.
- There is a designated occupant protection coordinator for the State who is an experienced and respected staff member of the TSS. This position focuses primarily on occupant protection for children and youth, plus media and outreach, and serves as the “champion” for the occupant protection emphasis area team of the SHSP.

- KDOT is in the initial planning stage of developing local traffic safety coalitions to develop and implement local strategic highway safety plans. The Destination Safe coalition of the Mid-America Regional Council (MARC) is a model for this kind of effort. Destination Safe establishes the region's transportation safety priorities, coordinates the region's safety planning and implements coordinated efforts that improve transportation system safety.

## **1B. CHALLENGES**

- The statewide estimate of seat belt use in 2013 for drivers and front-outboard passengers is 80.70 percent.
- TSS operates with a staff of five, five organizational levels below the Secretary of Transportation who also serves as the Governor's Highway Safety Representative (GR). At one time, the office operated with a staff of up to eight or nine employees.
- There is not a strong, proactive process to generate projects for the HSP and to ensure that resources are focused on the areas of the State with the greatest need based on the State's data.
- Many occupant protection partners indicate that they were not familiar with the SHSP or were not participants in the occupant protection emphasis area team for the SHSP. This team has not met since 2011, though there are plans to revitalize it.
- There is not a well-understood, easily communicated goal for occupant protection that all partners can support and articulate.
- At the time of the assessment, the traffic safety program does not have an easily accessed presence on the KDOT website which is being reconstructed. Access to grant information, the HSP, and online grant processes (e.g., application submission, reporting, financial claim submission) are not readily available through the TSS website. Links were found to the SHSP, but not to the HSP.
- Occupant protection management responsibilities are distributed among program managers; this can create complexities in the overall coordination of all occupant protection efforts.

## 1C. RECOMMENDATIONS

- **Conduct a functional analysis of traffic safety operations to determine optimal organizational location, number of employees, and allocation of job responsibilities for the traffic safety program.**
- **Design and implement a process specifically for occupant protection that strongly links data analyses to proactive outreach in those areas identified as having the highest crash and fatality rates with the lowest use of occupant protection.**
- **Establish and implement an active occupant protection task force composed of partners with diverse representation from various populations and professions to support development and implementation of the Highway Safety Plan and Strategic Highway Safety Plan.**
- Establish and communicate an understandable goal for occupant protection with participation and buy-in from major stakeholders.
- Create a highly-visible and functional presence for the traffic safety program on the Kansas Department of Transportation website with access to grant information and the Highway Safety Plan; Create and implement an online system so subgrantees can easily complete grant management processes.
- Consolidate occupant protection management responsibilities so occupant protection efforts can be planned, implemented, and evaluated in a focused and coordinated way.

## 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.*

- *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

- A cooperative consortium of medical and health professionals, law enforcement, business owners, and others succeeded in supporting passage of a primary seat belt law, graduated driving licensing, and booster seat legislation.
- In June 2010, the Kansas primary seat belt law went into effect for front seat passengers, resulting in a 23 percent decrease in the number of unbelted fatalities for all seating positions.
- There are no age gaps in coverage in the State occupant protection laws. The “child passenger safety act” (KSA 8-1343) requires:
  - All children under the age of four to be properly restrained in a federally-approved child safety seat.

- Children aged four to eight must be in a federally approved child safety seat/booster seat unless the child weighs more than 80 pounds or is taller than four feet, nine inches, when they must be in a seat belt.
- Children between the ages of eight and 14 must be restrained by a seat belt.

The “safety belt use act” (KSA 8-2501) requires occupants over the age of 14 to be properly restrained.

- Exemptions to the “safety belt use act” are limited to those with a written physician’s excuse, U.S. mail carriers while on duty and newspaper deliverers during the course of their deliveries.
- All passenger vehicles under a gross weight of 12,000 pounds are covered under Kansas law.
- The fine for violation of the child passenger law in Kansas is \$60 with court costs.
- The fine for unrestrained occupants between the ages of 14 and 18 is \$60 but with no court costs.
- Children under the age of 14 are prohibited from riding in any portion of a vehicle not intended for passengers. This prohibition extends to the back of pickup trucks.
- TSS provides a model seat belt policy to subgrantees to encourage them to have their own policy in place.
- All state employees are required to wear seat belts while on duty in a state or personal vehicle. Failure to comply may result in a warning or progressive discipline. (Reference: K.A.R. 1-17-3)
- In January 2010, the Kansas Graduated Driver Licensing (GDL) law went into effect, and the number of teen occupant fatalities decreased by 38 percent from 49 in 2009 to 30 in 2011.
- Kansas licensing laws incorporate the following licenses:
  - A farm permit for ages 14-17.
  - A 12-month instruction permit for ages 14-16.
  - A 12-month restricted license for ages 15-16.
  - A full license at age 17, if applying as a first-time applicant.
- The farm permit and restricted license include some limits on time and place:
  - Young drivers under 16 may drive at any time to/from work or school.

- While driving over the age of 16, for the first six months the driver may drive at any time between 5 a.m. to 9 p.m. plus to/from work or school activities.
- Passenger limitations include the following:
  - No minor (less than 18 years old) non-sibling passengers are allowed with a driver under age 16.
  - If over age 16, for the first six months, only one non-immediate family member passenger is allowed.
- Except at full licensure, wireless communication is prohibited except to report illegal activity or to summon emergency help.
- Commercial seat belt regulations (49 CFR 392.16) require that a commercial motor vehicle which has a seat belt assembly installed at the driver’s seat shall not be driven unless the driver has properly restrained himself/herself with the seat belt assembly.
  - The sanctions for violating this requirement are a fine of at least \$100 but not more than \$500 for a first offense and at least \$200 but not more than \$500 for a second offense (49 USC 526, General criminal penalty when specific penalty not provided).
  - Kansas law stipulates a fine of \$115 for violation of motor carrier safety rules and regulations that includes a seat belt violation.
  - This fine doubles if committed in a road construction zone.
- Regulations for licensing school age (has completed sixth grade or is 12 years of age or older) programs require that each operator shall ensure that each driver and each child or youth uses an individual seat belt restraint and that no more than one child or youth is restrained in each seat belt. (K.A.R. 28-4-593. Program-sponsored transportation)
- It appears that many large employers in Kansas require seat belt use of their employees.

## **2B. CHALLENGES**

- The political will to implement enhancements in occupant protection laws does not exist among the highest levels of government in Kansas. There is a belief that individual “rights” supersede other considerations.
- Kansas’ occupant protection legislation does not appear to meet the following requirements that would help enable the State to qualify for the law criterion of Section 405(b) grant funds under Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21):
  - A State must have primary enforcement of all seating positions covered under the State’s seat belt use law and child restraint law. Kansas seat belt law is secondary enforcement for adult passengers in rear seating positions.

