



# OCCUPANT PROTECTION PROGRAM PLAN

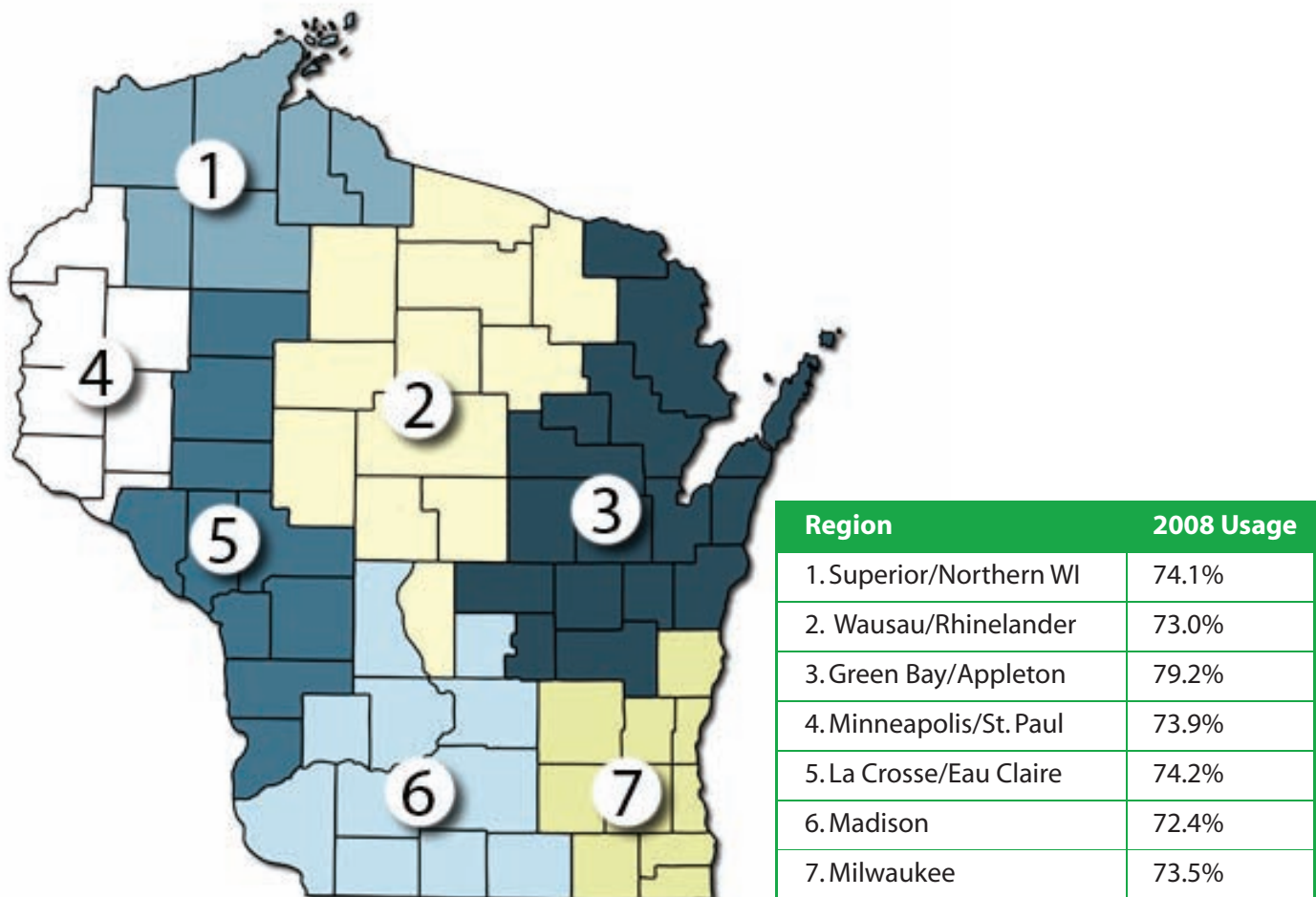


## Program Justification, Performance Goals and Measures

### Justification

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated ('A' Injury). In 2008, observed average statewide safety belt use was 74.2%. There were 67,695 convictions for failure to fasten safety belts and 3,489 convictions for child restraint violations entered in Wisconsin driver records in 2007.

If you were in a fatal or injury crash for the period 1994-2008 and were not using safety equipment, you were 46.0 (7.43% vs. 0.16%) times more likely to be either partially or totally ejected from the vehicle. In addition, you were 12.3 (13.75% vs. 1.12%) times more likely to be killed than someone who was wearing a shoulder and lap belt at the time of the crash. A 13.75% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.



The graph below illustrates not only which age groups are involved in the majority of fatal and incapacitating crashes, but also their safety belt usage (when known) in 2008. As has been true for many years, safety belt usage lags with the most inexperienced drivers. Between the ages of 15 and 34, safety belt usage in the most severe crashes hovers around 54%. The information below is from all occupants of passenger vehicles and utility trucks during 2008.

