



NHTSA Occupant Protection Technical Assistance Program

*Virginia Highway Safety Partnerships:
Reaching Minority and Military Communities*

Presented by
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Reasons, Relationships, and Resources



The Ripple Effect



May the force be with you!



BACKGROUND

NHTSA Program Assessments and Technical Assistance

NHTSA Program Assessments

- A NHTSA-facilitated process
- Reviews a highway safety program in a State
- Provides recommendations for strengthening the State program

Occupant Protection Technical Assistance

- Free technical assistance to States
- States apply through their NHTSA Region
- Conducted by subject matter experts (SME)
- Develop action-oriented strategies to address recommendations

Occupant Protection Program Assessment

Recommendation #1

- Develop and implement a **minority outreach program**, using relevant **Virginia-based minority organizations** to ensure that materials are culturally and linguistically appropriate for the target audiences. This will allow the Virginia Highway Safety Office to **expand potential earned media opportunities** through minority media outlets.

Occupant Protection Technical Assistance

Goal #1

- To implement a **minority outreach program** to reduce fatalities and injuries through messaging that reaches the diversity of the Commonwealth

Occupant Protection Program Assessment

Recommendation #2

- **Develop relationships** with Safety Officers of military bases in Virginia to **provide information and materials** supporting traffic safety programs and high visibility law enforcement mobilizations, including Click It or Ticket. **Encourage base participation in traffic safety programs for the safety of their personnel**, particularly for those who are returning from overseas deployment, and those who are arriving in Virginia to begin their deployment on one of the Commonwealth's 27 bases.

Occupant Protection Technical Assistance

Goal #2

- To work directly with the **military bases to provide resources in the area of highway safety** and reduce fatalities and injuries

Supporting Virginia's Occupant Protection Plan

- Conduct at least 40 outreach **events and activities** with Virginia's low-income population, areas of need to include **diverse communities and underserved communities** with information through Virginia's Child Passenger Safety and Education Campaign by September 2022
- **Develop educational messaging** designed to change knowledge and beliefs, modify attitudes, teach new skills to Virginia's areas of need, to **include diverse communities, and underserved communities'** population
- Implement **ME and MY Ride program** in areas of need to include **diverse communities and underserved communities** to increase the awareness
- Continue the **distribution of "Right Now" communications** providing data and available educational resources two times a fiscal year to our **highway safety partners**

