



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization Planner

Dear Partner:

Once again, our law enforcement agencies are stepping up their efforts to get people to buckle up. And once again, they need your help.

From May 19 to June 1, 2003, thousands of law enforcement agencies across the country will be actively enforcing State safety belt laws during the *Click It or Ticket/Operation ABC (America Buckles Up Children) Mobilization*. And with the proven effectiveness of *Click It or Ticket*, many States will be using the high-visibility enforcement model to encourage safety belt use.

The *Mobilization* continues to target a key at-risk group, 18- to 34-year-olds, particularly males. This planner provides materials and resources that you can use to reinforce the *Click It or Ticket* message to that group and everyone else:

- A **description of the Click It or Ticket campaign** and why it works.
- A **fact sheet** with the latest information about safety belt use—particularly among 18- to 34-year-olds.
- A **State-by-State chart** that shows crash-related deaths and injuries among 18- to 34-year-olds in 2001.
- A **sample Letter to the Editor** that can be sent to local newspapers to generate interest in the *Mobilization* and to encourage people to buckle up.
- A **resource directory** that lists web sites that offer statistics and other information that can be used to marshal community support for the *Mobilization*.
- A **list of State Highway Safety Offices**.
- **Logos** that can be used on educational materials.

Teens and young adults remain a concern for the traffic safety community. So this planner also includes these materials to encourage high school students to buckle up:

- A **State-by-State chart** that shows crash-related deaths and injuries among 16- to 20-year-olds in 2001.
- **Sample letters** to school officials and law enforcement personnel.
- **School announcements** that can be used to remind students about the *Mobilization*.
- **Articles** about teens' experiences with—and without—safety belts.
- **Prom graphics** that include a special *Click It or Ticket* message.
- A list of **activities** that integrate the *Click It or Ticket* philosophy.

You can find more information about the *Mobilization* at the National Highway Traffic Safety Administration's web site, www.nhtsa.dot.gov. Your support is invaluable and much appreciated. Thank you for your commitment to saving lives.



Click It or Ticket

Law Enforcement Saving Lives and Preventing Injuries

The *Click It or Ticket/Operation ABC Mobilization* for May 2003 plays a critical role in the effort to keep people safe on our nation's roads and highways. From May 19 to June 1, law enforcement agencies nationwide are conducting *Click It or Ticket* campaigns that incorporate zero-tolerance enforcement of safety belt laws with a special emphasis on teens. These efforts — coupled with paid advertising and the support of government agencies, local coalitions and school officials — will result in dramatic increases in safety belt use and will defend us against one of the greatest threats to us all — traffic crashes.

You can contact your State Highway Safety Office to learn how your State is participating in the *Click It or Ticket/Operation ABC Mobilization*. Here's a quick look at *Click It or Ticket*.

What Is *Click It or Ticket*?

It is a high-publicity law enforcement effort that gives people more of a reason to buckle up — the increased threat of a traffic ticket. Most people buckle up for safety. But for some people, it is the threat of the ticket that spurs them to put on a safety belt. In *Click It or Ticket* programs, law enforcement agencies are being asked to mobilize to focus on safety belt violations and publicize the stepped-up effort through news media and advertising. It is the two-pronged approach that makes these campaigns powerful: Not only are tickets issued to unbelted motorists, but the surrounding publicity ensures that people know they are more likely to get a ticket.

Do *Click It or Ticket* efforts work?

Click It or Ticket campaigns and similar efforts have increased safety belt use in cities, States and even in an entire region of the country. In May 2002, for example, the 10 States that conducted the most comprehensive *Click It or Ticket* efforts saw the biggest gains, increasing safety belt use by an average of 8.6 percentage points from 68.5 percent to 77.1 percent over a four-week period. The national average is 75 percent. States that increased safety belt law enforcement without publicizing the effort achieved only an average gain of half a percentage point.

Why are law enforcement officers concentrating on teens during the Mobilization?