- The State must provide for imposition of a fine of not less than \$25 per unrestrained occupant. The fine for adult drivers and passengers over the age of 18 is \$10 (the lowest fine amount in the country) with no court costs.
  - Under Kansas law, the failure to provide a child safety restraining system or seat belt for more than one child in the same passenger car at the same time shall be treated as a single violation.
- If the number of children exceeds all belted positions occupied by children, then no violation occurs.
  - If only a lap belt is available, a child may be legally restrained with the lap belt.
  - The fine for violation of the child passenger safety law may be waived if the driver provides proof to the court that the driver has purchased or acquired the appropriate and approved child passenger safety restraining system. Proof may consist of the driver showing a receipt or car seat that may not be appropriate to the child or be the personal property of the driver.
  - The seat belt law does not provide for the violation to be considered a moving violation. Nor does the law allow for there to be any impact on the driver license or insurance.
  - Any conviction of the child passenger safety law shall not be construed as a moving traffic violation.
  - At one time, some municipalities passed ordinances that increased the seat belt fine. Subsequently, however, the state legislature specifically prohibited communities from taking this action.
  - Traffic safety subgrantees are not required to have and implement a seat belt policy as a condition for receiving traffic safety grant funds.
  - Child care regulations do not mandate use of occupant protection for all children, do not comply with state law, and do not follow best safety practices. According to K.A.R. 28-4-130. Transportation, each vehicle shall be equipped with an individual restraint for each child as follows:
    - (A) An infant unable to sit up without support shall be provided with an infant car carrier which faces the rear.
    - (B) A child able to sit up without support shall be provided with one of the following restraints:
      - (i) A shield-type device;
      - (ii) a car seat facing the front that is designed to hold a child weighing up to 40 pounds; or
      - (iii) a safety harness.

(C) A child four years of age or older, or weighing 40 pounds or more, shall have a lap belt. Shoulder straps shall be used if they do not cross the child's neck or face.

- The State's teen licensing requirements are permissive or do not speak to the following:
  - Occupant protection use is not required as a condition for licensure.
  - If over 16, after the first six months of a restricted license, there is no restriction on passengers.
  - At the age of 17, with a full license, there are no restrictions or requirements pertaining to passengers, nighttime driving, or occupant protection.
- There are four federally recognized tribes with reservations in Kansas: Iowa Tribe of Kansas and Nebraska, Kickapoo Tribe of Indians in Kansas, Prairie Band Potawatomi Nation, and Sac and Fox Nation. Tribes have their own laws and judicial system which may or may not coincide with the state.

The Prairie Band Potawatomi Nation Law & Order Code includes:

Section 17-4-32. Seat Belt Usage. All persons riding in the front seat of a passenger vehicle must be secured with a safety belt. Children under the age of two must be properly secured in an approved child restraint system when riding in a passenger vehicle that is operated by the child's parent or legal guardian. All children age two, three or four must be secured in an approved child restraint system or safety belt when residing in any passenger vehicle that is operated by the child's parent or legal guardian. All child restraint and safety belts must meet the safety standards adopted by the U.S. Department of Transportation or its successors and must be used according to manufacturer's instruction.

Under the Sac and Fox Code of Laws, Section 628 State Traffic Laws Applicable, it appears that Kansas occupant protection law has been adopted, although "in lieu of the penalties provided under state law, a person may be sentenced in accordance with the maximum range of punishment provided under Tribal law."

Occupant protection laws for the other two tribes were not available for this assessment.

## 2C. RECOMMENDATIONS

- Re-establish and support a coalition of medical and health professionals, law enforcement, injury prevention specialists, and others to help establish the groundwork and political will for enhancements in State occupant protection law.
- **Conduct a political risk analysis of potential changes in occupant protection laws; develop long-range plans to enhance existing law based on this analysis.**
- **Increase the seat belt fine to a minimum of \$25.**

- **Increase the option in the seat belt law to allow primary enforcement to include all seating positions.**
- **Allow multiple violations if more than one child in the vehicle is not appropriately restrained.**
- Allow a violation of occupant protection law to be considered a moving violation for penalty purposes.
- Allow failure to use occupant protection to be considered in assessing compensatory damages.
- Reinstatement the “home rule” option for municipalities to enhance the State fine structure for occupant protection.
- Require “proof of acquisition” of a car seat to include documentation from a certified child passenger safety technician that the car seat acquired is appropriate and properly installed in order to waive the fine for a child passenger law violation.
- Upgrade child care regulations to comply with state law and best practices to safely transport children.
- Require all traffic safety subgrantees to have a seat belt policy for their employees.

### 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.*

- *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

- Kansas Highway Patrol (KHP) has implemented a seat belt use policy for all employees, and encourages seat belt enforcement by all field personnel.
- KHP is involved in public traffic safety presentations, including occupant protection (OP) presentations for seat belt use and OP safety and occupant protection for children (OPC).
- KHP has established OP pre-service training for their newly hired recruits and troopers, and the Kansas Law Enforcement Training Center provides basic instruction on traffic safety and seat belt enforcement, which covers eighty-five percent of all law enforcement professionals deployed statewide.
- KHP and other local law enforcement agencies (LLEAs) are instituting recognition programs for law enforcement professionals who demonstrate exemplary activity for OP traffic safety, including OP enforcement productivity.
- KHP and other municipal LLEAs have established officer recognition programs for OP enforcement and OP community outreach and education.

- Kansas Traffic Safety Section (TSS) has a Law Enforcement Liaison program, employing three Law Enforcement Liaisons (LELs). The LELs are actively involved with the KHP and LLEAs in promoting OP and OPC traffic safety and enforcement.
- OP grantees that demonstrate low or no OP traffic enforcement activity may be excluded from future participation in TSS grant sponsored traffic enforcement activities.
- The TSS maintains and provides OP enforcement strategies and grant resources for LLEAs that represent both rural and metropolitan communities.
- The LELs are active in the promotion of OP safety for teen drivers and passengers, and demonstrate an aggressive OP safety outreach through their collaboration with the *Seatbelts Are For Everyone* (SAFE) program.
- The SAFE program has integrated specific OP enforcement patrols which match participating schools with their represented LLEAs.
- Three of the four Indian Reservations in Kansas are located in Brown County. The Brown County Sheriff has criminal jurisdiction and has cited violators for seat belt violations within those jurisdictions.
- Operation Impact sessions conducted throughout Kansas provide venues for KHP and LLEAs to discuss and communicate OP enforcement and education priorities.
- TSS supports a law enforcement recognition program (AAA's Community Traffic Awards) for LLEAs. This program solicits LLEAs to conduct comprehensive traffic safety and enforcement reviews, which include an annual assessment of their OP activities, including crash data.
- The Kansas Sheriffs Association endorses and promotes OP enforcement and OP education throughout all 105 counties.
- Sustained OP enforcement is occurring within larger metropolitan areas, such as Wichita, Overland Park, Kansas City, Olathe, and Topeka.
- TSS and the LELs conduct multiple LLEA luncheons, which promote OP enforcement and OP safety activity, while at the same time recognizing exemplary LLEA OP accomplishments.
- TSS has established a nighttime OP enforcement program, funding LLEAs to specifically enforce seat belt violations during nighttime hours.
- LLEAs are demonstrating innovative OP enforcement strategies as a primary enforcement state. LLEAs are utilizing seat belt wave enforcement and, when possible, multi-jurisdictional enforcement deployments.

