MISSISSIPPI SEAT BELT STATE ACTION PLAN
SEAT BELTS

Action Plan	Target Date	Status
Expand Teen Belt Demo (TBD) project statewide by: • Expand Rock the Belt program • Integrate teen belt message into OP enforcement media • Expand social media viral messaging usage • Conduct LE briefings	Ongoing	• Began to expand TBD Project statewide May 3, 2010 by continuing Rock the Belt Program activities in all counties. • Developing Memo of Understanding (MOU) with MDOT to promote the ROCK the Belt program on a larger scale.
2) Revise statewide Buckle Up in Your Truck campaign by • utilize focused media for truck occupants • utilize speakers such as Tammy Ryden • Conduct LE briefings on OP truck issues	Ongoing	• Used Pickup truck driver in 2010 CIOT PSA • Continue to utilize Tammy Ryden when possible for BUIYT speaker.
3) Expand outreach to African-American community by: • Conducting Diversity Forum and supporting other diversity initiatives	Ongoing Nov. 2010 Mar. 2011 Mar. 2011	• 5/18 - African American Jackson Assistant Police Chief spoke at CIOT kickoff press event • Develop outreach during Capitol City Classic Outreach in November 2010. • Working with Luther Perry, Regional LEL to create Ministers against Crime in MS.
4) Increase enforcement of OP laws by: • Developing incentive programs for non-funded agencies • Utilizing LEL's to promote safety belt utilization while on patrol • Utilizing LELs' to promote incentive programs	May 2011	• 18 OP enforcement projects in FY10 will be expanded to 20 in FY11 • Will review and develop incentive programs to gain support from non-funded agencies • Will evaluate production of agencies receiving OP grant funding

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5) Expand TOPS training NHTSA – Will send latest TOPS curriculum update	Ongoing	• Offer the TOPS training at Regional LEL and other LE meetings upon request
6) Conduct aggressive OP related paid & earned media	May 2011	• The State will participate with CIOT earned and paid media during Memorial Day mobilization
7) Develop a plan to increase OP enforcement in large population centers.	Oct. 2010	• OHS will discuss an OP grant with Jackson Police Department for FY 2011.
8) Conduct CIOT planning meetings to inform, gain support and educate law enforcement, organizations and others about CIOT campaign.	May 2011	• Planning to conduct at least two planning meetings each fiscal year with partners to plan CIOT mobilization, and other OP activities.

This Seat Belt State Action Plan (SAP) has been jointly developed by the Mississippi and NHTSA Region 6 as a result of the State requesting a delay in a Seat Belt Special Management Review from FY10 to FY11. It is agreed this SAP is a binding agreement between both parties, and the SAP is a working document, the status of which will be updated at least every three months beginning July 1, 2010 to note progress on completion of action items.

Georgia S. Chakiris 8-24-10
Georgia S. Chakiris [Date]
Regional Administrator
National Highway Traffic Safety Administration
Region 06

Kim Proctor 6/14/2010
Kim Proctor [Date]
Director
Mississippi Office of Highway Safety

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AUG 20 2010
NHTSA
SC Reg - Ft Worth TX

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Expand Teen Belt Demo (TBD) project statewide by: • Expand Rock the Belt program • Integrate teen belt message into OP enforcement media • Expand social media viral messaging usage • Conduct LE briefings	Ongoing May 2010	• FY13 – State has contracted with DREAM Inc. to manage and oversee the youth Seat Belt programs. Focus areas for FY13 will be delta area and new seat belt survey counties. • FY12 – MS continued to support the Statewide seat belt program. • Began to expand TBD Project statewide May 3, 2010 by including all counties • Developing Memo of Understanding (MOU) with MDOT to promote the ROCK the Belt program on a larger scale. • Used Teens in 2010 CIOT Enforcement message • Attached schedule of dates for events already done and events planned to do.
2) Revise statewide Buckle Up in Your Truck campaign by • utilize focused media for truck occupants • utilize speakers such as Tammy Ryden • Conduct LE briefings on OP truck issues	Ongoing May 2010	• State has no plans to continue pickup truck focus in FY13 but will review data and if it is indicated, work with new media consultant (when they are on board) to develop new messaging. Currently using some PSA's that include pickups. • Used Pickup truck driver in 2010_CIOT PSA & enforcement message • Continue to utilize Tammy Ryden when possible for BUIYT speaker. • The quarterly LEL meetings were used to discuss the CIOT Champaign and the