Teens are at the greatest risk of being killed or injured in traffic crashes. In 2001, 3,322 teens were killed in motor vehicle crashes, according to the National Highway Traffic Safety Administration. This is nine teens a day. Many of these deaths could easily be prevented by the consistent use of safety belts. Sixty-five percent of the young people who were killed in motor vehicle crashes were **not** wearing a safety belt.

Why is law enforcement participation critical?

Safety belt enforcement is not about writing tickets, but about saving lives. There have been many incidents where an officer issued a citation to someone who wasn't buckled up or didn't have his or her child properly fastened in a child safety seat — only to have that person or child survive a serious crash shortly after the ticket was issued.



Fact Sheet

SAFETY BELT USE

Of the 31,910 vehicle occupants killed in crashes in 2001, 60 percent were not wearing a safety belt. [The National Highway Traffic Safety Administration, Annual Assessment of Motor Vehicle Crashes, 2001]

Safety belts saved 13,274 lives in 2001, and if all vehicle occupants over age 4 had been wearing safety belts, 7,334 more lives could have been saved, NHTSA estimates. [NHTSA, Traffic Safety Facts Overview, 2001]

Each percentage-point increase in safety belt use represents 2.8 million more people buckling up, 250 more lives saved and 6,400 serious injuries prevented annually, NHTSA estimates. [NHTSA, FY 2003 Performance Plan, 2002]

Safety belt use has increased significantly in the past few years, but more must be done. Safety belt use in the United States rose to 75 percent in 2002 from 58 percent in 1994. [NHTSA, National Occupant Protection Use Survey, June 2002]

RESTRAINT EFFECTIVENESS

Seventy-three percent of the people who were in a fatal crash in 2001 and were restrained survived; of those who were not restrained, only 44 percent survived. [NHTSA, Annual Assessment of Motor Vehicle Crashes, 2001]

In fatal crashes, 75 percent of all passenger car occupants who were totally ejected were killed. Only 1 percent of those occupants had been using a safety belt. [NHTSA, Traffic Safety Facts Overview, 2001]

SAFETY BELTS SAVE LIVES AND MONEY

In the past 26 years, safety belts prevented 135,000 fatalities and 3.8 million injuries, saving \$585 billion in medical and other costs. If all vehicle occupants had used safety belts during that period, nearly 315,000 deaths and 5.2 million injuries could have been prevented — and \$913 billion in costs saved. [NHTSA, Economic Impact of Crashes, 2002]

In 2000, the deaths and serious injuries prevented by safety belts resulted in savings of \$50 billion in medical care, lost productivity and other injury-related costs. [NHTSA, Economic Impact of Crashes, 2002]

Motor vehicle crashes in 2000 cost a total of \$230.6 billion, an amount equal to 2.3 percent of the gross domestic product, or \$820 for every person living in the United States. [NHTSA, Economic Impact of Crashes, 2002]

In 2000, the economic cost to society was more than \$977,000 for each crash fatality and an average of \$1.1 million for each critically injured person. [NHTSA, Economic Impact of Crashes, 2002]

The general public pays nearly three-quarters of all crash costs, primarily through insurance premiums, taxes, delays and lost productivity. [NHTSA, Economic Impact of Crashes, 2002]



ADULTS UNDER 35 AND TEENS

In 2001, 64 percent of all 18- to 34-year-old passenger vehicle occupants who were killed or severely injured in crashes were not wearing safety belts. By comparison, among vehicle occupants age 35 and older who were killed or severely injured in crashes, 48 percent were not buckled up. [Fatality Analysis Reporting System, 2001 Annual Report File (ARF)]

In 2001, 68 percent of the 18- to 34-year-old male passenger vehicle occupants who were killed or severely injured in crashes were not wearing safety belts. Fifty-four percent of the women age 18 to 34 who were killed or severely injured in crashes were not buckled up. [Fatality Analysis Reporting System, 2001 Annual Report File (ARF)]

Motor vehicle crashes are the leading cause of death for people age 15 to 24 in the United States. [National Center for Health Statistics, National Vital Statistics Report, 2002]

