



North Dakota's *Vision Zero* Initiative

VISION ZERO 
Zero fatalities. Zero excuses.



Today's training is brought to you by the
North Dakota Department of Transportation and Vision
Zero North Dakota

VISION ZERO 
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Training Session Logistics

Presentation Agenda:

- 8:30 - 8:35 a.m. - Welcome and Introductions
- 8:35 - 9:05 a.m. - Policy Advocacy / Education / Lobbying / The E's of Injury Prevention
- 9:05 - 9:45 a.m. - North Dakota's Legislative Process / Providing Testimony
- 9:45 - 10:00 a.m. - **BREAK**
- 10:00 - 10:20 a.m. - Navigating the ND Legislative Council Website / Capitol Tour
- 10:20 - 12:00 noon - Effective Policy Communication
- 12 - 12:30 p.m. - **LUNCH**
- 12:30 - 1:00 p.m. - When a Bill Becomes a Law: Next Steps
- 1:00 - 1:20 p.m. - Primary Seat Belt Law in North Dakota
- 1:20 - 2:00 p.m. - Questions and Answers

Thanks to our presenting partners:

- Ryan Gellner - North Dakota Association of Counties
- Aaron Birst - North Dakota Association of Counties
- Scott Hennen - The Flag/WZFG
- Gene LaDoucer - AAA-The Auto Club Group
- Senator Scott Meyer - North Dakota Legislature
- Shane Goettle - Odney
- Don Larson - Odney
- Carma Hanson - Safe Kids Grand Forks



Training Objectives

- Build capacity to participate in policy advocacy during the North Dakota legislative session.
- Enhance knowledge of advocacy on the local, state and federal level.
- Create a network of passionate and well-trained advocates/partners to help address public policy issues critical to North Dakota.

Carma Hanson , Coordinator - Safe Kids Grand Forks



The Importance of Legislative Advocacy



The E's of an Effective Injury Prevention Program

- Education
- Engineering
- Environment
- Encouragement
- Evaluation
- EMS
- **Enactment and Enforcement**

Advocacy vs. Lobbying

Distinction between advocacy and lobbying

Advocating	Lobbying	
	Direct	Grassroots
Identifying, embracing and promoting a cause	Communicating with legislators on specific legislation	Urging the general public to contact their legislators regarding specific legislation (except in the case of ballot initiatives)
<ul style="list-style-type: none">• Nonpartisan analysis, research or study on a legislative issue• General communication• Actions that affect regulatory issues• Self-defense	<ul style="list-style-type: none">• Influencing legislators to introduce legislation• Distributing materials to assist in the passage or defeat of a bill• Directly encouraging a member or the public to support or oppose legislation	

Advocacy vs. Lobbying?

- Speaking on behalf of yourself
- Speaking on behalf of your agency/business
- What if you can't LOBBY?
(as per your business directive)



Why Advocate - Legislate

- Promote “best practice” standards
- Serve as a tool for education
- Capture a % of the population that only comply due to the fear of “getting caught”
- Speaks to the importance/effectiveness of the action

Policy changes can influence the behavior of a large group of people.

BEST PRACTICES FOR BUCKLING UP CHILDREN

To help you provide the safest way to travel with your child, the North Dakota Department of Health offers the following best practice recommendations:

Children younger than 13 should ride in the back seat.

REAR-FACING
Children should ride rear-facing until at least 2 years of age. Two types of car seats are available for rear-facing:
Infant Seats - Most of these seats can be used until 22-35 pounds. Use them until the highest weight limit or until the child's head is within one inch of the top of the seat.
Convertible Seats - These seats can be used rear-facing and forward-facing. Most can be used rear-facing up to 30-40 pounds. Use them rear-facing until the highest weight or height limit allowed by the manufacturer.

FORWARD-FACING
When children are at least 2 years of age or have outgrown the highest rear-facing limits of their car seat, they may ride forward-facing in a car seat with a harness. Use the seat until the child reaches the harness's highest weight limit allowed by the manufacturer. Car seats with harnesses can be used up to 40-100 pounds.