- TSS continues to provide OP enforcement grants to LLEAs for overtime enforcement of adult, teen, and child restraint safety belt violations through their Special Traffic Enforcement Program (STEP).
- TSS demonstrates innovative strategies to strengthen LLEAs OP enforcement activities (i.e., *Safe Kids Buckle Up*).
- TSS is distributing law enforcement equipment to STEP law enforcement agencies, which continues to promote the participation in OP traffic safety enforcement efforts.

### **3B. CHALLENGES**

- Kansas \$10 seat belt fine is not sufficient to deter non-compliant motorists from buckling up.
- Many LLEAs have fewer than four officers. Officers work long shifts and handle a wide variety of calls and activities. Available time for additional duties, such as OP enforcement, is limited.
- Many rural LLEA officers are not consistently demonstrating compliance to the wearing of seat belts during routine patrol.
- LLEAs are not currently focusing OP enforcement during specific problem times as it relates to crashes and belt use.
- OP multi-jurisdictional high visibility enforcement (OP-HVE) with grant sponsored LLEAs is minimal.
- Recognition of exemplary OP enforcement for grant funded and non-funded officers is limited throughout all LLEAs.
- The SAFE program is largely limited to teens.
- LLEAs lack resources for HVE messaging, such as road signage, vehicle decals, and uniform vests to support OP-HVE efforts.
- OP-funded LLEAs are not consistently issuing OP citations at crash scenes when it is evident that an OP violation has occurred.
- Rural LLEA participation during sustained OP enforcement is low, particularly during the *Click It or Ticket* (CIOT) mobilization.
- Earned media conducted by both rural and metropolitan LLEAs for their annual CIOT mobilization is minimal.

- Insufficient partnerships exist between the KHP and LLEAs to facilitate increased communication and coordination of sustained high-visibility seat belt enforcement initiatives.
- Educational outreach in regard to child restraint use is enhanced though the working relationship between the Kansas Traffic Safety Resource Office (KTSRO) and KHP, yet similar opportunities with LLEAs appear to be limited.
- Lack of sufficient knowledge of correct child restraint use is a common challenge for law enforcement officers. Without this knowledge their confidence in citing drivers for misuse or non-use is inhibited.
- There is a lack of routine communication for all LLEAs in regard to planning and communicating OP enforcement activities, including both HVE operations and sustained enforcement activities.
- Specific traffic enforcement goals are not expressed within the standard OP-STEP contracts with LLEAs. Without stated enforcement goals, there might be a difficulty in establishing dialog with LLEAs about specific expectations for traffic enforcement productivity.

### 3C. RECOMMENDATIONS

- Provide continued occupant protection safety training for all local law enforcement agencies (LLEAs), which includes the National Highway Traffic Safety Administration (NHTSA) sponsored Total Occupant Protection Strategies (TOPS) for local law enforcement agencies. Require all participating grant funded local law enforcement agencies to annually view the briefing training video “Is Today Your Day?”
- Require and mandate Special Traffic Enforcement Program (STEP) LLEAs to have written policy for seat belt use, eliminating oral policy confirmation.
- **Focus occupant protection enforcement according to available crash and belt use data.**
- **Facilitate greater opportunities for multi-jurisdictional occupant protection-high visibility enforcement. Encouraging local law enforcement agencies (LLEAs) and the Kansas Highway Patrol (KHP) to work collaborative patrols. Also, identify LLEAs that are willing to coordinate multi-jurisdictional enforcement, and fund those agencies to support such efforts.**
- Coordinate routine law enforcement agencies recognition events that specifically recognize officers that achieve exemplary occupant protection traffic enforcement and safety activity. This builds traffic safety champions within local agencies.

- Expand the *Seatbelts are for Everyone* (SAFE) program to include teachers, parents and all passengers. Institute the SAFE program for businesses and other organizations that have vehicle fleet operations.
- Implement greater distribution of high visibility enforcement signage and messaging equipment for the Kansas Highway Patrol and law enforcements agencies.
- **Require occupant protection funded law enforcement agencies to establish an operational policy of “Zero Tolerance” for enforcement of occupant protection violations that are evident during crash investigations.**
- Increase rural *Click It or Ticket* law enforcement agencies participation by soliciting partnerships to work cooperatively during multi-jurisdictional task forces.
- **Encourage law enforcement liaisons to further promote, instruct, and monitor local law enforcement agencies (LLEAs) for earned media. Increase Transclips to include those LLEAs involved in grant sponsored occupant protection enforcement activities. Change Selective Traffic Enforcement Program law enforcement agency grants to “require” vs. “may do” for earned media.**
- Encourage the Kansas Highway Patrol Public Relation Officers and law enforcement liaisons to further their partnered communication with law enforcement agencies in the promotion of coordinated, sustained high visibility enforcement occupant protection enforcement activities.
- Increase the number of child passenger safety technicians who are law enforcement officers.
- Provide increased child passenger safety informational material for law enforcement agencies and their law enforcement officers, in order to increase officer confidence to enforce child passenger safety occupant protection laws.
- Develop and promote an enforcement calendar specific to high visibility enforcement, specifically occupant protection enforcement mobilizations.
- Articulate and monitor specific enforcement goals for law enforcement agencies that receive selective traffic enforcement program grants for occupant protection enforcement.
- Review enforcement capacities for occupant protection. Increase the number of enforcement grants to achieve higher seat belt use by occupant protection offenders.

## 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

- Kansas supports the *Click It or Ticket* (CIOT) slogan and participates in national mobilizations and safety weeks by supporting state and local media, enforcement and educational activities.
- As part of the State's CIOT campaign, Kansas Department of Transportation (KDOT) has created advertisements available for television and web-based media that specifically target males ages 18 to 34 years, which is the identified high-risk motorist.

- KDOT contracts with an experienced advertising agency to help develop campaigns, place paid media, plan press events, and obtain earned media to promote occupant protection issues.
- KDOT supports several occupant protection paid media campaigns throughout the year, including two CIOT mobilizations, sports-marketing campaigns, and child passenger safety awareness efforts.
- Paid media is used with strategic placement of campaign advertisements on cable television, web-based and electronic media, and radio, with evaluation of media buys using reach and frequency, and the number of online impressions. Media that does not reach the target audience is specifically avoided.
- Use of social and online media, such as Facebook, Twitter, pre-roll video and mobile advertising, has been incorporated into media buys.
- Variable message boards and signage along highways are used to communicate with the motoring public that seat belt use is the law in Kansas.
- The Kansas Dashboard Report is displayed on the Kansas Traffic Safety Resource Office's (KTSRO) homepage and provides up-to-date traffic crash data with a link to a complete quarterly report that provides regional statistics.
- KTSRO manages a website that serves as the primary resource for occupant protection information by providing links to partnering websites, information on programs and laws, training opportunities, and order forms to obtain state resources.
- KDOT employs three Law Enforcement Liaisons (LELs) who take on responsibilities as public information officers. They work to coordinate messaging and campaigns at the state and local level.
- Public information officers representing state government agencies meet weekly to coordinate media events and discuss upcoming campaigns.
- KDOT supports an annual attitudinal telephone survey to measure awareness of law enforcement activity, safety messaging, and personal driving behavior.
- To help improve the efficient use of limited funds for campaign development and placement, KDOT's media contractor uses marketing research available on National Highway Traffic Safety Administration's (NHTSA) [TrafficSafetyMarketing.gov](http://TrafficSafetyMarketing.gov) website as well as concepts from other states.
- Kansas Highway Patrol (KHP) and local law enforcement agencies have strong working relationships with media partners who generally report seat belt use and non-use when providing motor vehicle crash details to the public.

