



# 2009 *Click It or Ticket* Quick Facts



## Enforce belt laws. Increase use. Save lives.

**Thanks to you and your fellow officers**, the national observed belt usage rate rose to 83 percent in 2008 — an all-time record high. With each one-point increase in national belt use adding up to 270 lives saved, *Click It or Ticket* 2008 was a success by any measure. As the 2009 campaign approaches, we are again asking officers nationwide to exceed the commitment to enforce belt laws, influence use — and help save even more lives.

### Where we are today ...

- **Motor vehicle crashes kill thousands** — In 2007 alone, 41,059 people were killed on our Nation's highways, and for young people 3 to 6 years old and 8 to 34 years old, motor vehicle crashes remain **the** leading cause of death, based on leading-cause-of-death data.
- **Buckling up saves lives** — Of those passenger vehicle occupants who were buckled up and involved in fatal crashes in 2007, 72 percent survived the crashes; moreover, seat belts are credited with saving an estimated 15,147 lives nationwide during that year.
- **Too many still don't take belt laws seriously** — Teens and young adults, nighttime drivers of every age, young men 18 to 34, and pickup drivers and their passengers continue to have some of the lowest belt usage rates.
- **Thousands die unbuckled** — Motorists who fail to wear seat belts regularly risk not only a ticket, but their lives — over 14,000 passenger vehicle occupants killed in crashes in 2007 were NOT buckled up.
- **High-visibility enforcement works** — *Click It or Ticket* and other high-visibility enforcement campaigns have a proven track record of success. The observed national belt usage rate has risen by 25 percentage points in the past 14 years — from 58 percent in 1994 to 83 percent in 2008.

### How we can move forward ...

- **Aim for 100% belt use** — People who fail to buckle up while on the road are at a much greater risk of dying in crashes than those who wear seat belts, so make your goal to get everyone to buckle up, especially those who are most at risk.
- **Conduct nighttime enforcement** — Less than **half** (45%) of the passenger vehicle occupants killed during the day in 2007 were **NOT** buckled up, while nearly **two-thirds** (63%) of the passenger vehicle occupants killed at night were **NOT** buckled up.
- **Build on success** — Observed national seat belt use has reached an all-time high; commit to fully supporting the May 18–31 *Click It or Ticket* campaign and: (1) Keep people buckling up, (2) increase usage rates among at-risk groups, and (3) save even more lives in 2009.

### Commit to *Click It or Ticket* NOW ...

With promotional coverage at the national and local levels, the public will be on notice to wear their seat belts May 18–31 — or face a ticket. But without high-visibility enforcement, promotions don't work. To make *Click It or Ticket* 2009 effective, we need officers on the street conducting zero-tolerance seat belt enforcement both day **and** night. We need **YOU**.

**Find out more! Visit the 2009 *Click It or Ticket* headquarters at [www.nhtsa.gov](http://www.nhtsa.gov)**