Supporting Virginia's Strategic Highway Safety Plan

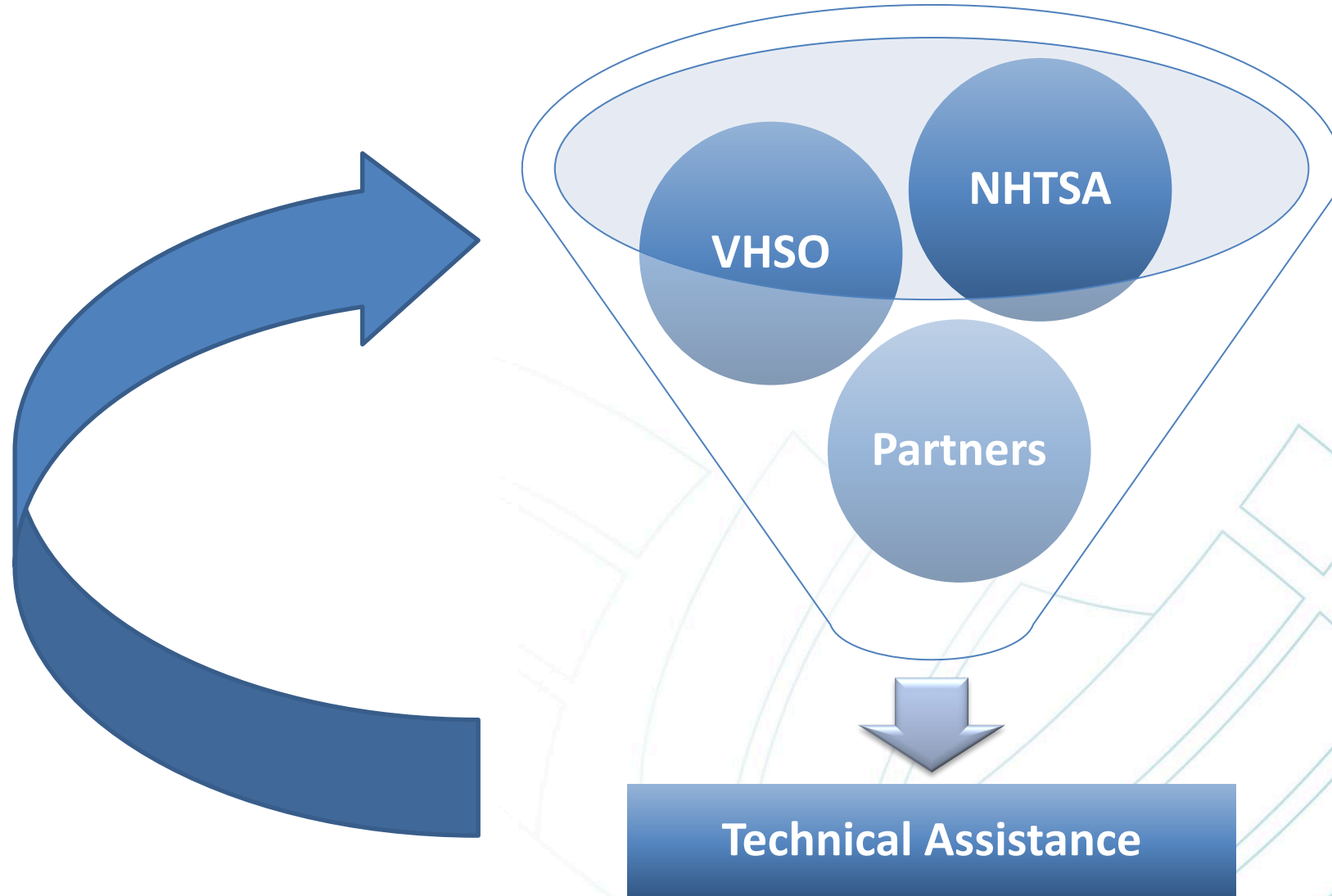
- **Recruit new and effective partners** to ensure the occupant protection program is reaching **diverse and underserved communities** and to **ensure equity is at the forefront of the program** to increase the seat belt use rate and decrease unrestrained fatalities, serious injuries, and other consequences.
- 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 and underserved** and areas of need communities
- Conduct Virginia Child Passenger Safety (CPS) and Education Program to include outreach activities to **Virginia's low-income populations, and areas of need** including **diverse and underserved communities**

Virginia Occupant Protection Program

Setting the stage for technical assistance

- Around 350 enforcement grants (70 on occupant protection)
- Secondary belt law
- 85.4% usage rate (highest to date)
- Around 300 unrestrained fatalities per year (54% of passenger vehicle fatalities)
- 2020 unrestrained fatalities increased 13%
- 2020 overall crashes decreased 18%, VMT decreased by 16%

Collaborative Effort



Virginia Stakeholder Participation

- **Tanisha McGaughey** – Boys & Girls Clubs of Southeast Virginia
- **Juan Santacoloma** – Chesterfield SAFE
- **Augustine Doe** – Virginia Department of Public Health
- **Veronica Crosby** – Virginia Department of Public Health
- **Niki Zimmerman** – Fairfax County NAACP
- **Chief Robby Cottrell** – Virginia Union University
- **Dana Schrad** – Virginia Association Chiefs of Police

Virginia Stakeholder Participation

- **Deborah VanBuskirk** – Naval Air Station Oceana
- **Angela Bynum** - Hampton Roads Field Federal Safety and Health Council
- **Mike Lucas** – Naval Station Norfolk
- **Keith Wilson** – Naval Safety Center
- **Michael Yarbrough** – Mid-Atlantic Region Safety Office
- **Larry Jarrell** – Virginia Department of Motor Vehicles