BOOSTERS
When children have outgrown the harness in their forward-facing car seat, they may be moved to a booster. The child should be at least 40 pounds and at least 4 years of age. Keep the child in the booster until about 4'9" tall or the seat belt fits correctly over the child's body. Most boosters can be used up to 80-120 pounds.

SEAT BELT
Children should use a seat belt when it fits over the body correctly. For a seat belt to fit properly, the lap belt must lie snugly across the upper thighs and be snug across the shoulder and chest. It should not lie on the stomach or across the neck.

FOR YOUR CHILD'S SAFETY:
Select a car seat based on your child's age, size, development and maturity. Weight and height information will be on labels attached to the car seat and in the instructions manual.
Register your car seat, check for recalls and monitor the expiration date of the seat.
Secure your child in the seat snugly, following the car seat instructions.
Install the seat tightly in your vehicle using the seat belt OR lower anchors and tether (LATCH) system. Follow the car seat instructions and vehicle owner's manual.

Need help with your car seat? Visit a car seat checkup or child passenger safety technician for assistance.
Call the North Dakota Department of Health at 800.472.2286 (press 1) or go to www.ndhealth.gov/injury/ for a list of car seat checkups.

Policy vs. Politics

Policy

Health policy is a set course of action (or inaction) undertaken by governments or health care organizations to obtain a desired health outcome (Cherry & Trotter Betts, 2005).



Politics

Throughout our daily lives, politics determines who gets what, when, and how. Politics has been defined as "the process of influencing the authoritative allocation of scarce resources" ([Kalisch & Kalisch, 1982, p.31](#)).

Citywide Policy

- Areas to impact city policy
 - City Council
 - Church Council
 - Parent Teachers' Organization
 - Businesses
 - School District



Statewide Policy

- Legislature (laws)
- Statewide Agencies
- Professional Organizations
- State Associations (NDMA, NDNA)



Federal Policy

- Congress and Senate
- National Associations
- National Professional Organizations



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Education



SAFE KIDS GRAND FORKS
 News You Can Use
 Summer 2020

Summer Safety Amid Covid

The sunshine and promise of summer days coming is a welcome in our lives that have been turned upside down amid the Coronavirus. The news is consistent with information, some factual, other speculation. While we take the threats of Covid-19 seriously, we also know that lives continue and safety remains an important topic to help keep kids safe from their number one cause of death—preventable injuries. Other states in the country that are further ahead of the Covid pandemic are seeing a spike in emergency room visits and injuries and deaths from causes that are preventable.

In this issue, some of our topics are the same as they have been in past years. Check out our information on some of these dangers that present their selves during this time of year:

- Heatstroke—Pages 14, 16, 26
- Drowning, water & boating—Pages 7, 27 and 28
- Unleashed sports helmets—Page 11
- Backyards & safe play spaces—Pages 12 and 18
- Backyard safety—Page 20
- Playground safety—Pages 22-23, 25-27
- Fire, fireworks, and campfires—Pages 22-23, 25-27
- Because of Covid, we have had to change some of the activities in which we provide classes or events. But, this education and support is important and we are committed to continuing our work of keeping kids safe at HOME, at SCHOOL, at PLAY and ON the WAY. Check out these pages for some great educational opportunities that can be accessed on our web site:
- Bringing Home Baby—Page 8
- Bringing Home Baby—Page 9
- Truitt Safety Education—Page 17
- Smart Sitter & Safe at Home Home—Page 19
- Virtual Concussion Symposium—Page 19

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SAFE KIDS GRAND FORKS

Get Personalized Ad Recommendations for Safe Kids Grand...
 Learn which types of ads are recommended for Safe Kids Grand... by answering a few quick questions.

Get Started

SAFE KIDS GRAND FORKS
 Keeping kids safe at HOME, at SCHOOL, at PLAY and ON the WAY.

To access our safety information, donate or volunteer in our efforts to keep kids safe from preventable injuries, visit www.safekidsgf.com or call 701.780.1489.

Altru Health System is proud to serve as the lead agency for Safe Kids Grand Forks. For more information, LIKE us on Facebook or follow us on Twitter.

Like Follow Share Learn More



Engineering



Environment



Encouragement



I Got Caught!