In 2001, 63 percent of 16- to 20-year-old drivers and passengers killed or seriously injured in crashes were not wearing a safety belt. [Fatality Analysis Reporting System, 2001 Annual Report File (ARF)]

In 2001, the economic cost of police-reported crashes involving drivers age 15 to 20 was about \$42.3 billion. [NHTSA, Traffic Safety Facts 2001 -Young Drivers]

Male teens continue to lag behind female teens in safety belt use. In 2001, 18.1 percent of high school males said they rarely or never wore a safety belt as a passenger, compared with 10.2 percent of high school females. [Centers for Disease Control and Prevention, Youth Risk Behavior Survey, 2001]

Ninety-four percent of drivers age 16 to 20 said they buckle up to avoid serious injury. Eighty-two percent said they use safety belts because it's the law, and 80 percent do so to avoid a ticket. [NHTSA, Motor Vehicle Occupant Safety Survey, 2000]

MINORITIES

Safety belt use among African Americans rose to 77 percent — increasing to essentially the same level as that of the general population — in 2002, from 69 percent in 2000. More than a quarter of African Americans who did not use safety belts in 2000 used them in 2002.

[NHTSA, National Occupant Protection Use Survey, June 2002]

Motor vehicle crashes are the leading cause of death for African Americans from birth through age 14 and are the second leading cause of death for African Americans 15 to 24 years old. [Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 1998]

Motor vehicle crashes are the leading cause of death for Hispanics age one to 34 and the third leading cause of death for all Hispanics, surpassed only by heart disease and cancer. [Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 2000]

In 2001, 16.1 percent of African American teens said they rarely or never used a safety belt as a passenger, compared with 13.6 percent of white teens and 14.5 percent of Hispanic teens. [Centers for Disease Control and Prevention, Youth Risk Behavior Survey, 2001]

Even though African American and Hispanic male teens drive fewer miles than white male teens, they are twice as likely than whites to die in a crash. [Archives Of Pediatric & Adolescent Medicine, 1998]



RURAL AREAS AND PICKUPS

Safety belt use in rural areas was 73 percent in 2002, slightly below the 75 percent national average. [NHTSA, National Occupant Protection Use Survey, June 2002]

Safety belt use by pickup truck occupants is about 64 percent, among the lowest for any demographic group. [NHTSA, National Occupant Protection Use Survey, June 2002]

SAFETY BELT LAWS

There are two types of safety belt laws: primary and secondary. A primary law allows a law enforcement officer to write a ticket if he or she simply observes an unbelted driver or passenger. Under a secondary law, an officer cannot ticket anyone for a safety belt violation unless the motorist is stopped for another infraction.

Primary laws are very effective in increasing safety belt use. In 2002, belt use in States with primary laws was 80 percent, compared with 69 percent in States without primary laws. [NHTSA, National Occupant Protection Use Survey, June 2002]

Teen safety belt use is significantly higher in States with primary safety belt laws than in States with secondary laws. [National Safety Council, Teenage Seat Belt Use, 2002]

As of April 2003, only 18 States, Puerto Rico and the District of Columbia had primary safety belt laws. The primary-law States are Alabama, California, Connecticut, Georgia, Hawaii, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Texas and Washington. New Hampshire is the only State that has no adult safety belt law.

HIGH-VISIBILITY ENFORCEMENT

The *Click It or Ticket* model uses advertising, earned media and high-visibility law enforcement to increase safety belt and child safety seat use. *Click It or Ticket* programs have successfully sustained increases in restraint use at the community, State and regional levels. [NHTSA, Evaluation of *Click It or Ticket* Model Programs, 2002]

In May 2002, 10 States that implemented full-scale *Click It or Ticket* campaigns increased safety belt use overall by 8.6 percentage points, to 77.1 percent. The States used paid and earned media and State-wide law enforcement for four weeks. But in States that increased enforcement without publicizing the effort through paid media, belt use rose an average of only half a percentage point. [NHTSA, Evaluation of *Click It or Ticket* Model Programs, 2002]



