# 2019 CIOT Spanish Enforcement State & Partner Messaging

**Download the static & animated infographics from the** [**Seat Belts | Click It or Ticket Marketing Page**](https://www.trafficsafetymarketing.gov/get-materials/seat-belts/click-it-or-ticket/national-enforcement-mobilization) **to include in these posts and tweets.**

**Instructions and descriptions are in red and should not be posted. English translations are for reference only.**

***Twitter -* Use 840x440**

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for a man and women partially colored to match the percentages. The text is adapted from the English infographic, Hey guys: Think you don't need a seat belt? In 2017, 51% of male passenger vehicle occupants killed in crashes weren't buckled, Compared to 39% for women.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Males Infographic: n14a-67357\_ciot\_info\_males\_840x440\_static\_span-01.jpg)

Social messages that could accompany Males Infographic:

* Nadie se ve mejor sin el cinturón de seguridad puesto #AbrochadoOmultado <http://ow.ly/RTsm30oD3f6>

*English translation: Nobody looks cool without a seat belt. #ClickItOrTicket*

* Las probabilidades de sobrevivir a un choque sin el cinturón abrochado no están a tu favor. #AbrochadoOmultado <http://ow.ly/RTsm30oD3f6>

*English translation: The odds of surviving a crash without the seat belt aren’t in your favor.**#ClickItOrTicket*

* No hay razón alguna para no hacerlo. #AbróchateElCinturón. #AbrochadoOmultado <http://ow.ly/RTsm30oD3f6>

*English translation: There’s no good reason not to do it. #BuckleUp. #ClickItOrTicket*

* ¿De verdad estás dispuesto a morir por no ponerte el cinturón de seguridad? #Abróchate <http://ow.ly/RTsm30oD3f6>

*English translation: Are you really willing to die for not wearing your seat belt? #BuckleUp.*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Pickup Infographic: n14a-67357\_ciot\_info\_pickup\_840x440\_static\_span-01.jpg)

Social messages that could accompany Pickup Infographic:

* No pienses que tu camioneta te salvará. #AbróchateElCinturón #AbrochadoOmultado <http://ow.ly/3Ssh30oD3gr>

*English translation: Don’t think your pickup truck will save you. #BuckleUp #ClickItOrTicket*

* Aunque vayas manejando una camioneta, #AbróchateElCinturón <http://ow.ly/3Ssh30oD3gr>

*English translation: Even if you’re driving a pickup truck, #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Proof Infographic: n14a-67357\_ciot\_info\_proof\_840x440\_static\_span-01.jpg)

Social messages that could accompany Proof Infographic:

* Los números no mienten. #AbróchateElCinturón <http://ow.ly/3Ssh30oD3gr>

*English translation: The numbers don’t lie. #BuckleUp*

* Tenemos las estadísticas para comprobarlo. #AbrochadoOmultado <http://ow.ly/3Ssh30oD3gr>

*English translation: We’ve got the stats to back it up. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with 57% between the buckle and clasp. The text is adapted from the English infographic, Two words for young adults: Buckle Up. 57% of passenger vehicle occupants ages 18-34 killed in crashes in 2017 were unrestrainted.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish 2 words Infographic: n14a-67357\_ciot\_info\_2words\_840x440\_static\_span-01.jpg)

Social messages that could accompany 2 words Infographic:

* No te arriesgues. Maneja inteligentemente. #AbróchateElCinturón <http://ow.ly/l9ow30oD3ko>

*English translation: Play it safe. Drive smart. #BuckleUp*

* El cinturón existe por una razón. #Abróchate #AbrochadoOmultado <http://ow.ly/l9ow30oD3ko>

*English translation: The seat belt is there for a reason. #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a line graph using a seat belt as the line. The text is adapted from the English infographic, Buckle up & stay alive. In 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes, a decrease from 10,428 in 2016.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Seat Belt Infographic:

n14a-67357\_ciot\_info\_seatbelt\_840x440\_static\_span\_artboard\_1.jpg)

Social messages that could accompany Seat Belt Infographic:

* Ponte el cinturón de seguridad. Es por tu bien. #Abróchate #AbrochadoOmultado <http://ow.ly/yu0Y30oD3mg>

