



Missoula County Buckle Up Montana Coalition Meeting

Thursday, November 12, 2020

Zoom Meeting

MEMBERS PRESENT:

Rolf Tandberg
Steve Schmidt
Marie Jenson
Reagan Mecham
Kira Huck
Kevi Berger
Paul Pfau

Introductions

PRIOR MEETING MINUTES

- Rolf – Motion to Approve
- Kevi – 2nd
- All Approve

Effectively Engaging Stakeholders in Safe System's Approach to Transform Safety Culture – Sent out prior to meeting. – From the Center for Health and Safety Culture

- Blog Post – If we volunteer to write blog post and we all share each other's blog posts we can broaden the range of our messages across all of our social media platforms. This practice will help the coalition and help spread your words thereby promoting your organization.
 - This also helps with SEO
- Still looking for people to write a short quote on the partner's page.

State Farm Grant

- Approval from State Farm to extend the funding (\$19,250) to the next year due to COVID.
- Allowed to adjust the grant money as needed
- They like the concept of an online course.

- New GoPro was purchased with the State Farm Money

Young Driver's In Control – Health Enhancement Document

- I went through the Montana State Health Enhancement Document to see how the Young Driver's In Control

Possible Topics to cover in the "Young Drivers In Control" course

- How to avoid the deer
- Don't over drive your headlights
- Defensive Driving
- What to do when you hydroplane
- What to do when XYZ happen.
- Difference between offensive driving and defensive driving
- Glare of the sun (reflecting off of other surfaces)
- What it means to wear your seatbelt properly
- For Teen Parents – Car Seats – How to get training installing car seats.
- Section for Parents
 - o i.e., How to speak to your kids about safe driving behaviors if you haven't been demonstrating safe driving behaviors yourself. For example, you haven't worn a seat belt but now you want your young driver to wear a seat belt...how do you have this conversation.
- Talk about Graduated Driver's License
 - o The goal is to avoid in vehicle distractions

I'll be looking at the "Alive at 25" program and other programs, not to duplicate what they are doing but to compliment what they're doing in their courses. Young drivers in control will also be made available to students who perhaps are not taking drivers Ed because it's either too expensive for the class was full or they just chose not to.

The foundation will be how to make the healthy choices.

I'll be looking to reach out to students and youth groups to help spread the message.

Kira – Safe Kids have a "Take it from a Teen" program

Rolf – How to be a safe passenger.

Reagan – Music in the car (how it's not safe and it could be a distraction)

Steve – I'll also be focused on the Myths around seatbelt use.

My goal is to make the course entertaining. Inspiration from Hank Green and the whole DFTBA (Don't forget to be awesome).

It takes anywhere from 4 to 6 hours worth of behind the scenes production work for each minute of produced video so this will be a slow process

State Legislature is coming up

- DOT has a Rotunda day scheduled for March
 - o Provided lunch for legislators
 - o We could make a video to share the information
- Brainstorm Idea
 - o Pizza Boxes (Custom) – Printed with either Buckle Up or DUI Task Force Info
 - Custom Boxes cost about \$.15 per box (\$1500 for 10,000 boxes)
 - Work with local pizza companies – pay for their boxes –
 - Could use State Farm Money
 - I had, perhaps, \$3500 set aside for printed materials
 - Different than a brochure
 - It's not out of the box thinking, it's "On the Box Thinking."
 - Kevi – Would Stickers on any type of delivery work with many different types of delivery restaurants.

Car Seats

- MRFD and Frenchtown Fire – Not holding checks due to COVID
- MESI – Doing Checks
- Safe Kids – Has money for car seats
- Rolf – has a couple convertible car seats
 - o I'll send people to Rolf.

No Updates

Meeting Adjourned

December Meeting – Combined with DUI Task Force – Date and time to be determined.