18- to 34-Year-Old Passenger Vehicle Occupants Killed or Seriously Injured (Incapacitated) in Fatal Motor Vehicle Traffic Crashes, By State

(Only includes persons where restraint use was known)

2001 FATALITY ANALYSIS REPORTING SYSTEM – ANNUAL REPORT FILE (ARF)

STATE	NUMBER KILLED	NO. WITH INCAPACITATING INJURIES	TOTAL	WEARING SAFETY BELT	NOT WEARING SAFETY BELT	PERCENT NOT WEARING SAFETY BELTS
Alabama	324	248	572	268	304	53
Alaska	23	18	41	18	23	56
Arizona	261	168	429	137	292	68
Arkansas	174	84	258	59	199	77
California	949	363	1,312	726	586	45
Colorado	230	130	360	124	236	66
Connecticut	86	27	113	39	74	65
Delaware	44	27	71	25	46	65
Dist of Columbia	10	4	14	7	7	50
Florida	714	450	1,164	362	802	69
Georgia	393	152	545	212	333	61
Hawaii	22	11	33	11	22	67
Idaho	70	39	109	26	83	76
Illinois	322	181	503	167	336	67
Indiana	212	77	289	100	189	65
Iowa	96	42	138	57	81	59
Kansas	125	40	165	34	131	79
Kentucky	253	125	378	94	284	75
Louisiana	246	45	291	73	218	75
Maine	40	13	53	16	37	70
Maryland	173	127	300	155	145	48
Massachusetts	102	41	143	28	115	80
Michigan	300	144	444	195	249	56
Minnesota	162	68	230	67	163	71
Mississippi	213	84	297	87	210	71
Missouri	299	167	466	129	337	72



STATE	NUMBER KILLED	NO. WITH INCAPACITATING INJURIES	TOTAL	WEARING SAFETY BELT	NOT WEARING SAFETY BELT	PERCENT NOT WEARING SAFETY BELTS
Montana	69	37	106	29	77	73
Nebraska	68	42	110	26	84	76
Nevada	72	36	108	37	71	66
New Hampshire	23	12	35	13	22	63
New Jersey	181	54	235	74	161	69
New Mexico	111	58	169	55	114	67
New York	332	108	440	171	269	61
North Carolina	410	157	567	239	328	58
North Dakota	28	7	35	4	31	89
Ohio	372	153	525	148	377	72
Oklahoma	191	66	257	66	191	74
Oregon	103	47	150	82	68	45
Pennsylvania	362	179	541	167	374	69
Rhode Island	25	16	41	10	31	76
South Carolina	332	128	460	130	330	72
South Dakota	45	27	72	17	55	76
Tennessee	411	175	586	140	446	76
Texas	1,090	502	1,592	703	889	56
Utah	80	53	133	57	76	57
Vermont	19	12	31	17	14	45
Virginia	244	207	451	151	300	67
Washington	200	72	272	93	179	66
West Virginia	107	95	202	67	135	67
Wisconsin	212	88	300	79	221	74
Wyoming	54	20	74	15	59	80
TOTAL	10,984	5,226	16,210	5,806	10,404	64



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization

Sample Letter to the Editor

[date]

Letters to the Editor
[newspaper name]

To the Editor:

In these times of uncertainty, we all become more concerned about safety matters. Yet many people still don't take one of the simplest, most effective steps to stay safe: Buckling up. According to the National Highway Traffic Safety Administration, fully 60 percent of the passenger vehicle occupants killed in motor vehicle crashes in 2001 weren't wearing safety belts.

Teenagers and young adults are especially vulnerable. Motor vehicle crashes are the leading cause of death for people age 15 to 24 in the United States, according to the National Center for Health Statistics. And NHTSA reports that 63 percent of 16- to 20-year-old passenger vehicle occupants killed or seriously injured in crashes in 2001 were not wearing a safety belt.

