## 2019 *Click It or Ticket*

## Products for Enforcement Action Kit: Dispatch

The National Highway Traffic Safety Administration (NHTSA) will be conducting the 2019 *Click It or Ticket* campaign from May 20 through June 2, 2019, commencing with *Border to Border* (B2B), a one-day national seat belt awareness kickoff event 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 you’re in.

Each year, thousands of people die simply because they didn’t buckle their seat belts. It’s such an easy task—like brushing your teeth or turning off the light switch. Buckling your seat belt should be just as automatic. Your commitment to service keeps people safe and helps save lives—which is why we need your help.

Coinciding with the Memorial Day holiday, we ask you to support this seat belt program. The high-visibility campaign enforces seat belt use and spreads the message about the importance of buckling up—every trip, every time. The correlation is clear: When you increase seat belt use, you reduce crash fatalities among unrestrained occupants. Check out what you can do to make an impact in this lifesaving program.

**Use Aggressive Enforcement**

Some drivers think seat belt use is a choice, but it’s not—it’s the law. For the strongest impact in your area, we suggest you:

* Increase your visibility. Add units and increase patrol saturation during the 2019 *Click It or Ticket* mobilization to make crackdown efforts visible to more drivers and passengers.
* Enforce during the day *and* at night. More unrestrained crash fatalities happen at night (6 p.m. to 5:59 a.m.) than in daytime crashes. In 2017, of those killed in nighttime crashes, 55 percent were not wearing their seat belts.
* Spread the word. It has never been easier to get safety messages out to the public and to partner organizations. Use the *Click It or Ticket* earned media and other promotional material available at [www.trafficsafetymarketing.gov](file:///C:\Users\MaryF.Jones\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\78KFDVZF\www.trafficsafetymarketing.gov). Let people know that they can expect to see you out in force May 20–June 2.

**Increase Occupant Awareness**

Every person should be properly restrained on every trip—adult or child, front seat or back, day or night, short trip or long. By working together to teach the importance of seat belt use, we could help save thousands of lives. But we have to start at the beginning—we have to help people understand why seat belt use is required by law. Here are just a few of the reasons:

* According to NHTSA, in 2017 there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States.
* The statistics are worse among teens and young adults: Among young adults 18 to 34 killed in crashes in 2017, more than half (57%) were completely unrestrained—one of the highest percentages for all age groups.
* Regardless of vehicle type, time of day, or seating position, wearing a seat belt is the single most effective way to reduce fatalities in motor vehicle crashes.

**Enforce a Campaign that Lasts**

We want the effects of *Click It or Ticket* to last beyond June 2. The goal shouldn’t be short-term success—it should be lasting, lifesaving success. To sustain seat belt use, we have found that high-visibility enforcement has proven most effective.

* Go out in full force. Seat belt use decreased from 90.1 percent in 2016 to 89.7 percent in 2017. The remaining 10.3 percent need to hear the facts, and the *Click It or Ticket* campaign can make that happen.
* Don’t end your efforts when the campaign ends on June 2. The 2019 *Click It or Ticket* mobilization runs May 20–June 2, but the message doesn’t have to stop there. Remember to keep using these lifesaving techniques and tools to educate unrestrained vehicle occupants. You can change minds, change habits, and save lives.

***Click It or Ticket* — Every Occupant, Day and Night**

Let’s join together May 20 to raise awareness about the importance of buckling up. Seat belt enforcement must be zero-tolerance, during the day and at night. While the campaign is about saving lives and not writing tickets, the ticket is the best way for motorists to understand the necessity of the action. Write tickets for drivers who transport unrestrained children—you are one of their greatest advocates. Strict enforcement now means lives saved later. Remember—*Click It or Ticket*.

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