- KDOT provides Law Enforcement agencies with an action kit prior to high visibility enforcement campaigns that contain a recruitment letter, activity capture sheet, and sample news release.
- Earned media is tracked by KDOT through Transclips that are provided to the agency on a daily basis. The Transclips summarize news stories involving transportation and are used by staff to follow issues and share relevant stories with partners.
- Many of the State’s campaigns rely solely on earned media to inform the public about the efforts to improve occupant protection. Some of these initiatives include:
  - The *Bucks for Buckles* public awareness campaign, which is implemented in partnership with Safe Kids Kansas and State Farm, and reward buckled motorists with a one-dollar bill while educating unbuckled motorists about the importance of seat belts and child safety seats.
  - Nighttime seat belt enforcement campaigns involving 21 law enforcement agencies that require pre- and post-news releases informing the community about the mobilization.
  - *Seatbelts Are For Everyone* (SAFE) enforcement campaigns targeting participating high schools.
- Through a partnership with Radio Disney, a campaign promoting child safety seat and booster seat use was designed and targeted to communities with low seat belt and child safety seat usage rates.
- Culturally relevant campaigns and supporting materials have been developed to reach the Hispanic population.

#### **4B. CHALLENGES**

- Kansas lacks an active statewide year-round communications plan that is inclusive of paid and earned media using a combination of enforcement and educational-based messaging focusing on all high-risk and low-belt-use populations.
- The Kansas Strategic Highway Safety Plan (SHSP) has a goal of *Vision Zero – Every One Matters*. However, this vision has not been incorporated into any messaging and doesn’t appear to be recognized by partners as a nationwide movement towards the goal of “Zero Fatalities.”
- Rural residents do not generally relate to messages often developed for the more urban areas of the state.
- In support of the 2013 CIOT mobilization, KDOT’s media contractor used only non-traditional placement of advertisements on cable television and online. It is not well known if this strategy will be effective in reaching the target population of males ages 18 to 34 years.

- The 2012 annual attitudinal telephone survey, funded through KDOT, does not measure awareness of specific campaigns. In addition, the demographic breakdown shows that only 13.7 percent of respondents were younger than age 35, which is the target age group of most occupant protection campaigns.
- Campaign creative, tool kits, and supporting materials are not readily shared with all traffic safety partners and may not include state and local data that can be used to further spread and localize the message.
- During CIOT, media creative such as web-based banner advertisements don't always display the enforcement message.
- KDOT's media contractor obtains an added value that is below the NHTSA guideline of a 1:1 buy for the CIOT paid media campaign.
- Seat belt survivors and crash victims stories are limited within media and educational campaigns, and the State does not have an active *Saved by the Belt* program.

#### 4C. RECOMMENDATIONS

- **Formalize and implement the state's annual year-round occupant protection communications plan and ensure it incorporates:**
  - a schedule for placement of all paid and earned media campaigns;
  - opportunities for earned media;
  - scheduling of staged media events used to kick-off campaigns;
  - participation in appropriate national campaigns;
  - a list of ideas for using campaign creative;
  - sample posts for use on social media sites;
  - appropriate evaluation using budget-friendly tools; and
  - delivery method to the state's partners for their use.
- Evaluate the need for branding campaigns with a common message (e.g., *Vision Zero*), which can act as an overall theme for the state's various traffic safety initiatives. Branding can improve collaboration, strengthen the program, and improve message recognition.
- **Use available data and resources to identify populations (i.e. rural motorists, part-time users, pickup truck drivers and passengers, nighttime motorists, city drivers, and hard-core non-users) with low seat belt use rates and work with a media contractor to create effective messaging designed to convert the number of non-users.**

- Conduct research to obtain insight as to why seat belt education programs for adults are not well received and what innovative approaches traffic safety leaders can do to create an environment where seat belt use is recognized as a priority.
- Redesign the annual attitudinal and behavioral survey to include:
  - campaign themes which help measure branding of existing and new messaging;
  - increased responses from the younger demographic; and
  - questions used to determine the delivery system for the message, which will help evaluate the effectiveness of moving towards a non-traditional media buy.
- Work with a media contractor to develop and distribute downloadable campaign tool kits to partnering agencies and grantees. The kits may include available media spots, sample news releases and Op-ed articles, state and local fact sheets, web banner advertisements and other creative elements, sample social media posts, simple evaluation tools, talking points, etc. Provide instruction on ways to use the tools provided in the kits.
- Incorporate a strong enforcement message into all aspects of the *Click It or Ticket* campaign.
- Require the media contractor to obtain at least a 1:1 bonus with all paid media buys and include this information in the post-buy summary provided to the Kansas Department of Transportation.
- Expand current efforts to recognize crash survivors by revitalizing and promoting the State's *Saved by the Belt* program.
- Capitalize on media stories featuring crash survivors and victims by emphasizing the importance of seat belts and child safety seats as life-saving devices and sharing this information with partners.

## 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 restraint law for children under age eight and seat belt law for children and teens eight to eighteen.
- Kansas Department of Transportation (KDOT) has built a strong, comprehensive child passenger safety program that coordinates the activities of their contractor, Kansas Traffic Safety Resource Office (KTSRO), the Kansas Department of Health and

Environment (KDHE) and Safe Kids Kansas. There are multiple other active partners who provide public information and education to families across the State.

- KTSRO provides a “law card” to law enforcement to review and refresh information about the CPS law and specifics of basic car seat use on road side stops.
- The State has made a commitment to continue to provide child restraints statewide in recognized distribution/fitting stations for low income families in the 2014 Highway Safety Plan.
- The State will continue the *Boosters to Belts* (for children ages four-nine) education program statewide through presentations, brochures, etc. in the 2014 Highway Safety Plan.
- The State continues to support the Child Passenger Safety (CPS) Training using the current National Highway Traffic Safety Administration (NHTSA) standardized curriculum.
- The State conducts an annual observational survey for children from birth to age 18 in 20 counties.
- The State supports a comprehensive approach to occupant protection for children through a contract with DCCCA, Inc. for the Kansas Traffic Safety Resource Office (KTSRO), an education arm of Kansas Department of Transportation (KDOT).
- Kansas currently has 26 certified instructors and 594 certified technicians in the State. They have a respectable recertification rate of 65.1 percent. Of the 594 certified technicians, 231 come from law enforcement, 65 from health, 35 from fire departments and 28 from EMS.
- One hundred-twenty two child restraint inspection stations are located in areas capable of meeting the needs of 90 percent of the State’s population. Health departments house 35 of those fitting stations.
- The State has access to three very experienced people trained to assist families with the transportation of children with special healthcare needs. Additionally, the Emergency Medical Services for Children program provides a grant to purchase specialized car seat equipment for children unable to use typical car seats.
- The Kansas Highway Patrol (KHP) has a certified instructor in each troop location and is able to assist counties where no inspection station or other technician exists. KHP instructors assist with training as needed.
- The Kansas Law Enforcement Training Center (KLETC) offers two child passenger safety (CPS) certification courses each year and has developed a program to assist officers roadside to know what to look for with child passengers on stops.