*English translation: Buckle your seat belt. It’s for your own good. #BuckleUp #ClickItOrTicket*

* Aunque el número disminuyó, no es suficiente. #AbróchateElCinturón <http://ow.ly/yu0Y30oD3mg>

*English translation: The number might be lower, but it’s still not low enough. #BuckleUp*

* El cinturón de seguridad puede hacer toda la diferencia. #AbrochadoOmultado <http://ow.ly/yu0Y30oD3mg>

*English translation: A seat belt can make all the difference. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt with text between. The text is adapted from the English infographic, 54% of teens ages 13-15 killed in crashes weren't wearing seat belts. Buckle up and grow-up safely.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Teens Infographic: n14a-67357\_ciot\_info\_teens\_840x440\_static\_span-01.jpg)

Social messages that could accompany Teens Infographic:

* Tu #CinturónDeSeguridad no está de adorno. #Abróchate <http://ow.ly/ACZF30oD3nS>

*English translation: Your #SeatBelt is not just for show. #BuckleUp*

* Maneja inteligentemente. #AbrochadoOmultado <http://ow.ly/ACZF30oD3nS>

*English translation: Drive smart. #BuckleUp*

* Eres demasiado joven para morir por no ponerte el cinturón de seguridad. #Abróchate #AbrochadoOmultado <http://ow.ly/ACZF30oD3nS>

*English translation: You’re too young to die for not wearing your seat belt. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted from the English infographic, No matter where you drive, buckle up to stay alive. In 2017, there were 12,786 passenger vehicle fatalities in rural locations compared to 10,316 in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural 1 Infographic: n14a-67357\_ciot\_info\_rural\_1\_840x440\_static\_span-01.jpg)

Social messages that could accompany Rural 1 Infographic:

* Hazle caso a esta infografía. #AbróchateElCinturón <http://ow.ly/e8Zj30oD3pW>

*English translation: Pay attention to this infographic #BuckleUp*

* La seguridad es un concepto universal. #Abróchate #AbrochadoOmultado <http://ow.ly/e8Zj30oD3pW>

*English translation: Safety is a universal concept. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted from the English infographic, Buckle up wherever you drive. Of all passenger vehicle fatalities in 2017, 49% of those killed in rural locations were unrestrained compared to 44% in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural 2 Infographic: n14a-67357\_ciot\_info\_rural\_2\_840x440\_static\_span-01.jpg)

Social messages that could accompany Rural 2 Infographic:

* En áreas rurales o en las ciudades, acuérdate: #AbróchateElCinturón <http://ow.ly/4UZI30oD3rq>

*English translation: Whether in the city or rural areas, always remember to #BuckleUp*

* Tu seguridad no depende de a donde vayas. #AbrochadoOmultado <http://ow.ly/4UZI30oD3rq>

*English translation: Your safety doesn’t depend on where you go. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a moon in the night sky. The text is adapted from the English infographic, Buckle up Day & Night. In 2017, 55% of passenger vehicle occupants killed at night were not wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Night Infographic: n14a-67357\_ciot\_info\_night\_840x440\_static\_span-01.jpg)

Social messages that could accompany Night Infographic:

* A cualquier hora, #AbrochadoOmultado. <http://ow.ly/Ps1l30oD3sc>

*English translation: At any time, #ClickItOrTicket*

* De madrugada o a media noche, #AbróchateElCinturón <http://ow.ly/Ps1l30oD3sc>

*English translation: At midnight or at sunrise, #BuckleUp*

* Ponerse el cinturón de seguridad es una actividad de 24/7. #Abróchate #AbrochadoOmultado <http://ow.ly/Ps1l30oD3sc>

*English translation: Wearing your seatbelt should be a 24/7 activity. #BuckleUp #ClickItOrTicket*



(Insert Spanish TV Spot Pausa: https://www.youtube.com/embed/SfbPnGr1JvA)

Social messages that could accompany Pausa Video:

* No juegues con tu seguridad. #AbróchateElCinturón #AbrochadoOmultado <http://ow.ly/5Bod30oD3te>

*English translation: Don’t play with your safety. #BuckleUp #ClickItOrTicket*

* No hay pretexto alguno para no abrocharte el #CinturónDeSeguridad. #AbrochadoOmultado <http://ow.ly/5Bod30oD3te>

