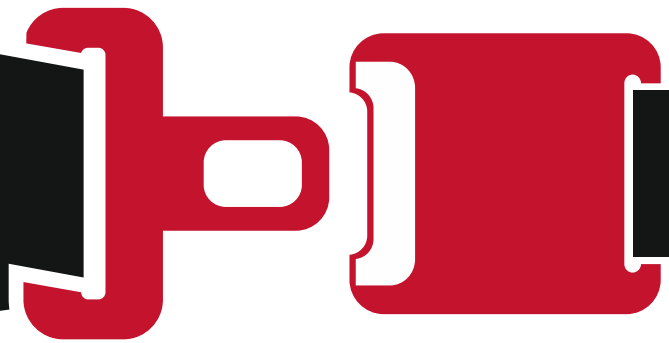




2019 BORDER TO BORDER (B2B) KICKOFF



Purpose

- Border to Border (B2B) is a 1-day, 4-hour national seat belt awareness event to kick off the *Click It or Ticket* (CIOT) campaign coordinated by participating State Highway Safety Offices and their respective law enforcement liaisons. Law enforcement agencies will join forces to provide increased seat belt enforcement at State borders, sending a zero-tolerance message to the public: Driving or riding unbuckled will result in a ticket, no matter what State. Seat belt use is the single most effective way to survive a crash. The goal of this campaign is to reduce traffic fatalities and save lives.
- The B2B initiative will kick off the annual 2-week CIOT national seat belt campaign, which runs through the Memorial Day holiday.
- B2B aims to increase both public awareness AND law enforcement participation by coordinating a synchronized, national high-visibility seat belt enforcement operation, and by providing seat belt fact sheets for drivers at heavily traveled, highly visible State, county, and/or local border checkpoints. Collaboration by law enforcement between States, counties, and local jurisdictions is the pillar of success of the B2B program.

Past Success

- The B2B program has proven to be a highly effective seat belt enforcement campaign in 43 States nationwide.
- The B2B program has yielded results that speak to the collaboration of the State, county, and local law enforcement agencies. Each year, participating law enforcement offices issue thousands of citations for seat belt and child safety seat violations, as well as other traffic infractions.
- The B2B program has been covered in television news stories, radio spots, and newspaper stories, underscoring the importance of seat belt safety awareness.
- Participating States' press offices have used B2B press releases and infographics, reaching audiences through owned and earned media (e.g., Twitter, Facebook, and websites).

The Ask

- The importance of seat belt safety cannot be overemphasized, and B2B is proving to be an effective way to spread the message about this lifesaving topic. We would like all States to participate in the kickoff event and to organize an event/enforcement effort in a neighboring State jurisdiction, if possible.
- NHTSA Regional Offices will be working with headquarters to identify State activities. Please encourage your States to work with the Regional Offices to make this year's B2B program a success.



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