- The KLETC is run by an experienced certified CPS instructor who is also trained in transporting children with special healthcare needs. The training facility is made available for CPS certification training.
- KTSRO plans to offer four to eight CPS Technician classes, one to two Technician Renewal Classes and two Technical Updates in the next year.
- KTSRO conducts an annual child passenger safety conference to update technicians, provide opportunities for re-certification and foster networking opportunities. This is a pre-session prior to the Kansas Transportation Safety Conference (TSC) sponsored by KDOT that draws child passenger safety advocates. Many remain and attend the TSC the next two days.
- There is a robust Safe Kids organization that includes a state office and 26 coalitions. Many operate out of health departments, hospitals, police and EMS departments, AAA and other lead agencies. Seventy-six percent of Kansas children are covered by a Safe Kids coalition.
- KTSRO will conduct a pilot program in the Southeast corner of the state to establish a car seat education program through KDHE for families in need. Income eligible parents will pay \$20 for the training and will receive a voucher to receive a car seat.
- Safe Kids operates as a 501c3 and is capable of accepting donations for car seats and other products.
- KTSRO maintains an updated CPS training kit (demonstration car seats and vehicle seat) that is shared statewide. KHP has been available to transport the kit to all parts of the state as needed. Additionally, Kansas City maintains its own training kit for use in the city.
- *Seatbelts Are For Everyone* (SAFE) is a coordinated occupant protection (OP) program delivered in high schools (and some middle schools) by students supported by local law enforcement and community businesses. Seat belt surveys conducted three times in the year measure changes in seat belt use by the students, parents and teachers.
- The SAFE program will be included in a study to evaluate the delivery of safety program messages.
- KDOT received high marks from their partners for their vision and ability to build a functioning and productive team spirit in the State.

## 5B. CHALLENGES

- The child restraint law has many facets that designate use of a child restraint, booster seat or seat belt based on child weight, height and/or age. This can make enforcement a challenge during roadside stops.
- Accessing schools to offer occupant protection education programs to school age children is a challenge throughout the State. Children in rural areas may begin to drive farm vehicles and implements between the ages of 10 to 12.
- Funds for child occupant protection training and equipment may at some time in the near future (2015) be reduced significantly.
- Current demographic projections anticipate a growing number of Hispanic residents in the State. There are very few Spanish-speaking technicians currently prepared to assist families who will need assistance with transporting their children safely.
- Emergency Medical Services (EMS) is not fully represented in all areas of the State. EMS represents only five percent of certified technicians.
- Distance learning for OPC and OP, particularly in remote areas, has not been well understood or utilized.
- Fire departments are viewed as a safe and appropriate place to receive help and information about car seats. Not all fire departments have CPS technicians to provide this service or make their facilities available for training and community events.

## 5C. RECOMMENDATIONS

- Provide continued law enforcement basic training to conduct education relative to correct car seat, booster seat and seat belt use for children during a traffic stop. Encourage interested officers to complete certification training.
- **Build upon, expand and conduct an impact evaluation on the highly successful *Seatbelts Are For Everyone* (SAFE) school based program. Use community partners and law enforcement to provide training to school age children, especially those in middle and high schools.**
- Explore alternative funding sources such as businesses, hospitals, service clubs, etc. in anticipation of the time when only limited funds are available to purchase car seats for distribution programs that serve families in need.
- **Conduct controlled child passenger safety certification courses in areas where there is a concentration of bi-lingual families. Recognize that this may take additional planning, time, resources and may involve a number of shorter awareness classes to first determine levels of interest and then identify future instructors.**

- Present at the two annual, statewide Emergency Medical Services conferences to increase visibility and recruit for inclusion in the certified child passenger safety technician program. Determine if class attendance in the National Highway Traffic Safety Administration certification course would provide acceptable continuing education credits for Emergency Medical Services recertification purposes.
- Develop a short, comprehensive training class and step-by-step written guide to teach people unfamiliar with online communication tools (Skype, Facebook, Twitter and Instagram) the value of and potential for training updates during statewide conferences, allowing attendees to become familiar with online communication.
- Encourage law enforcement, especially new recruits, to enforce the child passenger safety law despite the current fine structure for occupant protection laws.
- **Expand outreach to fire/EMS by using such methods as the successful model used by the Kansas Law Enforcement Liaison lunch meetings to expand child passenger safety.**

## 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**

- While Kansas is known as the breadbasket of the country, growing more wheat than any other state, they also grow passionate advocates who are willing to learn, partner with others, share ideas, and work hard to promote occupant protection in their state and community.
- Kansas Department of Transportation (KDOT) is recognized as a leader in traffic safety and has shown a genuine dedication to improving occupant protection among all Kansans.
- The University of Kansas, Department of Continuing Education, in cooperation with KDOT, organizes the annual Kansas Transportation Safety Conference that provides law enforcement, judges, government officials, educators, counselors, engineers, emergency medical services personnel, teen drivers, and advocacy groups an opportunity to receive and share information concerning all facets of transportation safety.
- The Kansas Traffic Safety Resource Office (KTSRO) and KDOT support the annual Midwest Regional Child Passenger Safety (CPS) Conference, which provides certified CPS technicians and instructors an opportunity to network with four neighboring states. Mini-grants are also offered to technicians who would like to attend this two-day conference in order to receive up-to-date information and training.
- KDOT funds the KTSRO, which serves as the education arm organization for developing and disseminating occupant protection information and educational programs.
- The Kansas Highway Patrol (KHP) is divided into seven Troops that have a dedicated Public Relations Officer (PRO) whose responsibility is to deliver educational programs in communities within their region.
- All seven KHP Troop Commands have a Seat Belt Convincer, Roll-Over machine, and car seat inspection trailer to assist community groups, local Safe Kids Coalitions and

others in educating the public about the importance of proper and consistent use of seat belts and child safety seats.