*English translation: There’s no excuse to not #BuckleUp #ClickItOrTicket*

* #AbróchateElCinturón y no tendrás que dar pretextos del porqué no lo hiciste. #AbrochadoOmultado <http://ow.ly/5Bod30oD3te>

*English translation: You won’t have to make excuses if you just #BuckleUp. #ClickItOrTicket*

* El #CinturónDeSeguridad salva vidas. No está de adorno. #Abróchate #AbrochadoOmultado <http://ow.ly/5Bod30oD3te>

*English translation: The #SeatBelt saves lives. It’s not just for show. #BuckleUp #ClickItOrTicket*

***Instagram –*** Use 1080x1080

*Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for a man and women partially colored to match the percentages. The text is adapted from the English infographic, Hey guys: Think you don't need a seat belt? In 2017, 51% of male passenger vehicle occupants killed in crashes weren't buckled, Compared to 39% for women.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA*

(Insert Spanish Males Infographic: n14a-67357\_ciot\_info\_males\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany Males Infographic:

* Nadie se ve mejor sin el cinturón de seguridad puesto #AbrochadoOmultado <http://ow.ly/vXor30oD3tO>

*English translation: Nobody looks cool without a seat belt. #ClickItOrTicket*

* Las probabilidades de sobrevivir a un choque sin el cinturón abrochado no están a tu favor. #AbrochadoOmultado <http://ow.ly/vXor30oD3tO>

*English translation: The odds of surviving a crash without the seat belt aren’t in your favor.**#ClickItOrTicket*

* No hay razón alguna para no hacerlo. #AbróchateElCinturón. #AbrochadoOmultado <http://ow.ly/vXor30oD3tO>

*English translation: There’s no good reason not to do it. #BuckleUp. #ClickItOrTicket*

* ¿De verdad estás dispuesto a morir por no ponerte el cinturón de seguridad? #Abróchate <http://ow.ly/vXor30oD3tO>

*English translation: Are you really willing to die for not wearing your seat belt? #BuckleUp.*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Pickup Infographic: n14a-67357\_ciot\_info\_pickup\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany Pickup Infographic:

* No pienses que tu camioneta te salvará. #AbróchateElCinturón #AbrochadoOmultado <http://ow.ly/rK4e30oD3A6>

*English translation: Don’t think your pickup truck will save you. #BuckleUp #ClickItOrTicket*

* Aunque vayas manejando una camioneta, #AbróchateElCinturón <http://ow.ly/rK4e30oD3A6>

*English translation: Even if you’re driving a pickup truck, #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Proof Infographic: n14a-67357\_ciot\_info\_proof\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany Proof Infographic:

* Los números no mienten. #AbróchateElCinturón <http://ow.ly/vszW30oD3AK>

*English translation: The numbers don’t lie. #BuckleUp*

* Tenemos las estadísticas para comprobarlo. #AbrochadoOmultado <http://ow.ly/vszW30oD3AK>

*English translation: We’ve got the stats to back it up. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with 57% between the buckle and clasp. The text is adapted from the English infographic, Two words for young adults: Buckle Up. 57% of passenger vehicle occupants ages 18-34 killed in crashes in 2017 were unrestrainted.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish 2 words Infographic: n14a-67357\_ciot\_info\_2words\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany 2 words Infographic:

* No te arriesgues. Maneja inteligentemente. #AbróchateElCinturón <http://ow.ly/xkTA30oD3Bz>

*English translation: Play it safe. Drive smart. #BuckleUp*

* El cinturón existe por una razón. #Abróchate #AbrochadoOmultado <http://ow.ly/xkTA30oD3Bz>

*English translation: The seat belt is there for a reason. #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a line graph using a seat belt as the line. The text is adapted from the English infographic, Buckle up & stay alive. In 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes, a decrease from 10,428 in 2016.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Seat Belt Infographic:

n14a-67357\_ciot\_info\_seatbelt\_1080x1080\_static\_span\_artboard\_1.jpg)

Social messages that could accompany Seat Belt Infographic:

* Ponte el cinturón de seguridad. Es por tu bien. #Abróchate #AbrochadoOmultado <http://ow.ly/mC6q30oD3CB>