Sometimes the fear of getting a traffic ticket is the only reason that someone will wear a safety belt. That's why State and local law enforcement officers are joining the national *Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization* that runs from May 19-June 1 and will aggressively ticket unbelted drivers and passengers. Police officers hate to spend their time looking for people who are unrestrained in cars. But they'd rather do this than find those people dead or injured because of a motor vehicle crash.

Wear your safety belt every trip, every time. Or risk getting a ticket — especially May 19-June 1.

Sincerely,

[name]

[job title and place of work – or, if you're a student, insert your school and grade]

[city]



Resource List

Use these resources to get more information about *Click It or Ticket*, the *Buckle Up America* campaign, safety belts or traffic safety.

National Highway Traffic Safety Administration (NHTSA)

www.nhtsa.dot.gov

NHTSA's site has up-to-date safety belt and child safety seat use statistics, fatality and injury statistics, *Click It or Ticket* data, materials and other information.

Department of Transportation (DOT) Auto Safety Hotline

[1-888-DASH-2-DOT \(1-888-327-4236\)](tel:1-888-DASH-2-DOT)

Fatality Analysis Reporting System (FARS)

www-fars.nhtsa.dot.gov

FARS is an online database that allows users to access the most recent crash reports and statistics compiled by NHTSA. The system allows you to download full reports or create your own data queries using dozens of factors or variables.

Air Bag & Seat Belt Safety Campaign

www.nsc.org/airbag.htm

The Air Bag & Seat Belt Safety Campaign, under the umbrella of the National Safety Council, is an intensive education and action campaign that educates the public about air bags and works to increase the proper use of safety belts and child safety seats.

Buckle Up America

www.buckleupamerica.org

Buckle Up America's online headquarters offers materials, statistics, news items and a Talking Point Creator that allows users to customize talking points for addressing various subjects (such as the *Click It or Ticket/Operation ABC Mobilizations* and Child Passenger Safety Week) depending on the speaker's expertise (such as law enforcement officers, elected officials or safety advocates) and audience (such as parents or African Americans).

AAA Foundation for Traffic Safety

www.aaafoundation.org

The AAA Foundation for Traffic Safety is a publicly supported nonprofit organization dedicated to saving lives and reducing injuries by preventing traffic crashes. The Foundation funds research projects and develops educational materials for drivers, pedestrians, bicyclists and other road users.

American Academy of Pediatrics (AAP)

www.aap.org

The American Academy of Pediatrics is a nonprofit scientific and educational organization that promotes the physical, mental, social health and safety of infants, children, adolescents and young adults. AAP furthers the professional education of its members through continuing education courses, annual scientific meetings, seminars, publications and other activities.



Governors Highway Safety Association (GHSA)

www.ghsa.org

The Governors Highway Safety Association is a nonprofit association that represents the highway safety programs of States and Territories regarding highway safety issues and policies. GHSA's mission is to provide leadership in the development of national policy to ensure effective highway safety programs.

Insurance Institute for Highway Safety (IIHS)

www.iihs.org

The Insurance Institute for Highway Safety is an independent, nonprofit, research and communications organization funded by auto insurers. IIHS is dedicated to reducing highway crash deaths, injuries and property losses.

Mothers Against Drunk Driving (MADD)

www.madd.org

MADD is a non-profit grassroots organization that works to stop drunk driving, support the victims of drunk driving and prevent underage drinking.

Network of Employers for Traffic Safety (NETS)

www.trafficsafety.org

NETS is a national nonprofit organization dedicated to reducing traffic crashes involving America's workers and their families by helping employers implement policies, dynamic workplace programs and community activities related to traffic safety.

National Organizations for Youth Safety (NOYS)

www.noys.org

NOYS promotes collaboration at the national, State and local levels and focuses on the safety of youth up to age 24.

Think First National Injury Prevention Foundation

www.thinkfirst.org

Think First prevents brain, spinal cord and other traumatic injuries through the education of individuals, community leaders and the creators of public policy.