- Kansas State University houses and maintains a Seat Belt Convincer, purchased by the AAA for use in educating students about the importance of buckling up.
- Recognition of community and individual efforts to improve traffic safety and, more specifically, occupant protection is provided through the Kansas Transportation Safety Conference's People Saving People Award and AAA Kansas Community Traffic Safety Award programs.
- KDOT, KTSRO and partnering agencies promote educational programs and activities targeting children ages five to fourteen including:
  - The *Booster to Belts* program for children ages five to eight provides educators with an interactive presentation encouraging children to ride in an appropriate child safety seat or booster until they can safely and legally ride in an adult-size seat belt.
  - The *Safety Breaks* program for children ages nine to fourteen follows state education standards and includes a complete toolkit for a five-day curriculum using 15-minute modules covering occupant protection, driving dangers, safety in and around cars, alcohol prevention and rules of the road.
  - *The Ride* targets youth ages 13 to 21 with a primary emphasis on underage drinking and secondary emphasis on seat belts and distracted driving.
  - The nationwide *Put the Brakes on Fatalities Day* targets children ages five to thirteen by encouraging them to enter artwork for a statewide poster contest aimed at improving safety and reducing traffic fatalities.
- Many educational programs developed through KTSRO are designed to be supplied to local advocacy groups and implemented by law enforcement and educators within the community. With limited resources and personnel, this facet of program development has proven to be cost effective and provides for a wider reach.
- Occupant protection is promoted to teen drivers through the comprehensive program, *Seatbelts Are For Everyone* (SAFE), with a secondary message of improving safety for all motorists. The program includes many facets including:
  - cooperation among students, teachers, law enforcement, advocacy groups and local businesses;
  - a training video to assure the program is delivered effectively;
  - use of motor vehicle crash survivors and victims' to share personal stories;
  - peer-to-peer education with younger students;
  - evaluation using pre- and post-surveys to observe seat belt usage of students, teachers, and parents;
  - opportunities for students to attend the Kansas Transportation Safety Conference;
  - educational activities on a monthly basis;

- efforts to obtain earned media through state and local outlets;
  - enforcement mobilizations; and
  - pledge contests.
- KTSRO administers annual mass mailings to all of the school health nurses across Kansas, informing them of occupant protection programs and relevant information.
- Leaders within the health community incorporate occupant protection into ongoing activities such as the annual Trauma Summit.
- Seat belt use is included in the Kansas Behavioral Risk Factor Surveillance System survey administered through the Kansas Department of Health and Environment (KDHE). The latest study, conducted in 2011, reported that 82.0 percent of respondents stated they always or almost always use seat belts when they drive or ride in a motor vehicle.
- Through a collaborative effort among KTSRO, the American Automobile Association, and KDOT, the Spanish Flip Book was developed as a resource for English-speaking CPS technicians educating Spanish-speaking families regarding the proper use of their child's safety seat.
- According to the 2010 United States Census Bureau, Kansas has a White population of 83.8 percent and a Latino population of 10.5 percent. This diverse group has been identified as a high-risk population and efforts have been made by KDOT, KTSRO, and partnering agencies to deliver occupant protection programs and messaging to this community through government offices, businesses, religious congregations, charities, and many other state and community organizations.
- KTSRO creates and distributes a Spanish version of the monthly e-newsletter, *La Seguridad de Trafico al Trabajo*, which is distributed to businesses that employ a large number of Latino workers. The newsletter provides information and resources that are designed to help improve traffic safety within an organization or company.
- Kansas has one dedicated Spanish language CPS technician instructor employed by KTSRO and 21 certified technicians who speak Spanish.
- KTSRO provides resources to employers on occupant protection and other traffic safety issues including:
  - an e-newsletter, Traffic Safety At Work, that is distributed to more than 400 large employers throughout Kansas;
  - National *Drive Safely to Work Week* campaign materials;
  - linkages to the National Employers for Traffic Safety website and associated programs and materials;
  - sample seat belt policies and guidelines for reducing motor vehicle crashes; and
  - a video library.

- KDOT and KTSRO partners with various businesses and private groups to expand the reach of occupant protection initiatives. Some of these partners include AAA, State Farm, Radio Disney, Jiffy Lube, Chick-fil-A, and many more.
- KTSRO provides resources and training targeting older drivers using AAA and AARP curriculum and materials.
- There are 99 KDHE local health departments servicing all 105 counties in the state. All provide services to Women, Infants and Children (WIC) clients and offer required screening that asks about car seat use with every client in the program.
- Kansas has 125 hospitals and all have a standardized discharge plan for children that includes occupant protection.
- KDHE's Secretary is a family physician who is very supportive of occupant protection initiatives. KDHE collaborates with KDOT and KTSRO in promoting occupant protection.
- KDOT and KTSRO utilize NHTSA and state-produced educational resources including brochures, posters, videos, signage, and other materials.

## **6B. CHALLENGES**

- Kansas has a geographic area covering 105 counties with an expansive rural region and a large number of law enforcement agencies, local health departments, and schools making it difficult to provide sufficient resources statewide.
- With nearly half of the state comprised of low-population communities and numerous competing interests and priorities, it can be difficult to find regional champions who are committed to improving occupant protection.
- The SHSP Occupant Protection Emphasis Team, which serves as the state's only occupant protection advisory committee, does not meet regularly and has limited representation from grassroots advocates and diverse populations.
- There are few localized task forces or groups that coordinate efforts, plan and implement programs, and discuss issues regarding comprehensive occupant protection for both children and adults.
- Despite having a primary safety belt use law, Kansas reported an observed seat belt usage rate of 80.7 percent in 2013, which is one of the lowest rates reported among states with primary seat belt use laws.

- Many safety advocates attribute low seat belt usage rates to the culture of the state (i.e., independent, rural mentality, individual rights oriented). Changing the culture of a state or community, especially with regards to behavior, is challenging.
- Funding for the statewide SAFE program is insufficient to adequately support program growth into all schools.
- The SAFE programs rely on fundraising and support from local businesses and private partners leaving many small communities, with limited resources, little ability to sustain the program.
- There is a growing population of Spanish-speaking residents in Kansas. There may not be sufficient resources (bi-lingual technicians, outreach materials, programs) to meet their needs and provide education on the importance of occupant protection.
- The Kansas Board of Emergency Medical Services does not work within the KDHE network and it appears there is little coordination between the two agencies.
- Occupant protection messaging provided by KDHE to the local health departments is sometimes inconsistent.
- Outreach to employers is not comprehensive and is limited to providing information and resources. In addition, there are no award programs to recognize businesses with high seat belt usage rates among employees.

## 6C. RECOMMENDATIONS

- Establish a statewide occupant protection task force that meets regularly to set program goals, evaluate current efforts, research innovative and effective strategies, and implement data-driven programs. Members should include representation from the rural, local, and diverse communities.
- **Establish local coalitions that include representatives from traditional and non-traditional organizations including, local health departments, transportation, schools, law enforcement, fire and emergency medical services, medical professionals, child care, employers, auto dealers, Tribes, safety councils, insurance, private and non-profit groups, and media. Work with these coalitions to:**
  - **develop local strategic highway safety plans inclusive of occupant protection;**
  - **provide opportunities to share ideas and resources, coordinate efforts, discuss results of studies, review citation and crash data, and provide feedback on the direction of the program;**
  - **conduct traffic safety forums with the goal of establishing relationships, identifying highway safety issues and priorities specific to the area, and obtaining a better understanding of the community norms. These forums can also provide a platform for identifying new stakeholders and educating**

**community leaders about the role occupant protection plays in improving the quality of life of residents.**

- Expand the reach of the *Seatbelts Are For Everyone* (SAFE) program into the state's rural counties by continuing to seek sponsors and alternative funding to the grants provided through Kansas Department of Transportation.
- Increase the number of safety advocates drawn from the emergency medical services and diverse communities.
- Enhance communication between rural and urban Kansas Department of Health and Environment locations so occupant protection messaging is timely, consistent and relevant.
- Expand business outreach by supporting more comprehensive employee programs that include:
  - award programs for employers that reach a 90 percent seat belt usage rate among employees;
  - training opportunities for safety managers to learn more about what can be done to improve occupant protection within their company;
  - specific initiatives or tools that target employers of Hispanic workers;
  - observational seat belt surveys conducted at state government agencies, including KDOT, with follow-up programs and activities that encourage usage of seat belts among employees and contractors.

