**Seat Belts**

The National Seat Belt Enforcement Mobilization is May 20 - June 2, 2019.

In 2017 alone, seat belts saved an estimated 14,955 lives and could have saved an additional 2,549 people if they had been wearing seat belts.

Seat belts have been proven to be one of the best ways to save your life in a crash. Yet many still don’t buckle up. Worse still, not wearing a seat belt is a habit that will pass on to impressionable youth, who in turn will think it’s safe to not buckle up. The ***Click It or Ticket***campaign focuses on safety education, strong laws, and law enforcement officers saving lives.

**Dates to Remember**

* May 13 - June 2, 2019 (paid media dates)
* May 20 - June 2, 2019 (enforcement dates)

Use these enforcement resources for outreach during the campaign dates to highlight the dangers of not wearing a seat belt. These materials do not focus on social norming – for those materials, please refer to our [***Buckle Up***](https://www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle)***. Every Trip. Every Time.*** campaign.

Provided are several campaigns for seat belts. General campaign materials for every day use are found under Buckle Up America, which includes special holiday resources. Enforcement materials created to assist law enforcement and emphasize seat belt laws can be found under Click It or Ticket. Our newest seat belt safety campaign, aimed at “tweens” or those between ages 8 to 14, can be found under Seat Belt Safety – Tweens. Toolkits can also be found, focusing on addressing African American and Hispanic audiences.

Use these resources to save lives in your community by urging proper seat belt use.

**Campaigns Under Seat Belts**

* **African-American Toolkit**
* **Buckle Up**
* **Click It or Ticket**
* **Hispanic Buckle Up Toolkit**