*English translation: Buckle your seat belt. It’s for your own good. #BuckleUp #ClickItOrTicket*

* Aunque el número disminuyó, no es suficiente. #AbróchateElCinturón <http://ow.ly/mC6q30oD3CB>

*English translation: The number might be lower, but it’s still not low enough. #BuckleUp*

* El cinturón de seguridad puede hacer toda la diferencia. #AbrochadoOmultado <http://ow.ly/mC6q30oD3CB>

*English translation: A seat belt can make all the difference. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt with text between. The text is adapted from the English infographic, 54% of teens ages 13-15 killed in crashes weren't wearing seat belts. Buckle up and grow-up safely.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Teens Infographic: n14a-67357\_ciot\_info\_teens\_1080x1080\_static\_span\_01.jpg)

Social messages that could accompany Teens Infographic:

* Tu #CinturónDeSeguridad no está de adorno. #Abróchate <http://ow.ly/lkaP30oD3DK>

*English translation: Your #SeatBelt is not just for show. #BuckleUp*

* Maneja inteligentemente. #AbrochadoOmultado <http://ow.ly/lkaP30oD3DK>

*English translation: Drive smart. #BuckleUp*

* Eres demasiado joven para morir por no ponerte el cinturón de seguridad. #Abróchate #AbrochadoOmultado <http://ow.ly/lkaP30oD3DK>

*English translation: You’re too young to die for not wearing your seat belt. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted from the English infographic, No matter where you drive, buckle up to stay alive. In 2017, there were 12,786 passenger vehicle fatalities in rural locations compared to 10,316 in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural1 Infographic: n14a-67357\_ciot\_info\_rural\_1\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany Rural1 Infographic:

* Hazle caso a esta infografía. #AbróchateElCinturón <http://ow.ly/6kHc30oD3Es>

*English translation: Pay attention to this infographic #BuckleUp*

* La seguridad es un concepto universal. #Abróchate #AbrochadoOmultado <http://ow.ly/6kHc30oD3Es>

*English translation: Safety is a universal concept. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted fro mthe English infographic, Buckle up wherever you drive. Of all passenger vehicle fatalities in 2017, 49% of those killed in rural locations were unrestrained compared to 44% in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural2 Infographic: n14a-67357\_ciot\_info\_rural\_2\_1080x1080\_static\_span\_v2-01.jpg)

Social messages that could accompany Rural2 Infographic:

* En áreas rurales o en las ciudades, acuérdate: #AbróchateElCinturón <http://ow.ly/ixDY30oD3EZ>

*English translation: Whether in the city or rural areas, always remember to #BuckleUp*

* Tu seguridad no depende de a donde vayas. #AbrochadoOmultado <http://ow.ly/ixDY30oD3EZ>

*English translation: Your safety doesn’t depend on where you go. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a moon in the night sky. The text is adapted from the English infographic, Buckle up Day & Night. In 2017, 55% of passenger vehicle occupants killed at night were not wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Night Infographic: n14a-67357\_ciot\_info\_night\_1080x1080\_static\_span-01.jpg)

Social messages that could accompany Night Infographic:

* A cualquier hora, #AbrochadoOmultado. <http://ow.ly/i8iE30oD3FS>

*English translation: At any time, #ClickItOrTicket*

* De madrugada o a media noche, #AbróchateElCinturón <http://ow.ly/i8iE30oD3FS>

*English translation: At midnight or at sunrise, #BuckleUp*

* Ponerse el cinturón de seguridad es una actividad de 24/7. #Abróchate #AbrochadoOmultado <http://ow.ly/i8iE30oD3FS>

*English translation: Wearing your seatbelt should be a 24/7 activity. #BuckleUp #ClickItOrTicket*

***Facebook –*****Use1200x628**

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for a man and women partially colored to match the percentages. The text is adapted from the English infographic, Hey guys: Think you don't need a seat belt? In 2017, 51% of male passenger vehicle occupants killed in crashes weren't buckled, Compared to 39% for women.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Males Infographic: n14a-67357\_ciot\_info\_males\_1200x628\_static\_span\_artboard\_1.jpg)

Social messages that could accompany Males Infographic:

* Nadie se ve mejor sin el cinturón de seguridad puesto #AbrochadoOmultado <http://ow.ly/WwkP30oD3Gx>

