



# SQUAD ROOM NEWS



## TEEN DRIVER SAFETY WEEK

National Teen Driver Safety Week (NTDSW) -- October 16 - 22, 2011 is dedicated to raising awareness and seeking solutions to unnecessary teen deaths on the road. Established by Congress in 2007 and held annually during the third week of October, NTDSW's goal is to focus the country's attention on this serious issue.

Car crashes are the No. 1 cause of death for teens. That's why NTDSW is a perfect time to remind teens that seat belts are their number defense against injury and death from traffic crashes.

Get parents and school administration involved. Make them aware of their role in keeping teen drivers safe as part of NTDSW and throughout the year. NTDSW is also a natural time to conduct extra enforcement in areas of your community where teens congregate. Enforcing your State's seat belt laws, cellphone/texting laws, and Graduated Driver License requirements, as well as watching for other traffic violations which put teens and other drivers at risk of injury or death from a crash, is one of the most important jobs you do in your community.



## NATIONAL TEEN DRIVER SAFETY WEEK OCTOBER 16 - 22, 2011

For more information, visit [www.teendriverssource.org](http://www.teendriverssource.org)

## UNBELTED TEENS:

### DYING AFTER DARK!

Teens have higher fatality and injury rates in traffic crashes than any other age group and are involved in 3 times as many fatal crashes as other drivers.

One of the most effective measures a teen can take to prevent injury and death in a crash is to wear a seat belt.

But a large number of teens still don't buckle up. Especially at night.

Nationally, around two-thirds of the 16 to 20 year olds who die in passenger vehicle crashes at night are not buckled up.

Don't let the teens in your community learn the hard way. Remind them that it's the law and it's enforced. Day and Night.

For more information visit: [www.region6teenbeltproject.org](http://www.region6teenbeltproject.org)

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

## NIGHTTIME BELT ENFORCEMENT

**BELT ENFORCEMENT STRATEGIES** - Consider taking advantage of the Halloween season by conducting nighttime traffic enforcement near Haunted Houses.

Other opportunities to get young drivers to buckle up include nighttime patrols at high school and college football games, as well as around malls, movie theatres, and other community fall festival events.

**OUTREACH OPPORTUNITY for OCTOBER** - In addition to the usual distribution points such as schools, you should ask local Haunted Houses to help publicize your National Teen Driver Safety Week awareness and/or enforcement campaign prior to and during the week of October 16-22.

**"TRICK or TREAT" TIE-IN** - Stop random teen belt users and give them Treats, such as music downloads or fast food coupons. But when you stop unbelted drivers and passengers, it's no treat, it's a TICKET!

Whenever a teen driver or passenger is caught not wearing a seat belt, they will get a ticket. Seat belt laws will be enforced for everyone, but law enforcement is very concerned about teens because of their high risk of being killed or injured in a crash.



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# PLEASE POST

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