

Click It or Ticket to Boost Seat Belt Use – Day and Night

Written by George Browning
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2013 High-Visibility Enforcement Campaign to begin Friday

As motorists take to the roads this Memorial Day holiday, Clark County Traffic Safety Partnership police are urging everyone to buckle up. The current campaign begins Friday, May 17, with law enforcement officials out in full force, taking part in the 2013 national Click It or Ticket seat belt enforcement mobilization and cracking down on motorists who are not belted.

“As we kick-off the busy summer driving season it’s important that everyone buckles up every time they go out, both day and night – no excuses,” said Sgt. Terry Braswell. “Our officers are prepared to ticket anyone who is not wearing their seat belt – Click It or Ticket.”

According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. As noted, deaths involving seat belt non-use are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.

“Seat belts save thousands of lives every year, but far too many motorists are still not buckling up, especially at night when the risk of getting in a crash is even greater,” said Sgt. Braswell.

“We want everyone to have a safe summer, but it requires an important step on the part of motorists – clicking that seat belt.”

In 2011, seat belts saved an estimated 11,949 lives nationwide according to NHTSA. While this year’s Click It or Ticket enforcement mobilization runs from May 17 through June 2, officers are out enforcing seat belt laws year-round.

For more on the national Click It or Ticket mobilization, please visit www.nhtsa.gov.

Strong Enforcement Saves Lives—

*The 2013 Click It or Ticket enforcement mobilization runs from now to June 2.

*In an effort to save more lives on America’s roadways, state and local law enforcement agencies are teaming up across the nation to crackdown on motorists who are not buckling up.

*Seat belt use saves thousands of lives across America each year. In 2011 alone, seat belts saved an estimated 11,949 lives nationwide.

*In fatal crashes during 2011, 77 percent of passenger vehicle occupants who were thrown from their vehicles were killed. However, only one percent of crash victims who were buckled up were totally ejected from their vehicles, compared to 31 percent of those who were unbelted.

*Motorists are 75 percent less likely to be killed in a rollover crash if they are buckled up.

*Click It or Ticket works. High-visibility enforcement is credited with increasing the national seat belt usage rate from 58 percent in 1994 to an estimated observed usage rate of 86 percent in 2012—an all-time high rate.

More Motorists Need to Get the Message—

*In 2011, of the 21,253 passenger vehicle occupants who were killed in motor vehicle crashes nationwide, 52 percent were not wearing seat belts at the time of their fatal crashes.

*From 2007-2011, 53 percent of the 121,507 passenger vehicle occupants killed in crashes were unrestrained.

*Younger motorists—young men in particular—are most at risk. Among teens and young

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adults, ages 18-34, who were killed in fatal crashes in 2011, 64 percent were not buckled up at the time of the crash—the highest percentage of any age group. The number jumps to 66 percent when only men in this age group are included.

*Pickup truck drivers and passengers are also at risk. In 2011, 65 percent of pickup truck occupants who were killed in traffic crashes were not buckled up at the time of the crashes, compared to 46 percent of passenger car occupants who were killed from not buckling up.

Nighttime Enforcement

a Top Priority—

*Clark County Traffic Safety Partnership is joining with other state and local law enforcement officers and highway safety advocates across the country to help save more lives by strongly enforcing seat belt laws around the clock, especially at night.

*Nationally, 62 percent of the 10,135 passenger vehicle occupants who were killed in motor vehicle traffic crashes overnight (6 p.m. to 5:59 a.m.) in 2011 were not wearing their seat belts at the time of the fatal crash, compared to 43 percent during the daytime hours.

Click It or Ticket –Day

and Night—

*Motorists should buckle up every time they go out, both day and night. Law enforcement agencies across the country are prepared to ticket anyone not buckled up...no warnings and no excuses. Click It or Ticket.

*While this year's Click It or Ticket enforcement mobilization runs from May 17 through June 2, motorists should know that officers are out enforcing seat belt laws year-round.

*The national Click It or Ticket mobilization has increased seat belt use and saved many lives over the years, but there is still much more that can be done. High-visibility enforcement and encouraging loved ones to buckle up can turn thousands of lives lost into many more lives saved.

For more about the 2013 mobilization, visit www.TrafficSafetyMarketing.gov.