## 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.*

- *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

- An annual statewide seat belt use observational survey is conducted at 544 observation sites. The 2012 survey is compliant with current federal guidelines.
- An annual child passenger safety survey is conducted. High risk populations have been identified including children age five to nine and 10 to 14.
- A comprehensive public information awareness survey is conducted annually including occupant protection, speed and impaired driving with results available.
- The annual seat belt observational survey includes data on vehicle type, gender and road system. High risk populations identified include male drivers, pickup truck drivers and vehicle occupants on rural roads.
- An active Special Traffic Enforcement Program (STEP) is in place with over 140 law enforcement agencies statewide, three major waves and a robust database including seat belt and child restraint citations for each wave.

- Kansas has a statewide Trauma Registry with all 125 hospitals reporting. Morbidity data is available from the registry with reliable data from 2006 forward.
- Kansas has an active Traffic Records Coordinating Committee (TRCC) with key stakeholders engaged.
- The highway safety data community, through the TRCC, has efforts underway to address electronic data capture needs for traffic crashes, citations and DUI tracking.
- A cooperative, collegial working environment is present among the greater highway safety data community.

## **7B. CHALLENGES**

- No on-line, web portal or desktop access to state crash data currently exists.
- Only 25 percent of all law enforcement agencies report crashes electronically with about 50 percent of all crash reports filed electronically.
- There have been no impact evaluations conducted on highway safety programs in Kansas.
- There is no mechanism in place to link trauma registry and state crash data.
- There is no comprehensive statewide problem identification for use in project selection or creation of the Highway Safety Plan.
- County and city serious injury data is not used in program selection for the Highway Safety Plan.
- Kansas injury crash data is not used in highway safety program development on the state or local level.
- Statewide seat belt and child restraint observational survey data cannot be easily related to state crash data.
- Nearly all requests for crash data must be submitted to the Office of Geometrics and Data for approval and processing.
- Some law enforcement agencies are not reporting data to KDOT.

## 7C. RECOMMENDATIONS

- **Continue efforts to promote electronic crash reporting by all law enforcement agencies, and expedite distribution of the electronic crash report software through the TRCC.**
- **Develop on-line or web portal access mechanism for crash data access by highway safety contractors and the greater highway safety community. Enlist the help of law enforcement and local traffic engineers in the development and pilot testing of on-line or web portal crash data access.**
- **Conduct impact evaluations on current highway safety programs on a periodic basis. Consider utilizing the state universities to conduct these evaluations.**
- Explore mechanisms for linking trauma registry and crash data.
- **Develop and utilize a comprehensive highway safety problem identification for project selection and highway safety plan creation.**
- Analyze serious injury data, including restraint use, from crashes by county and city.
- Analyze overall injury data, including restraint use, on the state, county and city level.
- Cross tabulate serious and overall injury data with vehicle type, road system, age, gender and restraint use.
- Expand distribution, awareness and potential utilization of the quarterly dashboard report on recent fatality trends.
- Expand the report, which contains seat belt and child restraint survey data from all 35 observation counties, to include key crash data from each of those counties.
- Identify non-reporting law enforcement agencies and offer grant funds for equipment, software, training and other support to complete and submit crash reports.

# 2013 Kansas Occupant Protection Assessment

## Capitol Plaza Hotel

### Monday, August 12, 2013, Wheat Room

**8:00 am – 8:30 am**      **Welcome and Program Management Discussion**  
Randy Bolin  
Team Members Introduction

**8:30 am – 9:30 am**                      Mike King  
Chris Herrick  
Mike Floberg  
Norraine Wingfield  
Chris Bortz

**9:45 am – 12:00 pm**      **Legislative, Regulatory and Policy**  
Lt. Kellerman  
Karen Wittman  
Lindsey Douglas

**12:00 pm – 1:00 pm**      **Lunch**      Homestead Room

**1:00 pm – 2:30 pm**      **Occupant Protection Use Among Minority Populations**  
Tina Ortiz                                      MCH Program, Seward County Health Dept  
Amanda Horner                                      KTSRO

**2:45 pm – 5:00 pm**      **The Medical Community's Role in Occupant Protection**  
Rosanne Rutkowski  
  
Darlene Whitlock  
Lori Haskett

## Tuesday, August 13, 2013, Wheat Room

<b>8:00 am – 9:45 am</b>	<b>KS Law Enforcement's Role in Occupant Protection</b>
	David Corp                      Law Enforcement Liaison
	Terry Parks                     Law Enforcement Liaison
	Bob Hamilton                 Law Enforcement Liaison
	Sandy Horton                 KS Sheriffs Association and Crawford Co So
	Herman Jones                Shawnee Co SO and KS Peace Officer Assn.
	Alvin Sowers                 KLETC Instructor
<b>10:00 am – 12:00 pm</b>	<b>Law Enforcement, continued</b>
	Troy Wells                     Sedgwick County SO
	John Merchant               Brown County Sheriff
	David Williams              Olathe PD
	Lt. Kellerman                KHP
	Marcus Seirer                KHP, AAA OP Winner
<b>12:00 pm – 1:00 pm</b>	<b>Lunch</b> Homestead Room
<b>1:00 pm – 2:30 pm</b>	<b>School-Based Occupant Protection Programs (SAFE)</b>
	Steve Geier                    Crawford Co So
	Dave Corp                     KDOT LEL
	Scott Trembley               Sacred Heart Saline Co
	Laura Moore                  KTSRO
<b>2:45 pm – 5:00 pm</b>	<b>Public Information, Outreach and Education's Role in Occupant Protection</b>
	Neal Thurman                Trozzolo Communications
	Norraine
	Wingfield                     KTSRO
	Scott Harrington            KHP
	Phyllis Marotta             KDOT
	Aaron Bartlett               MARC
	Gary Scott                    KS Driver Safety and Education Assn.
	Jim Hanni                     AAA

## Wednesday, August 14, 2013, Wheat Room

<b>8:00 am – 9:30 am</b>	<b>Child Passenger Safety</b>	
	Phyllis Larimore	Children’s Mercy Center for Childhood Safety - Program Coordinator CPS Instructor, SAFE KIDS Wichita Area
	Ronda Lusk	Coordinator
	Cheri Sage	SAFE KIDS Program, KDHE
	Norraine Wingfield	KTSRO
<b>9:45 am – 11:00 am</b>	<b>Program Evaluation</b>	
	Lanny Campbell	KDOT
	Dan Schulte	Director of Evaluation Services, DCCCA
	Neal Thurman	Trozzolo Communications
<b>11:00 am – 12:00 pm</b>	<b>Any needed follow-up with BTST Staff</b>	
<b>12:00 pm – 1:00 pm</b>	<b>Lunch</b>	Homestead Room

