

OCCUPANT PROTECTION

PROGRAM GOALS: The overall program goal is to increase the three-year average rate of observed safety belt use from baseline 93% (2011- 2013) to 96% (2013-2015) for drivers and front seat outboard passengers..



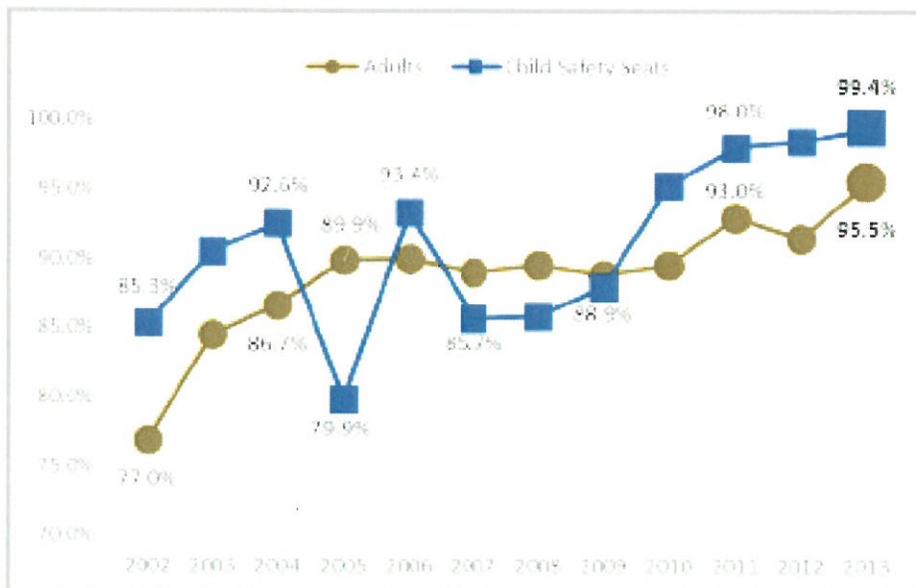
One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In Georgia, non-restraint use is consistently associated with over fifty percent (50%) of all vehicle crash fatalities. The National Highway Traffic Safety Administration (NHTSA) data that shows safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%). For light-truck occupants, seat belts reduce the risk of fatal injury by sixty percent (60%) and moderate-to-critical injury by sixty-five percent (65%). Research on the effectiveness of child safety seats has found them to reduce fatal injury by seventy-one percent (71%) for infants and by fifty-four percent (54%) for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are fifty-eight percent (58%) and fifty-nine percent (59%), respectively.

The Governor's Office of Highway Safety (GOHS), in partnership with the University of Georgia Survey Research Center, conducts an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Non-users are disproportionately male and pickup truck occupants. Highlights from the September 2013 report are as follows:

- Statewide safety belt usage in 2013 for drivers and passengers of passenger cars, trucks, and vans was 95.5%, an increase of 4% from 2012.
- Safety belts usage was 97.9% in passenger cars, 98.1% in vans, and 90.7% in trucks.
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (98.7%), followed by rural areas (91.2%), and the non-Atlanta MSAs (91.2%).

Child safety seat usage in 2013 was 99.4%, an increase of 4% from the 2012 usage rate. Child safety seat usage was highest in the Atlanta Metropolitan Statistical Area (MSA) and rural areas of the state (both 100.0%), followed closely by non-Atlanta Metropolitan Statistical Areas (MSAs) (99.1%).

Georgia Restraint Use Observational Survey



In 2012, a total of 53 children ages 6-8 years in Georgia were involved in fatal motor vehicle crashes (crashes that led to more than one fatality). Of those children involved in fatal crashes, 29 were injured and 11 were killed. Only 6 out of the 11 fatality injured children were reported to be using a supplemental restraint, such as a child safety seat or a booster seat, in addition to the adult seat belt.

In the three-year period from 2005 to 2007, hospitalization charges for 248 children who were hospitalized due to motor vehicle traffic related injuries were about \$7 million. An additional \$5 million in charges was for the 5,111 emergency room visits for the same period. Because of the gap in our law and what the statistics are showing, Georgia introduced and passed new legislation, Senate Bill 88. On July 1, 2011 Georgia's new law went into effect requiring children to be properly restrained in a child passenger safety restraint device until they reach eight (8) years of age.

Target Population

The target population is all occupants in motor vehicles, with particular emphasis on populations who are most at risk by not using restraints or not placing their children in restraints.

OCCUPANT PROTECTION TASK TEAM

VISION Georgia will take decisive and sustained action Toward Zero Deaths -- a state with zero fatalities and zero serious injuries caused by motor vehicle crashes where inadequate occupant protection was used. "Every Life Counts-Strive for Zero Fatalities and Injuries on Georgia Roads"

GOAL: The overall program goal is to increase the three-year average rate of observed seat belt use from baseline 93% (2011-2013) to 96% (2013-2015) for drivers and front seat outboard passengers.

OVERVIEW: The Georgia Governor's Office of Highway Safety promotes occupant protection through the following strategies. These strategies are a combined effort between GOHS occupant protection grant funded programs at the local level as well as grant funded programs supervised through state-wide programs with the Georgia Department of Public Health, and the UGA Georgia Traffic Injury Prevention Institute (GTIPI) who work with partners statewide to accomplish related objectives. Additionally, the OPTT will work with other task teams and the Child Passenger Safety Advisory Board to ensure occupant protection for all ages is considered via the Young Adult Task Team and the Older Driver Task Team.

PERFORMANCE MEASURES:

1. To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.
2. To decrease the number of traffic injuries below the 2012 calendar base year average of 115,619 to 112,256 by 2015.
3. To reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 406 (2010-2012 average) to 314 (2013-2015 average) in 2015.

