



## NHTSA Dispatch

### Click It or Ticket 2011

#### Three Simple Steps to Save a Life...

*Educate occupants. Enforce belt laws. Increase belt use.* That's all it takes to save a life. As *Click It or Ticket* 2011 approaches, we urge you to make a renewed commitment to your community and participate in this nationwide campaign. There are many dangers to passenger vehicle occupants, but by strongly enforcing belt laws, you reduce fatal injuries and save lives.

#### Take a quick look at the numbers ...

- **Progress - but not enough** — There were 23,382 occupants of passenger cars, pickup trucks, vans and SUVs killed in motor vehicle traffic crashes in 2009, down from the numbers killed in 2008, but each and every one is one too many.
- **Greatly reduced risk** — Worn correctly, seat belts reduce the risk of fatal injury by 45 percent for front-seat passenger car occupants — and by 60 percent for pickup truck, SUV and van occupants.
- **But much more work to do**— Too many occupants are not getting the message. In 2009, 53 percent of fatally injured passenger vehicle occupants were NOT wearing seat belts at the time of the fatal crashes.

#### Turn staggering losses into lives saved ...

- **Commit to mobilize** — Join 49\* states and thousands of law enforcement agencies from across the country in stepping up high-visibility enforcement during the *Click It or Ticket* 2011 national mobilization from May 23 to June 5.
- **Enforce day and night** — In 2009, 11,593 passenger vehicle occupants died in motor vehicle crashes between the nighttime hours of 6 p.m. and 5:59 a.m., and nearly two-thirds (62 percent) were NOT wearing seat belts (compared to 44 percent of occupants killed during the daytime hours of 6 a.m. to 5:59 p.m.)
- **Promote your efforts** — Put the “high visibility” in your local enforcement efforts with handy *Click It or Ticket* earned media and other promotional material available at [www.TrafficSafetyMarketing.gov](http://www.TrafficSafetyMarketing.gov).

#### Help make Click It or Ticket a success ...

- **Enforcement works** — The *Click It or Ticket* high-visibility seat belt enforcement mobilization is credited with raising the national seat belt use rate from 58 percent in 1994 to an observed rate of 85 percent today.
- **But we can't stop now** — The national *Click It or Ticket* mobilization has increased seat belt use and saved lives, but thousands of lives are yet to be saved — and nothing can replace the efforts of officers like you in the field. Your efforts will make all the difference.

#### Click It or Ticket 2011 — You Are in Charge!

Strong enforcement will drive the success of the *Click It or Ticket* 2011 national mobilization. This May 23 to June 5, please take charge and lead officers in conducting zero-tolerance belt enforcement during the day, but especially at night. With your leadership, we can turn thousands of lives lost into many more lives saved.

\*New Hampshire only requires occupants up to 18 years old to wear seat belts.