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		importance of the truck issues we have.
3) Expand outreach to African-American community by: • Conducting Diversity Forum and supporting other diversity initiatives	Ongoing May 2010 Nov. 2010 Jan. 2011 April 2011 June/July 2011	• FY13 – State has contracted with form R6 Diversity Outreach Liaison to continue and expand its outreach efforts in the African American Community. • FY12 – State hosted a press event at the Jackson State-Alcorn event. State also hosted a Diversity Outreach forum. • 5/18 - African American Jackson Assistant Police Chief spoke at CIOT kickoff press event • Used African-American male in 2010 CIOT enforcement message • Develop outreach during Capitol City Classic Outreach in November 2010. • Working with Luther Perry, Regional LEL to create Ministers against Crime in MS. • Grant was granted to JSU for Diversity Summit. • 4/19 Diversity Summit • Meet w/ NHTSA about the 2012 Diversity Summit
4) Increase enforcement of OP laws by: • Developing incentive programs for non-funded agencies • Utilizing LEL's to promote safety belt utilization while on patrol • Utilizing LELs' to promote incentive programs	May 2011 May 2011	• FY13 – State is contracting with 46 local PD's and SO, the MHP and 5 HBCU PD's to conduct OP enforcement activities. State will recognize individual officers and agencies again in FY13 who show a commitment to OP enforcement based on numbers of SB and CPS citations. MS utilizes the

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		luncheon and recognition as its incentive program throughout the State. • 18 OP enforcement projects in FY10 will be expanded to approximately 30 in FY11 • Will review and develop incentive programs to gain support from non-funded agencies • Will evaluate production of agencies receiving OP grant funding • Promote CIOT and seat belt / child restraint seat usage at the quarterly LEL meetings
5) Expand TOPS training NHTSA – Will send latest TOPS curriculum update	Ongoing	• FY13 – LEL's will conduct 14 TOPS classes during this fiscal year. • FY12 – State had 12 TOPs classes for LE • Offer the TOPS training at Regional LEL and other LE meetings upon request • TOPS training is included in all SFST trainings conducted by the State LEL office.
6) Conduct aggressive OP related paid & earned media	May 2011	• FY13 – State plans an equally aggressive earned media schedule for CIOT which will involve many local and State law enforcement agencies. • FY12 – State conducted an aggressive CIOT earned media schedule throughout the State for CIOT. State also conducted 3 large press events throughout the State

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		• The State will participate with CIOT earned and paid media during Memorial Day mobilization • Conduct press conferences on the following dates: 5/19/11 10:00 a.m. – Tupelo, MS 5/23/11 10:00 a.m. – Gulfport, MS 5/24/11 10:00 a.m. – Meridian, MS 5/26/11 10:00 a.m. – Jackson, MS
7) Develop a plan to increase OP enforcement in large population centers.	Oct. 2010 April 2011	• FY13 - State has grants with several heavily populated counties including: Hinds and Rankin (City of Jackson is located within both), Gulfport, Vicksburg, Meridian, Greenville, Starkville and the MHP • OHS will discuss an OP grant with Jackson Police Department for FY 2011. • Did not get for FY 2011 • Will send grant application again for the upcoming FY 2012 grant year
8) Conduct CIOT planning meetings to inform, gain support and educate law enforcement, organizations and others about CIOT campaign.	April/May 2011	• FY13 Again this year, the State utilizes MASHL to provide information to its partners about OP activities and needs. • Planning to conduct at least two planning meetings each fiscal year with partners to plan CIOT mobilization, and other OP activities. • 4/7/11 & 4/11/11 Media Meetings • 4/18/11 & 5/20/11 MAHSL meeting with state and local law enforcement,

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		organizations and others to discuss upcoming CIOT campaign

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Georgia S. Chakiris [Date]
Regional Administrator
National Highway Traffic Safety Administration
Region 06

Kim Proctor [Date]
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