



## Virginia Strategic Highway Safety Plan

### Occupant Protection Emphasis Area Plan

#### **Priority Strategies**

1. Implement roadway improvements that ensure human mistakes and vulnerabilities do not result in serious injuries or fatalities.
2. Adopt an approach that considers risk when prioritizing locations for safety improvements and programs.
3. Recognize traffic safety as a public health issue and establish policies and programs that promote safe behavior and reduce crash severity outcomes.
4. Develop and implement programs that provide education and awareness to high-risk road users.
5. Implement innovative solutions and utilize current and emerging technologies.

#### **Emphasis Area Tasks**

- Review actions and select 10. Include a mix of what can be done today and what can be done in the future. Refrain from just selecting all ongoing strategies and focus on priorities. *(Note: each individual's selections will not necessarily make it to the final list. We will identify those 10 that capture the needs of the group.)*
- Combine or reword actions whenever possible. Example: Combine actions 1 & 2 - *Use data to identify which population groups are at highest risk for not wearing safety belts and develop materials to increase awareness of the benefits of safety belt use among these low-use groups.*
- Apply the Action Test for each action.
- Determine the time frame, e.g., those actions that can be done in the next two years (short term) ; those that can be done in the next three to five years (longer term) and any that are ongoing.
- Identify any new actions that support the principal strategies and are not included on this list.

#### **Action Test**

- What can actually be accomplished? *(What is working today and ideas for the future.)*
- Is there an interest in pilot testing a program or project?
- Is it feasible in terms of budget and resources?
- Are there policy or political considerations that require it to be included?
- Is there a way to combine or rewrite actions to result in fewer actions?

Action #	Priority Strategy	4 E	Action	Time Frame
1	#3	Enforcement	Conduct a statewide, high visibility seat belt enforcement campaign with supporting media to educate the public on the importance of using safety belts and include a statewide observational pre- and post survey and enforcement of alcohol-related laws during nighttime hours	Ongoing
2	#4	Education	Conduct seat belt educational and awareness campaigns to educate the public on the importance of using seat belts and include social media and messaging to reach diverse communities.	Ongoing
3	#4	Education	Conduct Virginia Child Passenger Safety and Education Campaign to include outreach activities to Virginia's low-income populations, and areas of need including diverse and underserved communities.	Short term
4	#4	Education	Conduct safety seat checks across the Commonwealth providing statewide access to child safety restraints to eligible parents/guardians through the Low-Income Safety Seat Distribution Program, especially in areas of need to include diverse and underserved communities	Ongoing
5	#4	Education	Recruit new and effective partners to ensure the occupant protection program is reaching diverse communities and to ensure equity is at the forefront for the program to increase the seat belt use rate and decrease unrestrained fatalities.	Long term
6	#4	Education	Coordinate the NHTSA Standardized Child Passenger Safety Technician Certification Courses, Child Passenger Technician Refresher Courses, Renewal Course and Child Passenger Safety Special Needs Certification Courses.	Ongoing
7	#4	Education	Use data to determine which population groups are at highest risk for not wearing safety belts, determine why if possible.	Long term
8	#4	Education	Increase the number of certified child passenger safety technicians/ instructors, especially at mother/ infant units, neo-natal intensive care units, pediatric units, etc. in hospitals to provide staff education.	Ongoing