



SQUAD ROOM NEWS



ENFORCEMENT SAVES LIVES!

School events like homecoming games, dances, and pep rallies are fun and memorable. But it's easy for students to get caught up in the excitement and not think about safety. The moment they choose to go for a ride without a seat belt could be their last! Help protect the future of teens in your community by dedicating yourself to stepped-up seat belt enforcement when school year celebrations can create an increased risk of tragic consequence for unbelted teens.

Since Click It or Ticket (CIOT) began a decade ago in Louisiana, Mississippi, New Mexico, Oklahoma, Texas and the Indian Nations, seat belt use in our Region has risen a significant 15 percentage points. That translates into thousands of drivers and passengers in our states who are now better protected against injury and death in case of a crash.

Yet well over half of the teens killed in traffic crashes every year in our Region are not buckled up. Nighttime is particularly dangerous. Nationally, about two-thirds of the 16 to 20 year olds who die in passenger vehicle crashes at night are not buckled up.

To download teen seat belt materials for Homecoming and other events go to: www.region6teenbeltproject.org



Next CLICK IT or TICKET MOBILIZATION: MAY 21 - JUNE 3, 2012

BELT ENFORCEMENT STRATEGIES

Create a strong law enforcement presence during high school and college events in your community that is highly visible to students. Increase daytime high-visibility enforcement around schools, as well as near student hang-outs such as restaurants, malls and movie theatres on weekends, to help increase teen seat belt use in your jurisdiction. Conduct nighttime patrols at high school and college football and basketball games, as well as during homecoming and events.

Stop random teen belt users and give them rewards, such as music downloads or fast food coupons. But when you stop unbelted drivers and passengers, it's a TICKET!

TEEN OUTREACH IDEAS

For dances, pep rallies, games, or other big school events, construct memorials for teens lost in car crashes and place at exits, catching students' attention as they leave. For example, make a memorial out of corsages at the homecoming dance exit. Put fliers under windshield wipers or place static bumper stickers/window clings on cars in school parking lots that remind students to buckle up, with special homecoming messages. Have university students speak to high schools, using positive peer pressure to encourage seat belt safety.

TEENS CAN TAKE THE "I BUCKLE" PLEDGE



Spread the word!

Get young drivers and passengers in your jurisdiction to pledge to always buckle up by putting a link from your agency's website to the new "I BUCKLE" Facebook page.

Promote seat belt use in your state and community by requesting that area high schools, colleges, businesses and others do likewise.

www.facebook.com/IBuckleUp

FALL-WINTER
2011-12

PLEASE POST

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