



2010 *Click It or Ticket* Talking Points (Youth)

GOAL/POSITIONING: The goal is to get more young drivers and passengers to always buckle up, every trip, every time. Traffic crashes are the leading cause of death for young people 15 to 20 years old, and more than half of young drivers killed in 2008 weren't wearing their seat belts at the time of the crashes. Although they are novice drivers, teens are more inclined to take risks and indulge in showoff behavior, like not wearing seat belts. That's why **[Local Organization]** is joining with thousands of state and local law enforcement agencies and highway safety officials across the nation to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to reduce highway fatalities and injuries – with a new emphasis this year on convincing more young drivers to buckle up – day **and** night.

KEY MESSAGES:

- ❖ **Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds in America due in large part to low seat belt use.**
 - In 2008, 3,873 passenger vehicle occupants 15 to 20 years old were killed in motor vehicle traffic crashes.
 - In 2008, 2,320 passenger vehicle drivers 15 to 20 years old died on our nation's highways, and an estimated 218,000 were injured.
 - Fifty-seven percent of these drivers killed were NOT wearing their seat belts at the time of the crashes.
 - Among the 1,377 passenger vehicle drivers 15 to 20 years old killed in motor vehicle traffic crashes during nighttime (6 p.m. to 5:59 a.m.), 62 percent were unrestrained. During the daytime (6 a.m. to 5:59 p.m.), of the 917 drivers 15 to 20 who were killed, 49 percent were not wearing seat belts.
- ❖ **Seat belts save lives – they are the best defense against motor vehicle injuries and fatalities**
 - Among passenger vehicle occupants 4 and older in 2008, seat belts saved an estimated 13,250 lives. An additional 4,152 lives could have been saved if seat belts were worn at the time of every crash.
 - Research has found that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and reduce the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.
 - Employing safe driving practices, day and night, is the key to keeping young drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.
- ❖ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs from May 18 to May 31.**
 - **[Local Organization]** will be out in full force stopping and ticketing unbelted motorists.
 - Unless you have money to burn and want to risk a ticket, or worse – your life — you need to always remember to *Click It or Ticket* day **and** night.

For additional information, please visit www.nhtsa.gov.
Leading-cause-of-death data is based on 2005 numbers.