

2023

Missoula County BUMT Objectives



Objective 1

Develop and enhance the Buckle Up Montana Coalition's Online Presence.

Activities

1. Ongoing maintenance & advancement of the Drive Safe Missoula website across desktop and mobile platforms.
 2. The website continues to serve as the online home for the Missoula Buckle Up Montana Coalition, recorded meetings, agendas, and minutes are posted.
 3. The Drive Safe Missoula website continues to serve as a community resource for Child Passenger Safety includes, how to obtain free car seats, information about car seat fitting stations, other resources related to child passenger safety.
 4. Content creation and development to promote positive community norms related to seat belt safety and child passenger seat safety. This content will be in the form of, but not limited to, blog posts, videos, photos, graphics, and audio files.
 5. Work with media partners to develop and promote positive messaging in support of the proper use of seat belts and child car seats.
 6. Partner with other state and local agencies to ensure a high degree of consistent and unified messaging.
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Objective 2

Work to promote and assist with the proper selection, installation, and use of child restraints in accordance with manufacture instructions and the National Highway Transportation Safety Association's (NHTSA) standardized Child Passenger Safety Course.

Activities

1. Maintain a National Child Passenger Safety (CPS) technician certification.
2. Support and promote local registered child passenger safety inspection stations.
3. Provide CPS technician services to families in Missoula County to help ensure the proper selection, installation, and use of

child restraints. Maintain a dedicated Child Passenger Safety section on the Drive Safe Missoula website that includes information regarding how to obtain free car seats, local fitting stations, general information related to child passenger safety.

4. Promote local Child Passenger Safety check stations and events.
 5. Support and promote the National Child Passenger Safety Week in September.
 6. Host, attend, and/or promote local car seat check events during National Seat Check Saturday
 7. Attend, if applicable, partner sponsored events to promote the use of seat belts and child restraint systems.
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Objective 3

Increase the public's understanding and knowledge of proper seat belt usage benefits and Montana's seatbelt laws.

Activities

1. Continue to maintain and promote the Drive Safe Missoula website and utilize social media platforms to draw attention to the importance of proper seat belt and child safety restraint usage.
 2. Conduct annual seat belt usage surveys around the City of Missoula with the goal of also conducting seat belt surveys from other locations throughout the county.
 3. Network and collaborate with individuals, non-profit organizations, business, and schools to develop and distribute mutually beneficial messaging that promotes occupant protection.
 4. Create, develop, and distribute, pro-seat belt and child restraint messages through social media, website, and other sources.
 5. Display and present the Respect the Cage exhibit at community events, when possible.
 6. Partner with Law Enforcement, Fire, EMS, and hospitals to support and promote the usage and enforcement of proper seat belt and child restraint usage.
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Objective 4

Ongoing and continuous support for Montana's Comprehensive Highway Safety Plan (CHSP) and the goal of Vision Zero- Zero Fatalities and Zero Serious Injuries on Montana roadways. The CHSP's outlined purpose, strategies and implementation for occupant protection will serve as one of the key guiding documents directing the general workflow of the Missoula County BUMT coalition and its coordinator.

Activities

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 increasing occupant protection use.
5. Support CHSP recommendations and efforts related to obtaining a primary seat belt law in Montana.