## Performance Goals and Measures

### Average Belt Use and Child Safety Seat Use

2000 Baseline	65.4%
2008 Current	74.2%
2010	81.8%
2012	90.2%

### Unbelted Fatalities and 'A' injuries

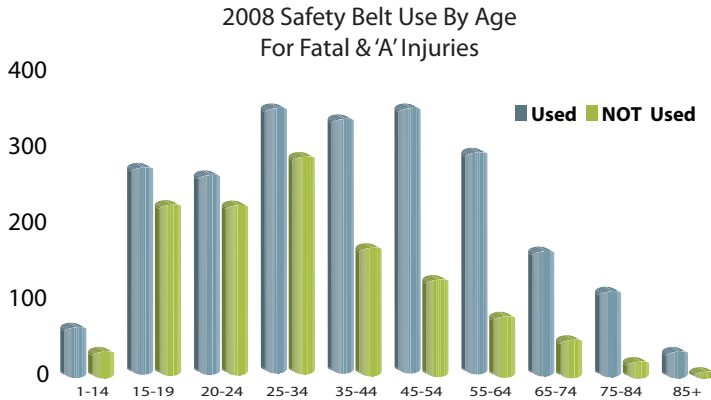
2000 Baseline	2.76/100M VMT
2008 Current	1.99/100M VMT
2010	1.80/100M VMT
2012	1.62/100M VMT

### Ejection Rate/Fatal and Injury Crashes

2000 Baseline	1.83%
2008 Current	1.72%
2010	1.56%
2012	1.40%

### Child Safety Seat Installation

We expect to certify 120 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2010.



### Belt Use by Region – Summer 2008

Belt use varies by almost 7% across the state. The Green Bay/Appleton area is highest at 79.2% and the Madison area is lowest at 72.4%. Regions are defined by Wisconsin ADI media markets.



## Program Management

Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training.

Integrate occupant protection programs into community / corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

Act as a liaison between local communities, law enforcement agencies, planners, advocacy programs, and various divisions of the DOT.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) 2010-20-01	\$80,000
(State) 2010-29-01	\$15,000

## Regulation and Policy

Work with employers around the state to encourage safety belt use for their employees by making it a policy.

Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.

Encourage health providers to make questions about safety belt use a regular part of their health risk screening.

## Program Information and Education

Review, update, and develop materials on child passenger safety, safety belt and other OP related items for the public and more targeted for diverse populations.

Create state-specific occupant protection message using CIOT and messages targeted at the teen driver.

Duplicate print and video materials for distribution to the public.

Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.

Develop training materials for law enforcement on child passenger safety

(402) 2010-20-02	\$200,000
(405) 2010-25-02	\$75,000

Youth safety belt initiatives.

(405) 2010-25-02	\$250,000
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### Child Passenger Safety (CPS)

Statewide Child Passenger Safety Advisory Committee.	(2011) 2010-24-03	\$5,000
Support and Administer CPS Training. Provide additional CPS training supplies	(2011) 2010-24-03	\$150,000
Grants for child safety restraints and fitting stations.	(2011) 2010-24-06	\$125,000

### Outreach Program

Seatbelt and Rollover Convincer support for maintenance and upkeep, travel and 0.5 LTE.	(402) 2010-20-02	\$40,000
CPS training for law enforcement agencies, judges, and community advocates.	(405) 2010-25-03	\$50,000

### Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded, enforcement for both the national high-visibility "Click It or Ticket" Mobilization, and the Alcohol Crackdown, as well as expanded unfunded mobilizations, and mandatory funded nighttime enforcement.

Plan and contract for Paid Media for "Click It or Ticket" Mobilization, and a sustained safety belt media campaign reflecting the safety belt message.	(402PM) 2010-20-07	\$750,000
Overtime Enforcement, "Click It or Ticket" CIOT.	(402) 2010-20-05	\$320,000
Enforcement and Equipment.	(405) 2010-25-05	\$550,000
Non-overtime Equipment Grants.	(405) 2010-25-06	\$200,000
Pilot test CPS law enforcement initiative.	(405) 2010-25-05	\$25,000

### Data and Program Evaluation

Contract for CIOT Mobilization Pre/Post Observational Surveys.	(402) 2010-20-09	\$135,000
Contract for CIOT Knowledge, Attitude, and Behavior (KAB) Surveys to include telephone and DMV surveys and to evaluate the effectiveness of paid media.	(402) 2010-20-09	\$40,000

## Occupant Protection - Budget Summary

2010-20-01-OP	Program Management - Federal	\$80,000	402
2010-29-01	Program Management – State	\$15,000	State 562
2010-20-02-OP	PI&E	\$240,000	402
2010-20-05-OP	Enforcement	\$320,000	402
2010-20-09-OP	Evaluation	\$175,000	402
2010-20-07-PM	Paid Media	\$750,000	402PM
2010-24-03-K3	Training and Support – Technical	\$155,000	2011
2010-24-06-K3	Equipment – CSR	\$125,000	2011
2010-25-02-K2	PI&E	\$325,000	405
2010-25-03-K2	Training & Support-Technical	\$50,000	405
2010-25-05-K2	Enforcement	\$575,000	405
2010-25-06-K2	Equipment	\$200,000	405
<b>Total 402</b>		<b>\$815,000</b>	
<b>Total 402PM</b>		<b>\$750,000</b>	
<b>Total 2011</b>		<b>\$280,000</b>	
<b>Total 405</b>		<b>\$1,150,000</b>	
<b>Total State</b>		<b>\$15,000</b>	
<b>Program Total</b>		<b>\$3,010,000</b>	