LAW ENFORCEMENT RESOURCES

International Association of Chiefs of Police

www.theiacp.org

National Organization of Black Law Enforcement Executives

www.noblenatl.org

Hispanic American Police Command Officers Association

www.hapcoa.com

National Sheriffs' Association

www.sheriffs.org



State and Territory Highway Safety Offices

Below are telephone and fax numbers for the State Highway Safety Offices in the 50 States, the District of Columbia, Puerto Rico and the Territories. This information, along with State web site addresses, can be found on the web site of the National Highway Traffic Safety Administration by going to www.nhtsa.dot.gov and clicking on "Regional Offices." Your State Highway Safety Office can put you in touch with the many traffic safety programs in your State, including programs devoted to safety belt use and child passenger safety.

STATE	TELEPHONE	FAX
Alabama	(334) 242-5803	(334) 242-0712
Alaska	(907) 465-4374	(907) 465-4030
American Samoa	9-011-684-699-1111 x48	9-011-684-633-7964
Arizona	(602) 255-3216	(602) 255-1265
Arkansas	(501) 618-8583	(501) 618-8222
California	(916) 262-0997	(916) 262-2960
Colorado	(303) 757-9273	(303) 757-9219
Connecticut	(860) 594-2370	(860) 594-2374
Delaware	(302) 744-2745	(302) 739-5995
District of Columbia	(202) 671-0492	(202) 671-0617
Florida	(850) 488-3546	(850) 922-2935
Georgia	(404) 656-6996	(404) 651-9107
Guam	(671) 647-5059	(671) 646-3733
Hawaii	(808) 587-6302	(808) 587-6303
Idaho	(208) 334-8101	(208) 334-4430
Illinois	(217) 782-4974	(217) 782-9159
Indiana	(317) 232-4220	(317) 233-5150
Indian Nations	(505) 245-2100	(505) 245-2106
Iowa	(515) 281-3907	(515) 281-6190
Kansas	(785) 296-3756	(785) 291-3010
Kentucky	(502) 564-6700	(502) 564-6779
Louisiana	(225) 925-6991	(225) 922-0083
Maine	(207) 624-8756	(207) 624-8768
Maryland	(410) 787-5824	(410) 787-4082
Massachusetts	(617) 973-8900	(617) 973-8917
Michigan	(517) 336-6477	(517) 333-5756
Minnesota	(651) 296-9507	(651) 297-4844
Mississippi	(601) 987-4990	(601) 987-4154



STATE	TELEPHONE	FAX
Missouri	(573) 751-7643	(573) 634-5977
Montana	(406) 444-7301	(406) 444-0807
Nebraska	(402) 471-2515	(402) 471-3865
Nevada	(775) 687-5720	(775) 687-5328
New Hampshire	(603) 271-2131	(603) 271-3790
New Jersey	(609) 633-9300	(609) 633-9020
New Mexico	(505) 827-0427	(505) 827-0431
New York	(518) 473-5111	(518) 473-6946
North Carolina	(919) 733-3083	(919) 733-0604
North Dakota	(701) 328-2600	(701) 328-2435
North Marianas	(670) 664-9128	(670) 664-9141
Ohio	(614) 466-3250	(614) 728-8330
Oklahoma	405-523-1570	(405) 523-1586
Oregon	(503) 986-4192	(503) 986-4341
Pennsylvania	(717) 787-7350	(717) 783-8012
Puerto Rico	(787) 723-3590	(787) 727-0486
Rhode Island	(401) 222-3024	(401) 222-6038
South Carolina	(803) 896-9963	(803) 896-9978
South Dakota	(605) 773-4493	(605) 773-6893
Tennessee	(615) 741-2589	(615) 253-5523
Texas	(512) 416-3202	(512) 416-3214
Utah	(801) 293-2481	(801) 293-2498
Vermont	(802) 244-1317	(802) 241-4124
Virginia	(804) 367-1670	(804) 367-6631
Virgin Islands	(340) 776-5820	(340) 772-2626
Washington	(360) 753-6197	(360) 586-6489
West Virginia	(304) 558-1515	(304) 558-2723
Wisconsin	(608) 266-3048	(608) 267-0441
Wyoming	(307) 777-4450	(307) 777-4250