Congratulations! You were found wearing your safety helmet while riding your:

- bike
- skateboard
- scooter
- in-line skates

Free Small Cone

Share Your Pics with Us!

#HappyTastesGood #SafeSummerND

DairyQueen AAANorth Dakota VisionZeroND



Officer Name or Badge Number



EXPECT SOMETHING MORE™



HAPPY TASTES GOOD



Please present before ordering. One offer per coupon, per visit. Not good in combination with any other offer. Valid at participating North Dakota DQ restaurants only. (PLU #29266)

EXPIRES: 12/31/2020



Emergency Medical Services (EMS)



Evaluation

SAFE KIDS WORLDWIDE **NATIONAL BIKE TO SCHOOL DAY**

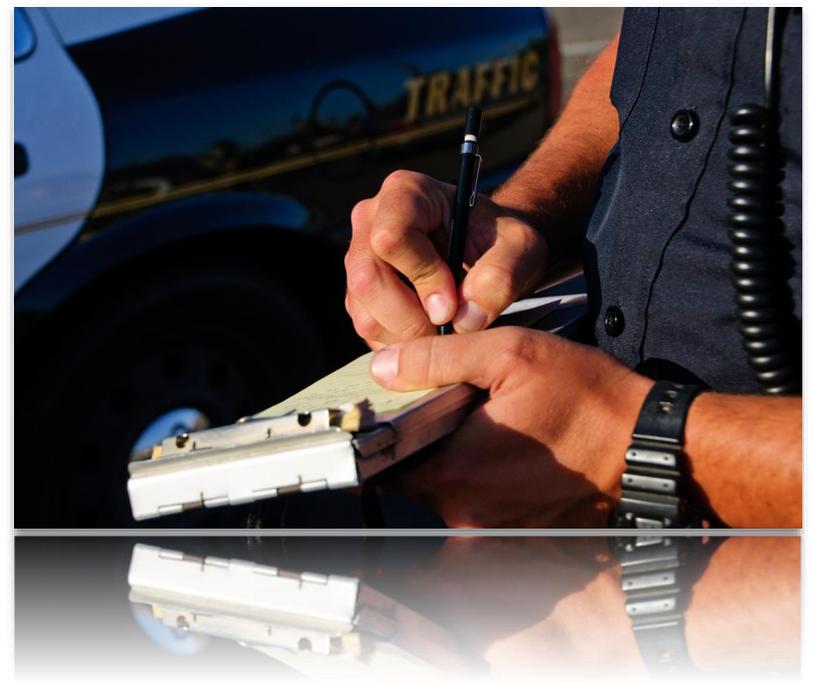
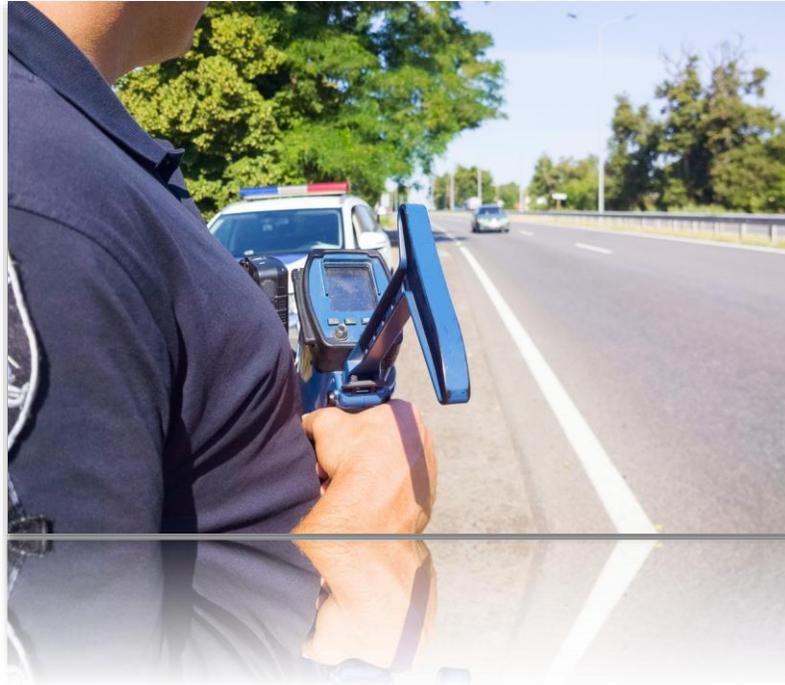
Parent Survey

All responses to this survey are anonymous, so please answer honestly. Thank you for your time!

