



2016 *Click It or Ticket*

Your Effort Will Save Lives

You work tirelessly year-round to serve and protect the people in your jurisdiction. This May, you will once again have the opportunity to make a difference. The *Click It or Ticket* campaign is about aggressively enforcing seat belt laws for one reason: to save lives. Ramp up your enforcement efforts, let occupants know why, and reach those who aren't buckling up. When you increase seat belt use, you reduce crash fatalities among unrestrained occupants. *Click It or Ticket*. It works.

Aggressive Enforcement

Seat belt use is required by law. It's not just a suggestion. Law enforcement across the nation will be cracking down on seat belt violations from May 23 through June 5. For the strongest impact in your area—

- **Increase your visibility** — Add units and increase patrol saturation during the 2016 *Click It or Ticket* mobilization to make crackdown efforts visible to more drivers and passengers.
- **Enforce during the day AND at night** — More unrestrained crash fatalities happen at night (6 p.m. to 5:59 a.m.) compared to daytime crashes. In 2014, of those killed in nighttime crashes, 57 percent were not wearing seat belts (compared to 41% of occupants killed during daytime hours, 6 a.m. to 5:59 p.m.).
- **Get the word out** — It's never been easier to get safety messages out to the public and to partner organizations. Use this *Click It or Ticket* earned media and other promotional material available at www.trafficsafetymarketing.gov. Let people know that they can expect to see you out in force May 23 – June 5.

Occupant Awareness

If every person was properly restrained on every trip, thousands of additional lives could be saved by seat belts each year. Help occupants understand why seat belt use is required by law.

- Nearly half of the 21,022 passenger vehicle occupants who were killed on our nation's roadways in 2014 were not wearing their seat belts at the time of the fatal crashes, according to NHTSA.
- The statistics are worse among teens and young adults: Of passenger vehicle occupants 13 to 15 and 18 to 34 years old who were killed in crashes, 59 percent and 57 percent, respectively, were not buckled up—the highest percentages of all age groups. Within the 18-34 age group, males who were killed in crashes were unrestrained 59 percent of the time.
- It's just as important to buckle up in the back seat. Too many people wrongly believe they are safe in the back seat unrestrained. Forty-seven percent of all front-seat passenger vehicle occupants killed in crashes in 2014 were unrestrained, but 58 percent of those killed in back seats were unrestrained.



- Regardless of vehicle type, time of day, or seating position, wearing a seat belt is the **single most effective way** to reduce fatalities in motor vehicle crashes.

Change People's Minds for Good

The *Click It or Ticket* enforcement mobilization runs May 23 to June 5, but we want the effects to be permanent. High-visibility enforcement has proven effective in increasing seat belt use.

The goal is not just to reach short-term success in enforcing seat belt laws; the goal is to change the way millions of people feel about buckling up.

- **We can do better.** An 87-percent national seat belt use rate sounds great, doesn't it? But the remaining 13 percent—an estimated 27.5 million people—need to hear the facts, and the *Click It or Ticket* campaign can make that happen.
- **Build on your success.** The 2016 *Click It or Ticket* mobilization runs May 23 – June 5, and you will save lives by stepping up your enforcement efforts. But when June rolls around, and for the rest of the year, remember to keep using these lifesaving techniques and tools to educate unrestrained vehicle occupants. You can change minds, change habits, and save lives.

Click It or Ticket — Every Occupant, Day and Night

This May, join law enforcement agencies across America as we send a strong message to motorists. Commit to conducting zero-tolerance seat belt enforcement during the day, and also at night, when higher numbers of passenger vehicle occupants go unbuckled. Look for seat belt violations among truck drivers, who have the lowest use rate of all vehicle types. Pay attention to child passengers, and write tickets to drivers who are transporting them unrestrained. Strict enforcement now means lives saved later. *Click It or Ticket*. Enforcement is in your hands, and you're making a difference.