Logo Sheet





16- to 20-Year-Old Passenger Vehicle Occupants Killed or Seriously Injured (Incapacitated) in Fatal Motor Vehicle Traffic Crashes, By State

(Only includes persons where restraint use was known)

2001 FATALITY ANALYSIS REPORTING SYSTEM – ANNUAL REPORT FILE (ARF)

STATE	NUMBER KILLED	NO. WITH INCAPACITATING INJURIES	TOTAL	WEARING SAFETY BELT	NOT WEARING SAFETY BELT	PERCENT NOT WEARING SAFETY BELTS
Alabama	146	129	275	119	156	57
Alaska	10	6	16	8	8	50
Arizona	104	71	175	44	131	75
Arkansas	77	48	125	29	96	77
California	401	179	580	323	257	44
Colorado	95	71	166	51	115	69
Connecticut	40	17	57	25	32	56
Delaware	17	9	26	11	15	58
Dist of Columbia	2	2	4	1	3	75
Florida	274	204	478	149	329	69
Georgia	168	71	239	99	140	59
Hawaii	9	7	16	4	12	75
Idaho	47	30	77	16	61	79
Illinois	160	98	258	86	172	67
Indiana	115	40	155	60	95	61
Iowa	46	13	59	31	28	47
Kansas	81	28	109	25	84	77
Kentucky	115	61	176	44	132	75
Louisiana	108	35	143	36	107	75
Maine	26	7	33	12	21	64
Maryland	79	71	150	83	67	45
Massachusetts	64	24	88	10	78	89
Michigan	140	77	217	119	98	45
Minnesota	58	23	81	23	58	72
Mississippi	88	47	135	35	100	74
Missouri	149	102	251	73	178	71



STATE	NUMBER KILLED	NO. WITH INCAPACITATING INJURIES	TOTAL	WEARING SAFETY BELT	NOT WEARING SAFETY BELT	PERCENT NOT WEARING SAFETY BELTS
Montana	26	15	41	12	29	71
Nebraska	30	16	46	14	32	70
Nevada	29	16	45	20	25	56
New Hampshire	12	7	19	7	12	63
New Jersey	71	24	95	30	65	68
New Mexico	41	25	66	31	35	53
New York	158	63	221	102	119	54
North Carolina	167	78	245	119	126	51
North Dakota	15	5	20	3	17	85
Ohio	173	79	252	80	172	68
Oklahoma	89	33	122	37	85	70
Oregon	51	32	83	46	37	45
Pennsylvania	174	105	279	86	193	69
Rhode Island	15	10	25	7	18	72
South Carolina	137	63	200	49	151	76
South Dakota	19	19	38	10	28	74
Tennessee	169	91	260	74	186	72
Texas	502	239	741	318	423	57
Utah	36	23	59	19	40	68
Vermont	6	5	11	6	5	45
Virginia	124	124	248	88	160	65
Washington	86	30	116	41	75	65
West Virginia	41	54	95	35	60	63
Wisconsin	83	40	123	45	78	63
Wyoming	15	9	24	8	16	67
TOTAL	4,888	2,675	7,563	2,803	4,760	63



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization

Sample Letter to Superintendents

Dear School Superintendent:

On the surface, it may seem that we have little in common. But we share one very important responsibility: the safety of students. One of the greatest dangers your students face is being killed or severely injured in a motor vehicle crash. As you walk through the halls of a high school, consider this chilling fact: On average, **nine 15- to 18-year-olds were killed in motor vehicle crashes every day in 2001—about a third of a typical high school class**, according to the National Highway Traffic Safety Administration. And 65 percent of those were not wearing a safety belt.

Our teens face difficult problems that defy simple solutions. Fortunately, this is one problem we can do something about, and the solution doesn't cost a thing. Together, we can prevent thousands of deaths and injuries among our teens by simply getting them to wear safety belts every trip, every time.