OCCUPANT PROTECTION TASK TEAM		
Objective 1:	Increase the three-year average rate of observed seat belt use from baseline 93% (2011-2013) to 96% (2013-2015) for drivers and front seat outboard passengers.	FOUR E CATEGORY
Strategy 1	Support the GOHS during Child Passenger Safety Caravan events with representatives from each of the occupant safety focus grants and local representatives in the selected caravan county in order to improve CPS public information and education programs and decrease child safety seat misuse to communities most at risk.	EDUCATION

Strategy 2	Provide specific occupant safety training to law enforcement representatives across the state in order to improve the outreach and training of this group while increasing their ability to identify gross misuse violations while on the road. This program will also be provided at the facilities where the 2 hour block on the Law Enforcement Mandate class is provided. The Georgia Department of Public Health will work with UGA GTIPI through the task force to create a curriculum to be used statewide for all law enforcement mandate required and continuing education training. Additional partners will include Georgia State Patrol and Traffic Enforcement Network (TEN) leaders.	ENFORCEMENT
Strategy 3	Conduct four statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).	ENFORCEMENT
Strategy 4	Ensure a representative from each TEN is a CPST and knowledgeable in occupant safety programs for all ages.	ENFORCEMENT
Strategy 5	Work with other agencies involved in collecting and reporting on MVC deaths and injuries in order to identify better outcome data to support strategies in occupant safety for FFY 2016. Additionally, a subcommittee will be created to work on all hospital (including hospitals in other states) reporting of injuries to the GA Department of Public Health in order to improve overall injury data compilation each year.	EVALUATION PROJECT
OBJECTIVE 2:	To maintain the use of child safety restraint systems for children under age 8 of 99.5% in 2015	
Strategy 6	Provide training twice per year on "Transporting Georgia's Children Safely A Focus on Special Healthcare Needs" training courses to certified Child Passenger Safety Technicians.	EDUCATION
Strategy 7	Facilitate and conduct occupant safety education in at least 140 counties representing approximately 88% of the public health department outreach. This project includes the distribution of at least 4,500 child safety seats across the state via certified Child Passenger Safety Technicians.	EDUCATION
Strategy 8	Conduct at least 25 Child Passenger Safety Technician certification courses certifying at least 250 new technicians and 30 CEU workshops via online and traditional formats to encourage Child Passenger Safety Technician retention. The majority of these classes are taught through the University of Georgia's Traffic Injury Prevention Institute (GTIPI), Atlanta Fire Rescue Department, and the Georgia Department of Public Health.	EDUCATION
Strategy 9	Focus on education on child safety seat misuse in all areas of Georgia. This can be accomplished by providing local representatives with a Toolbox of how to send misuse education to families across the state. Explore partnerships with non-traditional partners for increased outreach opportunities.	EDUCATION
Strategy 10	Provide best practice education to and review transportation policies of all state agencies responsible for transporting children. Recommendations will be specific to ensure all agency policies comply with the Georgia seatbelt and child restraint laws. Some of these agencies include the Department of Public Health (non-emergency transport), Department of Early Care and Learning, Department of Family and Children Services, and Georgia Pupil Transportation.	EDUCATION

Strategy 11	Create a formal partnership between the Department of Public Health and UGAGTIPI to train educational professionals and child care providers on safe transportation for children.	EDUCATION
Strategy 12	Continue working with the Georgia EMS department to provide the "Transporting Children Safely in Ambulances" curriculum. This strategy will also include ensuring some basic CPS awareness education blocks of training are incorporated into the State EMS Online Training system for first responders.	EMS
Strategy 13	Work with the EMS for Children Coordinator and regional EMS committees to train EMS professionals as CPSTs and Occupant Safety professionals for all ages through the support provided within occupant safety focus grants and the Georgia Trauma Commission. This strategy will enhance the EMS community outreach by ensuring there is an occupant safety specialist at the local level.	EMS
Strategy 14	The GA Department of Public Health and UGA GTIPI will work to create and distribute a survey for hospitals to determine current regulations and policies relating to newborn discharge and transportation as well as overall child passenger safety education and training for staff.	EVALUATION PROJECT
Strategy 15	Support Georgia Department of Public Health to continue the Teddy Bear Sticker Evaluation Program and increase the outreach of this program to identify lives saved with the child safety seat distribution program in Georgia counties. This program will also work to include data collection on the state EMS TRIP tool used with first responders.	EMS
Strategy 16	Law enforcement, fire/rescue, EMS, and other first responders will provide documentation of child safety seats involved in crashes and report them to the GA Department of Public Health in order to document lives saved from child safety seats.	EMS
Strategy 17	Determine the Fire/Rescue agencies where child passenger safety education could be enhanced. Work with local organizations such as injury prevention coalitions for outreach and educational opportunities.	EDUCATION
OBJECTIVE 3:	To increase seat belt use rate by 1% for rural drivers and passengers in the FFY 2015.	
Strategy 18	Conduct two combined CarFit Event Coordinator and Technician certification trainings, certifying 20 individuals who will conduct educational events for older drivers across the state. These trainings are coordinated through the UGA GTIPI program.	EDUCATION
Strategy 19	Work with local Regional Development Commissions to identify road improvement projects and campaigns designed to decrease motor vehicle crashes in communities where data suggests redesign is warranted.	ENGINEERING
Strategy 20	Explore a partnership with base commanders at military bases in Georgia to identify occupant safety concerns and next steps for opportunities.	EDUCATION
Objective 4:	To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.	
Strategy 21	Through the occupant safety focus grants, work to reach Spanish-speaking audiences and other minority groups to increase awareness of occupant safety.	EDUCATION