**Friday Close out Meeting is 9:30 a.m. – 11:30 a.m., Wheat Room**

## ASSESSMENT TEAM CREDENTIALS

**Susan N. Bryant, M.A., M.B.A.**

Email: [leaderservices@yahoo.com](mailto:leaderservices@yahoo.com)

### Biography

Susan (Sue) Bryant is currently a consultant for a firm based in Iowa where she recently returned 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). The public transportation division had 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 becoming 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, and 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. Most recently, she headed a project in Texas to conduct community assessments and develop local strategic plans for underage drinking prevention. In addition, she has 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 highway safety program assessment teams for Alaska (2), Colorado (2), Florida (2), Georgia, Idaho, Illinois, Kentucky, Maine (2), Maryland, Massachusetts, Montana (2), Missouri (2), North Carolina, North Dakota (2), Oklahoma, South Carolina, South Dakota, Vermont (2), and Wyoming. She served on the team to update the impaired driving assessment tool and on the team to develop assessment team training.

She has taught high school and adults, consulted for the media in major television markets, and also teaches management to state and local officials. She has been named to "Who's Who of American Women," has 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.

## **Steven Cardarella**

NHTSA Region 5 LEL  
NHTSA Region 5 Office  
Email: [scard@sbcglobal.net](mailto:scard@sbcglobal.net)

### Biography

M.S. Management and Organizational Behavior  
B.A. Management and Communication

After a thirty-two year law enforcement career with the City of Madison, Steve retired as a police lieutenant. Steve's police career emphasis was traffic safety and traffic enforcement, and during his career he initiated the development of the Madison Police Department's Traffic Enforcement Safety Team, (TEST), while also supervising the Traffic Support Division. After a career with the Madison Police Department, Steve worked for the State of Wisconsin, developing traffic enforcement initiatives for the Wisconsin State Patrol as their Law Enforcement Liaison Coordinator. For the past seven years, Steve has been contracted with the National Highway Traffic Safety Agency, (NHTSA) representing NHTSA Region 5 as their Law Enforcement Liaison, overseeing its law enforcement liaison network throughout a six state region.

**Kristy K. Rigby**  
Occupant Protection Program Manager

Utah Department of Public Safety  
Highway Safety Office  
5500 Amelia Earhart Drive, Suite 155  
Salt Lake City, Utah 84116  
[krigby@utah.gov](mailto:krigby@utah.gov)

### Biography

Kristy Rigby joined the Utah Department of Public Safety's Highway Safety Office (HSO) in 1994 while earning a Bachelor's Degree from the University of Utah in Community Health Education. She began her career as Child Passenger Safety Program Coordinator and worked to bring the first child safety seat trainings into the state. For the past fifteen years she has managed the state's Occupant Protection, and has been an integral part of the state's child passenger safety, teen driving and distracted driving programs. As a senior staff member of the HSO, Kristy actively participates in developing the state's Highway Safety Plan and manages various federal funding sources.

During her career, she has played an instrumental role in the development of state and local programs and campaigns that include *Buckled or Busted*, *Click It or Ticket*, *Click It Club*, *Saved By The Belt*, the *Don't be a bob!* drowsy driving initiative, *Don't Drive Stupid*, the Zero Fatalities Program, and a new rural seat belt campaign. She is a Certified Child Passenger Safety Technician and continually receives instruction and training in all aspects of program management.

Kristy represents the HSO on various boards and committees that include the Safe Kids Utah Executive Committee, Emergency Medical Services for Children Advisory Board, Coalition for Utah Traffic Safety, and Teen Driving Task Force. She currently chairs the state's Occupant Protection Program Advisory Committee and Zero Fatalities Safety Summit Executive Planning Group. In addition, she is a member of the National Association of Women Highway Safety Leaders and the Governor's Highway Safety Association.

In addition to her work with local and state programs, she has served on National Highway Traffic Safety Administration's, Occupant Protection Program assessment teams for the States of Maine, South Carolina, Colorado, South Dakota, and Vermont.

Kristy has received recognition for her work to improve traffic safety in Utah, including: Governor's Medal of Excellence in Outstanding Public Service, Public Safety Medal of Excellence, Catherine Summerhays Award from the Health Education Association of Utah, Special Act/Special Service Award for her dedication to child passenger safety on the Uintah and Ouray Indian Reservation, and an Appreciation and Recognition Award from the Utah Minority Community Information and Education Center.

## **Robert L. Thompson**

Consulting Services  
5473 Skycrest Drive  
Ames, Iowa 50010  
Phone: (515) 233-9088  
Cell: (515) 509-3464  
Email: [bthompsoniowa@yahoo.com](mailto:bthompsoniowa@yahoo.com)

### Biography

Bob was employed from 1987 to 2010 as the Program Evaluator for the Governor's Traffic Safety Bureau in Iowa. He was responsible for the comprehensive problem identification, the Highway Safety Plan and Annual Evaluation Report.

He was Co-Chair and Co-Founder of the Iowa Statewide Traffic Records Coordinating Committee (Iowa's TRCC) from its inception in 1994 as the first NHTSA sponsored TRCC in the nation.

Bob was President of the International Association of Transportation Safety Information Professionals (ATSIP) in 1998 and served on the Executive Board. He was the Program Chair of the International Traffic Records Forum in 1996.

He received the National Award of Achievement in Highway Safety by the National Highway Traffic Safety Administration in July 2010 at the International Traffic Records Forum.

Bob currently serves as a consultant in traffic records and highway safety and data systems.

## **Lorrie Walker**

Safe Kids Worldwide/Safe Kids Buckle Up  
1301 Pennsylvania Avenue N. W., Suite 1000  
Washington, DC 20004  
Email: [lwalker@safekids.org](mailto:lwalker@safekids.org)

### Biography

Lorrie Walker has 28 years experience in the traffic safety field, predominately in the areas of child passengers, bikes, school buses, children with special health care needs, teen drivers, teen passengers and pedestrian safety.

Walker joined Safe Kids Worldwide as the training manager and technical advisor for the Safe Kids Buckle Up program in August, 2004. She develops community-based educational programs on vehicle safety and oversees the national training program for more than 300 Safe Kids Coalitions throughout the United States

Walker is a charter member and past Chair of the National Child Passenger Safety Board.

Prior to working in Washington D.C. with Safe Kids Buckle Up, she served as the director of the Florida Traffic Safety Resource Center and assistant professor of research at Florida Atlantic University. She was also the program administrator of the Traffic Injury Prevention Project at the American Academy of Pediatrics, Pennsylvania Chapter for more than a decade.

Walker holds a bachelor's degree in social work from Eastern College in St. Davids, Penn. and a master of science from St. Joseph's University in Philadelphia. She worked for nine years as an adjunct professor in the Health Administration and Health Education Departments in both the graduate and undergraduate schools at St. Joseph's University.