



## Missoula County Buckle Up Montana Coalition Meeting

Thursday, November 14, 2019 ~ 11:30 am – 1:00 pm

Call to Order at 11:40 am

### **MEMBERS PRESENT:**

Katie Didier

Kira Huck

Paul Pfau

Allison Onstad

Kevi Berger

Jenny Ross

Sheila Callahan

Steve Schmidty

### **CHECK IN**

- Facebook Check In: Everyone was reminded to check in online
- Paper check in was conducted

### **PRIOR MEETING MINUTES**

- Prior meeting minutes were submitted via email to meeting and a copy were available at this meeting
- Discussion: Add “Members Present” to the meeting minutes, no additional changes or additions
- Kiera made a motion to “approve the minutes, as presented, with the addition of the Members Present”
- Jenny 2<sup>nd</sup> the motion
- All in favor ~ none opposed ~ motion carried

### **ROUND TABLE INSTRODUCTIONS**

- Not Conducted

## **2019 TRANSPORTATION SAFETY PLANNING MEETING**

- Reviewed the Graph on back of agenda)
  - Unrestrained occupants fatalities and suspected serious injuries
  - Occupant protection emphasis area strategies
- Discussed strategies and how we can incorporate our activities to align with said strategies
  - Strategy 1
    - Officer Pfau discussed program Alive @25
      - Option from the Court
      - Option from Insurance
      - TJ is the contact (instructor)
      - Discussion of how we, as a group, can help
      - Steve is working to develop an educational framework which could work for DUI taskforce as well as BUMT as well as getting into the schools
      - One idea – work with teachers at the schools to provide the education
      - Pfau will arrange for Steve to have a sit in and/or arrange for a copy of the info to Steve
  - Strategy 2
    - Work on Primary seatbelt law
    - Authorize Overtime for additional work
    - Issues:
      - Highway miles in Montana = concept of no need as very little traffic
      - Mentality of “don’t tell me what to do”
    - Discussion of
      - What is the law vs what is actually safe” and how to combat that concern
      - More of a concern for women as they will often be transporting youth where men may be on their own
      - Need for female legislators and/or wives of legislators
      - Getting out info much earlier to those who make the decisions
      - Need a meeting with key people in 2020
      - Need to have an active lobby committee – Steve cannot lobby
      - Discussion was held regarding having a part-time lobbyist to help make strides
        - Possible Stricter Fines
        - Possible pitch 2 ideas such as Primary Law OR large fines
    - Barry is the head – we need to get in earlier and build coalitions – not just in our area but in Montana to have a solid force for change
    - Attend interim meeting and meet the players but also need to figure out who is up for election so they are not the “spear head” player
  - Strategy 3
    - Increase partnerships and partner activities
    - Utilize new activities and/or promotions in effort to reach new audiences
    - Partner with insurance companies to use a message of how fines and tickets and accidents increases insurance rates and costs for us, the drivers and passengers
    - State Farm – to sponsor a bill and/or hire the lobbyist
    - Kiera will send a list to Steve from Safe Kids Worldwide
    - Partner with PetCo or PetSmart to encourage people to keep their pets safe

- Greg Lind may be willing to help – Steve will follow up
- Officers offer ride along and highway patrol has had some success with education during ride along
- Possibly Progressive will sponsor a pet day
- Help Promote Target and WalMart car seat trade ins
- Strategy 4
  - Track social media results
  - Continue seatbelt surveys

## **OUR MESSAGING/SOCIAL MEDIA**

- Steve did a “lead to answer you want” example with cards
  - 38% is how you say it
  - 58% is body language
  - Requires positive reinforcement for change, stay away from negative statements
- Idea: present “Here is why we are worried vs here is why you need to be buckled up”

## **HOLIDAY PLANS**

- Empty Dinner Plate (PR/Marketing)
  - Steve asked members to search for Empty Dinner Table videos on YouTube
  - Kevi offer her services, donate decor and set up the table for the video
  - Steve will identify a location and video then add voice over
- Buckle Up Christmas Song
  - Idea was to create a Buckle Up song to a well known Christmas tune
  - Kevi will write lyrics
  - 2 possible contacts to contact for getting it sung (for a video) – St. Joe’s music teacher and Hellgate Music teacher

## **MEMBER UPDATES**

- Not conducted as over time limit

## **ADDITIONAL DISCUSSIONS**

- What to address
  - Early Out – with an officer and offer to check car seats/seat belts
  - Educate and make a part of pre-natal checks and well child checks – maybe also at birthing centers and hospitals
  - Put a flyer in take home packets for new parents
  - Concept: Under the influence of text and technology
  - Concept: Doughnut drink & drive activity
  - Social media ads
  - Local TV Free shows: MCAT, ABC, NBC, CBS

Meeting was adjourned at 1:16 pm

Respectfully Submitted: Kevi Berger ~ Volunteer Secretary