



Missoula County Buckle Up Montana Coalition Meeting

Thursday, January 9, 2020

Call to Order at Call to Order at 1.05 pm

MEMBERS PRESENT:

Rolf Tandberg
Katie Didier
Kira Huck
Paul Pfau
Charmell Owens
Allision Onstad
Sheila Callahan
Jennifer Regan
Kevi Berger
Steve Schmidt

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
- Shelia made a motion to “approve the minutes, as presented
- Kira 2nd the motion
- All in favor ~ none opposed ~ motion carried

ROUND TABLE INSTRODUCTIONS

- Not Conducted

HOLIDAY BUCKLE UP VIDEO

- 527 views as of 01/03/2020 (on all media platforms and groups)

EMPTY DINNER TABLE VIDEO

- Facebook
 - BUMT – 240 - up from 230 views
 - DUI Taskforce – 809 - up from 517 views
 - Steve's Page – 238 - up from 231
- YouTube
 - BUMT – 32 - up from 20 views
 - DUI Taskforce – 83 - up from 82 views
- TOTAL = 42 Shares – 1402 – up from 1080 views

VIDEO ON DECK

- Steve is working on video from car seat fitting stations
- Will also be shown on Facebook and YouTube

OUTSTANDING IN MISSOULA (POSSIBLE PROGRAM)

- Discussion: Psychological reactance and moral disengagement (per Center for Health & Safety Culture), how to get around it, how to carry out the program
- Steve has created a tentative program titled: *Outstanding in Missoula*;
- Tentative program handout was given to all members and Steve asked that we read through it and offer constructive feedback
- Concept would be to use nurse practicum students to carry out much of the work
- Idea: Leverage businesses (re: make safe driving video for social media upload and then have them place flyer in prominent place to promote safe driving habits)

MEMBER UPDATES

- CASA – Superhero Run on 4.18.20 tentative time of 8am to 2pm. Needs volunteers
- Safe Kids – working on Safe Kids MT projects
 - Ideas for Safe Kids
 - Normalizing car seat checks is needed
 - Safety Message for ATV's – main factors are manufacturer's guidelines, use of helmets, age appropriate, no drink and drive and seat belt use for all motorized vehicles (as they have them)
- Highway Patrol – Pfau
 - Safety Talks & 25 Alive (TJ)
 - 2019 Stats: 534 citations and only 7 child restraints citations given (may be low due to warnings given)
 - Focus: DUI, seat belts, unsafe driving
- Charmelle – Lead Instructor in May

- Idea: focus on 1st responders as a certified techs
- Need to see city stats to see where the gap is
- Need more police/police dept personnel and rural outreach to provide for installs
- Note: training on 4 Saturdays in a row had a higher overall test rate than the consecutive 4 days in a row; may be due to reviews each week rather than moving forwards w/o review
- Allison
 - Can talk to OB department and maybe may also able to take the class
 - Child Conference is tentatively scheduled for April 15, 2020 at the Double Tree – Tables are available for groups to have at the event
 - Spring Fever Trauma Conference coming soon
- Sheila
 - Discussion: Need for messaging – one idea was “8 & 80”
 - Concerned that we have done no outreach except videos which are viewed and then put away
 - Idea: Danni ad may be great for play
 - There is a radio and a TV version
 - We can emphasize for the baby living as well as the proper use of a booster seat
 - Concern: Budget must be discussed and plans made asap for annual messaging as 1st and 2nd quarter ads are easier to get into the play roster
 - Concern: ROI on a video on social media – limited traffic so might also need to do activities or outreach to promote and reach higher number of community members
 - Discussion: bus signs – are we still doing this – if so, we need to decide on a design and submit it asap
 - March 14, 2020 I the Kids Fair in the Mall – BUMT will be given a booth but with a larger space to accommodate the car play mat, car seats and “walk under” display – ***Volunteers Needed to man this area***
 - Discussion: there is a program we can utilize. It allows you to scan a code and it sends an automatic reply. It is a private and enclosed database. Outcome: Sound we use and what info to send to users needs to be identified
 - Another option for data info = Safe Kids has a limited database
 - Question: We would need a data collection place and that person to disseminate info as needed
 - Auto reply with phone number & web as a possible “set up your own appt” type of message
 - Sheila recommended a talk with Marilyn Ryan and see about getting Paul Ryan on board to coordinate installs for car seats; other option was to have Steve & Capt. Kitchen talk with Paul (Paul has promoted such before)
- Ralph – Has been re-habbing from surgery but brought up idea of IF Missoula turns to more scooters to get around, we would want to be pre-emptive and run a helmet campaign
- Jennifer – No news at this time
- Kevi – Hospice Ball will take place at the Hilton Garden Inn on 02.28.20. They could use volunteers and donations if anyone is interested please contact her at work

ADDITIONAL DISCUSSIONS

- Media Outreach – LIVE – is a concern – we need to make sure with limited budget and time, we need to ensure we are getting news stories out there if possible
- Consider awarding a Super Hero Award at Kid’s Fair or other live event – Officer Pfau will work on a seat belt nomination
- Steve has 2 saved by the belt nominations – Pfau will follow up

Meeting was adjourned at 1:16 pm

Next Meeting February 13, 2020 at 11:30 am

Respectfully Submitted: Kevi Berger ~ Volunteer Secretary