Virginia Occupant Protection Program Goals

Goal #1

- To implement a **minority outreach program** to reduce fatalities and injuries through messaging that reaches the diversity of the Commonwealth

Goal #2

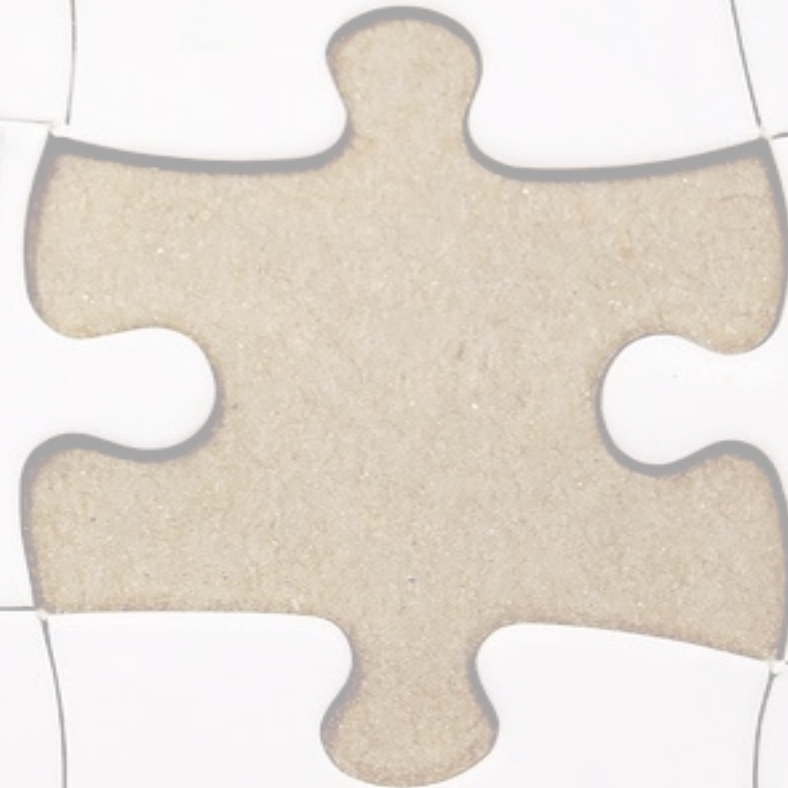
- To work directly with the **military bases to provide resources in the area of highway safety** and reduce fatalities and injuries



MINORITY OUTREACH RECOMMENDATIONS

Opportunities and Options

- The goal of the technical assistance process was to engage partners to assist with the development and implementation of minority and military outreach programs
- Identify opportunities and present options
- 15 recommendations with supporting actions
- Pieces that VHSO and partners can fit together to help compliment existing efforts



Minority Outreach

Effort to reach diverse populations throughout the Commonwealth

- 38% of Virginia's population identify as members of minority groups
- 18% of Virginia's population is African American
- African American's represented 26% of the Commonwealth's unrestrained fatalities from 2015-2019

Minority Outreach

Recommendation #1

- Develop easy-to-understand information, data, and resources for new minority partners; translate as needed
 - Develop an introduction to the Virginia Highway Safety Office
 - Develop program-level outreach materials and data
 - Define outreach roles, responsibilities, and procedures

Minority Outreach

Recommendation #2

- Establish a traffic safety diversity advisory board
 - Recruit African American, Hispanic, and other minority partners to form a new traffic safety diversity advisory board
 - Collaborate to develop or review occupant protection materials that resonate with minority communities
 - Establish a network of minority community-based contacts for distribution of traffic safety materials, information, and programs

Minority Outreach

Recommendation #3

- Enhance the information collected in Virginia's direct observation survey to support minority outreach efforts
 - Work with Virginia's direct observation survey contractor so that race and age are collected in the annual observational survey