- Do you always use a helmet when riding your bike?
 Yes No
- Does your child always use a helmet when riding his or her bike?
 Yes No
- Do you think that other parents always make sure their children are using their helmets?
 Yes No
- Have you or your child ever been in a near-crash or a crash with a car or a pedestrian while riding your bikes, and if so, who was at fault?
 Yes — the car was at fault
 Yes — I/my child was at fault
 Yes — the pedestrian was at fault
 Yes — someone else was at fault
 No, neither I nor my child has been in a near-crash or a crash while riding our bikes
- Please select the photo below that shows a properly fit bike helmet.
 A B C
- Is there a law in your community that requires that children wear bike helmets?
 Yes No Not sure
- Does your child's school have a policy or rule in place that requires a helmet if a student rides their bike to or from school?
 Yes No Not sure



Enactment & Enforcement



Navigating the North Dakota Legislative Website

Gene LaDoucer - Director of Public Affairs

The Auto

Club Group



Information Hub: Legislative Website

- Session Information
 - Calendar; key dates
- Members of House/Senate
 - Finding legislators
 - Contact information
- Standing Committees
 - Committee members
 - Hearing schedules
- Bills
 - Activity and tracking
- Floor votes
 - Streaming video



North Dakota Legislative Branch

Legislative Assembly Legislat

Legislative Assemblies

- 67th Assembly (2021-22)
- 66th Assembly (2019-20)
- 65th Assembly (2017-18)
- 64th Assembly (2015-16)
- 63rd Assembly (2013-14)

All Assemblies

Today's Meetings

Wednesday, July 1, 2020
9:00am to 3:00pm CDT
Information Technology Committee

Upcoming Meetings

Thursday, July 2, 2020
10:00am to 2:50pm CDT
Education Policy Committee

Tuesday, July 7, 2020
10:00am to 2:30pm CDT
Legislative Audit and Fiscal Review Committee

Wednesday, July 8, 2020
10:00am to 12:00pm CDT
Legacy Fund Earnings Committee

All Events

Find My Legislators

News

2019 Interim Information

Information regarding the 2019-20 interim can be found by visiting the [66th Interim Information \(2019-20\)](#) page.

Planning For When the Bill Passes

Where does the Governor stand once the law is passed?

- Don't go through all the work in the legislature if you don't know where the Governor stands on the issue/legislation.



Planning For When the Bill Passes

Have a plan in place if/when the legislation passes:

- Consider the effective date based on the ability to carry out the necessary arrangements.



Planning For When the Bill Passes

Communication Plan:

- Printed materials / Web site / On-line Reporting
- Signage
- Supplies / equipment
- Personnel training or education
- Media



Planning For When the Bill Passes

Getting those that will enforce the law on board:

- Education
- Warning period
- Agency communication
- Understanding the impact



Planning For When the Bill Passes



gratitude

- Bill sponsors
- Those voting in support of the legislation
- Those that testified in support of the bill
- Families involved
- Coalition agencies / businesses / partners

Contact Information

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701.739.1591 (cell)

Web site: www.safekidsgf.com

Facebook: Safe Kids Grand Forks



Question & Answer Period



Do **SOMETHING**. Do **ANYTHING**. Just don't do **NOTHING** at all!!



- Use your resources.
- Start somewhere.
- Keep at it.
- Don't let getting overwhelmed keep you from doing anything at all!!

Let's Get Connected

How can you help?

Please email us at: safekids@altru.org

- Lobby
- Testify
- Letter to your legislators
- Calls to your legislators
- Educate your community / team
- Other??

Thank you!!

- To our presenters
- To our host agency
- To our advocacy partners
- To you, our attendees

NORTH
Dakota | Transportation
Be Legendary.™