*INSERT TRAFFIC SAFETY PHOTO*

*ADD A TRAFFIC SAFETY FACT*, EXAMPLE: Help spread the word! The **number one** thing any driver or passenger can do to protect themselves from injury or death while in a vehicle is to **buckle up**. It is the best defense in a motor vehicle crash. It’s also the law.

INSERT CLICK IT OR TICKET LOGO

As summer temperatures continue to rise, law enforcement agencies across (*INSERT STATE*) will also turn up the heat during a ***Click It or Ticket*** campaign from **July 1 through August 15** to enforce (*INSERT STATE*) seat belt law in effort to save lives. Did you know:

* Last year in (*INSERT STATE*), *XX%* of motor vehicle fatalities were not wearing their seat belt.
* The leading cause of fatalities on our roads is failure to wear a seat belt.
* One unbelted vehicle occupant died every 4 days.
* In (INSERT STATE), over the past five years *(201X-201X*), about *X out of every XX people killed* in a motor vehicle crash were not wearing a seat belt at the time of the crash.

**Continue to receive traffic safety marketing materials to promote buckling up to your organization, community, friends and family. Let’s all work together to save lives on (*INSERT STATE*) roads.**

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**Stay Connected**

Learn more at our website (*INSERT STATE WEBSITE*) or join the conversation on the (INSERT SHSO)  Facebook (*INSERT FACEBOOK LINK*) or Twitter (*INSERT TWITTER LINK*) pages.

*CONSIDER A MEMORIAL PAGE*: Memorials to individuals killed in crashes in *(INSERT STATE*) can be viewed at (*INSERT MEMORIAL WEBPAGE*).

**Seeking Feedback**

Making (*INSERT STATE*) roads safer is an allied effort. We appreciate your insight as we continue to work to reduce roadway fatalities. Send your comments and feedback on the Traffic Safety Partner Network materials to *(INSERT OUTREACH COORDINATOR CONTACT EMAIL).*