

# Nebraska Occupant Protection Program Assessment

March 1 - 6, 2020

## Our Goal

To decrease the increasing trend for unrestrained passenger vehicle occupant fatalities/injuries in all seating position; keeping children, you, and Nebraska families safe.

## The Problem

The number of traffic crashes involving injuries, and fatalities on Nebraska's roads. 20% of the motoring public are not wearing their seat belts. Wearing your seat belt can reduce the risk of a fatal injury by more than 45%.

## Target Audiences

Drivers, Nebraskans, Families, State Employees, Law Enforcement, Employers, Schools (faculty, staff, students)

### Key Program Management Changes:

- Develop and implement a process to incorporate a Grant Advisory Committee
- Develop and implement a Law Enforcement Liaison program

### Key Legislation/Regulation and Policy Changes:

- Increase fine to \$50.00
- Adopt a Primary Law
- Improve current Graduated Driver License Law
- Utilize stakeholders to humanize the need for life saving measures (improved GDL Laws, seat belt fine increase, and a primary seat belt law).

### Key Law Enforcement Changes:

- Continue to grow relations with law enforcement
- Support law enforcement agencies with officers certified as Child Passenger Safety Technicians
- Move forward with the Law Enforcement Liaison Program through the Highway Safety Office

### Key Communication Changes:

- Continue to monitor pre and post-campaign media to determine outreach of high visibility enforcement campaigns.
- Evaluate the need for a uniform branding campaign with a common message (i.e. Drive Smart Nebraska) which can improve collaboration, strengthen the program and improve message recognition with the motoring public.

### Key Occupant Protection for Children Changes:

- Continue to gather data and monitor the Children Passenger Safety Program and work conducted by the inspection stations.
- Conduct comprehensive awareness training for law enforcement officers to support CPS through a "Roll Call Briefing".

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- Continue to educate on LB42 – “Change Motor Vehicle Provisions Relating to Child Passenger Restraint Requirement”.

## Key Outreach Program Changes:

- Provide resources to Nebraska schools, clubs and communities to encourage use of campaigns supporting traffic safety (DSN Tool-kit on the web).
- Keep the [Drive Smart Nebraska](#) website updated and relevant to emerging topics/trends in our state.

## Key Data and Evaluation Changes:

- Carry out annually a seat belt observation survey, using methodologies as prescribed by NHTSA.
- Carry out a Child Passenger observational survey every three years to monitor car safety seat usage.