Minority Outreach

Recommendation #4

- Conduct minority-specific traffic safety focus groups
 - Define partner and program needs
 - Analyze results to inform outreach materials and strategies

Minority Outreach

Recommendation #5

- Build a relationship with Virginia Department of Health's Partners in Prayer and Prevention (P3) program to establish traffic safety outreach efforts with its faith-based networks and resources
 - Use the P3 newsletter to share key traffic safety information with the Commonwealth's faith-based community leaders
 - Identify traffic safety subject matter experts to take part in P3 partner resource sessions

Minority Outreach

Recommendation #6

- Partner with other Virginia agencies that have programs or relationships with minority populations or faith-based organizations
 - Identify and Engage Virginia Government Agency Responsibilities and Programs
 - Identify and Engage State Highway Safety Office Programs

Minority Outreach

Recommendation #7

- Engage Historically Black Colleges and Universities (HBCU)
 - Involve campus police with promoting seat belt use through messaging rather than traditional enforcement campaigns
 - Work with campus health care providers to promote seat belt use as part of overall health and well-being programs
 - Connect with campus sororities and fraternities, asking that they consider sharing existing materials and assets as a way of showing care and concern for their community

Minority Outreach

Recommendation #8

- Involve Boys & Girls Clubs and similar organizations with occupant protection messaging to reach African American youth and their families
 - Provide clubs with seat belt information, outreach and print materials, and local crash data to share with youth and parents
 - Assist Boys & Girls Clubs with developing ongoing relationships with local law enforcement to foster conversations about traffic safety

Minority Outreach

Recommendation #9

- Expand existing impaired driving traffic safety partnership with Chesterfield Substance Abuse Free Environment (SAFE) to include occupant protection education and outreach.
 - Develop appropriate occupant protection education information to share with Spanish radio, newspapers, and social media channels
 - Foster positive relationships with the Hispanic community and law enforcement
 - Identify opportunities to have direct contact with the Hispanic community regarding occupant protection best practices and laws through community events, meetings, and schools



MILITARY OUTREACH RECOMMENDATIONS

Military Outreach

Effort to protect our heroes

- Unique opportunity to be a national leader in military outreach and partnerships
 - Motor vehicle crashes account for most off-duty soldier deaths for the Army
 - 13% increase in at-fault crashes within the first six months of returning from a deployment
 - Lifesaving maneuvers from abroad are risky behaviors at home
 - Shifting population

Military Outreach

Recommendation #1

- Develop easy-to-understand data, information, and resources for new military partners
 - Develop an introduction to the Virginia Highway Safety Office
 - Develop program-level outreach materials and data
 - Define outreach roles, responsibilities, and procedures

Military Outreach

Recommendation #2

- Use relationships and contacts initiated during the technical assistance to develop partnerships with military bases and organizations
 - Work with the Safety Officer at Naval Air Station (NAS) Oceana to pilot efforts to provide traffic safety outreach to military personnel
 - Engage the Hampton Roads Safety and Health Council for opportunities to share traffic safety information

Military Outreach

Recommendation #3

- Determine breadth and impact of motor vehicle violations and crashes on military personnel
 - Understand how traffic violations are viewed from a Virginia law and military service perspective
 - Understand how Virginia military crash data are collected, accessed, and evaluated

Military Outreach

Recommendation #4

- Conduct military traffic safety focus groups
 - Define partner and program needs
 - Analyze results to inform outreach materials and strategies

Military Outreach

Recommendation #5

- Identify and engage other DMV business units or other Virginia agencies that have relationships with the military population
 - Research and Engage Virginia Government Agency Responsibilities and Programs
 - Engage the Virginia DMV Customer Services Management Administration

Military Outreach

Recommendation #6

- Work with military safety officers to explore featuring military personnel in the VAHSO's "Local Hero's" communication campaign
 - Plan and create initial multimedia

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