



A Program of the Montana Department of Transportation
Missoula County Buckle Up Montana Coalition Monthly Meeting

Thursday, November 14, 2019

11:30 am – 1:00 pm

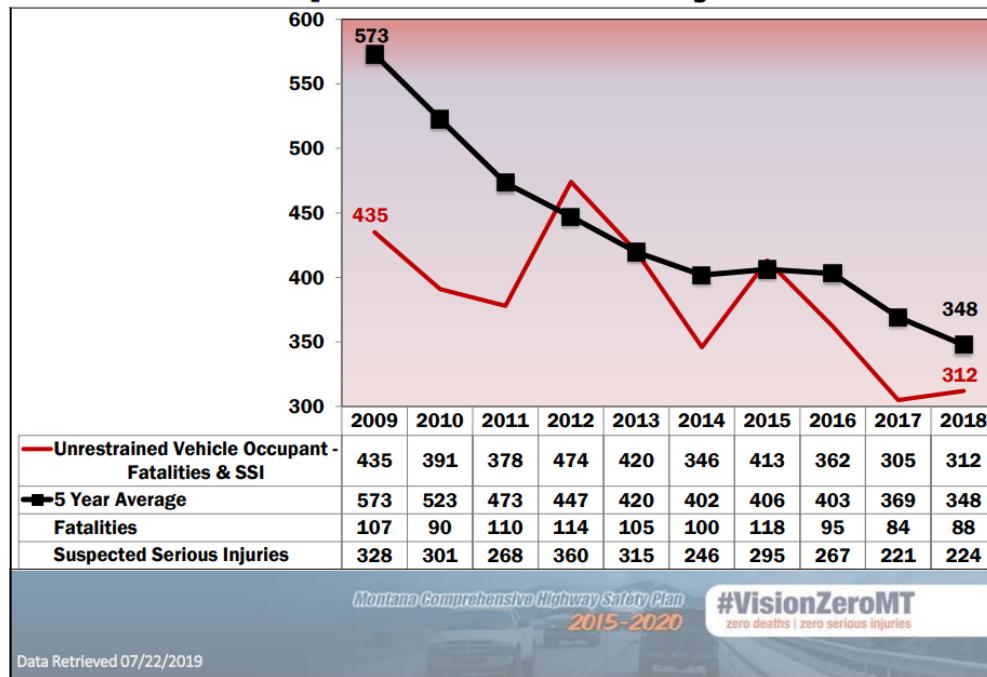
Noodle Express – 2000 W. Broadway, Missoula County
(conference room is located at back of restaurant)

AGENDA

Presenter	Topic	Item type	Supporting material
Schmidty	Call to Order & Facebook Check In		Yes
ALL	Round table introductions - What do you bring to the table?	Question	
Schmidty	2019 Annual Transportation Safety Planning Meeting	Discussion/ Report	Yes
Schmidty	Our Messaging <ul style="list-style-type: none">• Psychological Reactance and Moral Disengagement – Say What?• Would like to address (Last Meeting)<ul style="list-style-type: none">○ Pets & seatbelts○ Mass * speed = force○ Unsecured (large) items in a vehicle○ Elderly needing assistance○ Car seat expiration rates○ Education of insertion of car seats into newer vs older cars○ Promotion of Car Seat Check Stations (New)• Thanksgiving Specific?<ul style="list-style-type: none">○ Empty Dinner Table (See Below)• Christmas Specific?<ul style="list-style-type: none">○ Buckle Up Christmas Carrol (i.e. Buckle Up Santa)	Discussion	
Schmidty	<ul style="list-style-type: none">• Empty Dinner Plate (PR/Marketing)<ul style="list-style-type: none">○ Last Meeting: Coalition decided to pursue this activity, but main question was “what is the budget” which needs to be identified and the actual set up for backdrop would need to be scheduled○ Should we just make a video setting up the table? (Side of the road, at a crash location, etc.)	Discussion	
Member Updates	Graphs from the MDOT on next page		

Next Meeting: Thursday, December 12, 11:30 am – 1:00 pm, Noodle Express – 2000 W. Broadway

Unrestrained Occupants Fatalities & Suspected Serious Injuries



Occupant Protection Emphasis Area Strategies

- 1 Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use
- 2 Support enforcement of existing seat belt and child passenger safety laws
- 3 Continue to support and build collaborative partnerships to increase seat belt use
- 4 Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and/or increasing occupant protection use