*English translation: Nobody looks cool without a seat belt. #ClickItOrTicket*

* Las probabilidades de sobrevivir a un choque sin el cinturón abrochado no están a tu favor. #AbrochadoOmultado <http://ow.ly/WwkP30oD3Gx>

*English translation: The odds of surviving a crash without the seat belt aren’t in your favor.**#ClickItOrTicket*

* No hay razón alguna para no hacerlo. #AbróchateElCinturón. #AbrochadoOmultado <http://ow.ly/WwkP30oD3Gx>

*English translation: There’s no good reason not to do it. #BuckleUp. #ClickItOrTicket*

* ¿De verdad estás dispuesto a morir por no ponerte el cinturón de seguridad? #Abróchate <http://ow.ly/WwkP30oD3Gx>

*English translation: Are you really willing to die for not wearing your seat belt? #BuckleUp.*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Pickup Infographic: n14a-67357\_ciot\_info\_pickup\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Pickup Infographic:

* No pienses que tu camioneta te salvará. #AbróchateElCinturón #AbrochadoOmultado <http://ow.ly/LyEV30oD3Hu>

*English translation: Don’t think your pickup truck will save you. #BuckleUp #ClickItOrTicket*

* Aunque vayas manejando una camioneta, #AbróchateElCinturón <http://ow.ly/LyEV30oD3Hu>

*English translation: Even if you’re driving a pickup truck, #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with icons for people buckled or unbuckled to match the percentages. The text is adapted from the English infographic, A pickup truck won't keep you safe from a deadly crash. 59% of pickup truck occupants killed in crashes in 2017 weren't wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Proof Infographic: n14a-67357\_ciot\_info\_proof\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Proof Infographic:

* Los números no mienten. #AbróchateElCinturón <http://ow.ly/Wka930oD3If>

*English translation: The numbers don’t lie. #BuckleUp*

* Tenemos las estadísticas para comprobarlo. #AbrochadoOmultado <http://ow.ly/Wka930oD3If>

*English translation: We’ve got the stats to back it up. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt across the infographic with 57% between the buckle and clasp. The text is adapted from the English infographic, Two words for young adults: Buckle Up. 57% of passenger vehicle occupants ages 18-34 killed in crashes in 2017 were unrestrainted.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish 2 words Infographic: n14a-67357\_ciot\_info\_2words\_1200x628\_static\_span-01.jpg)

Social messages that could accompany 2 words Infographic:

* No te arriesgues. Maneja inteligentemente. #AbróchateElCinturón <http://ow.ly/xgg230oD3KM>

*English translation: Play it safe. Drive smart. #BuckleUp*

* El cinturón existe por una razón. #Abróchate #AbrochadoOmultado <http://ow.ly/xgg230oD3KM>

*English translation: The seat belt is there for a reason. #BuckleUp*

Spanish Click it or Ticket Infographic

The image shows a line graph using a seat belt as the line. The text is adapted from the English infographic, Buckle up & stay alive. In 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes, a decrease from 10,428 in 2016.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Seat Belt Infographic:

n14a-67357\_ciot\_info\_seatbelt\_1200x628\_static\_span\_artboard\_1.jpg)

Social messages that could accompany Seat Belt Infographic:

* Ponte el cinturón de seguridad. Es por tu bien. #Abróchate #AbrochadoOmultado <http://ow.ly/QZuM30oD3Lj>

*English translation: Buckle your seat belt. It’s for your own good. #BuckleUp #ClickItOrTicket*

* Aunque el número disminuyó, no es suficiente. #AbróchateElCinturón <http://ow.ly/QZuM30oD3Lj>

*English translation: The number might be lower, but it’s still not low enough. #BuckleUp*

* El cinturón de seguridad puede hacer toda la diferencia. #AbrochadoOmultado <http://ow.ly/QZuM30oD3Lj>

*English translation: A seat belt can make all the difference. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a seat belt with text between. The text is adapted from the English infographic, 54% of teens ages 13-15 killed in crashes weren't wearing seat belts. Buckle up and grow-up safely.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Teens Infographic: n14a-67357\_ciot\_info\_teens\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Teens Infographic:

* Tu #CinturónDeSeguridad no está de adorno. #Abróchate <http://ow.ly/1X4730oD3LM>

*English translation: Your #SeatBelt is not just for show. #BuckleUp*

* Maneja inteligentemente. #AbrochadoOmultado <http://ow.ly/1X4730oD3LM>

*English translation: Drive smart. #BuckleUp*

* Eres demasiado joven para morir por no ponerte el cinturón de seguridad. #Abróchate #AbrochadoOmultado <http://ow.ly/1X4730oD3LM>

*English translation: You’re too young to die for not wearing your seat belt. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted from the English infographic, No matter where you drive, buckle up to stay alive. In 2017, there were 12,786 passenger vehicle fatalities in rural locations compared to 10,316 in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural 1 Infographic: n14a-67357\_ciot\_info\_rural\_1\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Rural 1 Infographic:

* Hazle caso a esta infografía. #AbróchateElCinturón <http://ow.ly/gTCV30oD3MQ>

*English translation: Pay attention to this infographic #BuckleUp*

* La seguridad es un concepto universal. #Abróchate #AbrochadoOmultado <http://ow.ly/gTCV30oD3MQ>

*English translation: Safety is a universal concept. #BuckleUp #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a rural setting of a road  through the hills on the left and high rise buildings on the right. The text is adapted fro mthe English infographic, Buckle up wherever you drive. Of all passenger vehicle fatalities in 2017, 49% of those killed in rural locations were unrestrained compared to 44% in urban locations.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Rural 2 Infographic: n14a-67357\_ciot\_info\_rural\_2\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Rural 2 Infographic:

* En áreas rurales o en las ciudades, acuérdate: #AbróchateElCinturón <http://ow.ly/UTcV30oD3N8>

*English translation: Whether in the city or rural areas, always remember to #BuckleUp*

* Tu seguridad no depende de a donde vayas. #AbrochadoOmultado <http://ow.ly/UTcV30oD3N8>

*English translation: Your safety doesn’t depend on where you go. #ClickItOrTicket*

Spanish Click it or Ticket Infographic

The image shows a moon in the night sky. The text is adapted from the English infographic, Buckle up Day & Night. In 2017, 55% of passenger vehicle occupants killed at night were not wearing seat belts.

NHTSA logo. Click it or Ticket Day & Night Logo.
Source: NHTSA

(Insert Spanish Night Infographic: n14a-67357\_ciot\_info\_night\_1200x628\_static\_span-01.jpg)

Social messages that could accompany Night Infographic:

* A cualquier hora, #AbrochadoOmultado. <http://ow.ly/94dV30oD3NW>

*English translation: At any time, #ClickItOrTicket*

* De madrugada o a media noche, #AbróchateElCinturón <http://ow.ly/94dV30oD3NW>

*English translation: At midnight or at sunrise, #BuckleUp*

* Ponerse el cinturón de seguridad es una actividad de 24/7. #Abróchate #AbrochadoOmultado <http://ow.ly/94dV30oD3NW>

*English translation: Wearing your seatbelt should be a 24/7 activity. #BuckleUp #ClickItOrTicket*



(Insert Spanish TV Spot Pausa: https://www.youtube.com/embed/SfbPnGr1JvA)

Social messages that could accompany Pausa Video:

* No juegues con tu seguridad. #AbróchateElCinturón #AbrochadoOmultado <http://ow.ly/YMuD30oD3OG>

*English translation: Don’t play with your safety. #BuckleUp #ClickItOrTicket*

* No hay pretexto alguno para no abrocharte el #CinturónDeSeguridad. #AbrochadoOmultado <http://ow.ly/YMuD30oD3OG>

*English translation: There’s no excuse to not #BuckleUp #ClickItOrTicket*

* #AbróchateElCinturón y no tendrás que dar pretextos del porqué no lo hiciste. #AbrochadoOmultado <http://ow.ly/YMuD30oD3OG>

*English translation: You won’t have to make excuses if you just #BuckleUp. #ClickItOrTicket*

* El #CinturónDeSeguridad salva vidas. No está de adorno. #Abróchate #AbrochadoOmultado <http://ow.ly/YMuD30oD3OG>

*English translation: The #SeatBelt saves lives. It’s not just for show. #BuckleUp #ClickItOrTicket*