From **May 19 to June 1, 2003**, law enforcement officers across the country will enforce safety belt laws by conducting safety belt checkpoints and zero tolerance safety belt enforcement as part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) Mobilization*. Our goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers.

You can support this effort by simply telling your principals about Click It or Ticket heightened enforcement efforts, and encouraging them to remind their staff and students to buckle up. This small step could save a life.

For your convenience, we have included a letter that explains the *Click It or Ticket Mobilization* to your principals. Included in the letter is a brief public address (PA) announcement about the benefits associated with safety belt use, along with a series of morning announcements that students, principals, school resource officers or other school staff are encouraged to read. *These should be read for the eight days before the May Mobilization begins to reinforce the safety campaign.*

You also might consider letting parents know about your support of the *Click It or Ticket Mobilization*. They are sure to appreciate your efforts to keep their children safe.

Motor vehicle crashes are the No. 1 killer of our children, but with your help, we can stop this killer in its tracks. Your cooperation is invaluable and greatly appreciated.

Sincerely,

Law enforcement official



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization

Sample Letter to Principals

[date]

Dear School Principal:

Of all the risks students encounter every day, one of the greatest dangers they face is being killed or severely injured in a motor vehicle crash. In fact, on average nine 15- to-18 year olds were killed in motor vehicle crashes every day in 2001—about a third of a typical high school class, according to the National Highway Traffic Safety Administration. And 65 percent of those were *not* wearing a safety belt.

Fortunately, there is something very simple that we can do to stop this unnecessary loss of life, and it won't cost a thing. We can remind our students to wear safety belts every trip, every time.

From **May 19 to June 1, 2003**, law enforcement officers across the country will be enforcing safety belt laws by conducting safety belt checkpoints and zero-tolerance safety belt enforcement as part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) Mobilization*. Their goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers. **We have been asked to support this effort by simply telling students about the *Click It or Ticket* heightened enforcement campaign and by encouraging them to buckle up on every trip.** This small step could save a life.

You can start by using this brief statement in your public address (PA) announcements to students:

I would like to remind everyone about the importance of wearing a safety belt every time you drive or ride in a car. It will save you the cost of a ticket, and it could save your life. As a teenager, you are more likely to die, or become disabled or disfigured in a car crash than at any other time in your life. You also need to know that law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1. You can get a ticket if you don't buckle up, so save money and your life. Buckle up every trip, every time!

Also enclosed are Buckle Up America morning announcements that you, your students, school resource officers or other school staff can read. *These should be read for the eight days before the May Mobilization to reinforce the safety campaign.*

You also might consider letting parents know about your support of the *Click It or Ticket Mobilization*. They are sure to appreciate your efforts to keep their children safe.

Motor vehicle crashes are the No. 1 killer of our children, but with your help, we can stop this killer in its tracks. Your cooperation is invaluable and greatly appreciated.

Sincerely,

Superintendent

Your efforts are important! If you would like to share comments or your experience with this initiative, please e-mail your feedback to May03feedback@nhtsa.dot.gov. Additional traffic safety information and resources are available on the National Highway Traffic Safety Administration (NHTSA) web site at www.nhtsa.dot.gov (click on the "Buckle Up America" icon). Thank you!



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization

Sample Letter to School Resource Officers

[date]

Dear School Resource Officer:

We need your assistance to help save lives—the lives of our students. One of the greatest dangers they face is being killed or severely injured in a motor vehicle crash. In fact, on average nine 15- to-18-year-olds were killed in motor vehicle crashes every day in 2001—about a third of a typical high school class, according to the National Highway Traffic Safety Administration (NHTSA). And 65 percent of those were not wearing a safety belt.

From **May 19 to June 1, 2003**, law enforcement officers across the country will enforce safety belt laws as a part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) Mobilization*. Law enforcement's goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers.

We need to educate students about the *Click It or Ticket* heightened enforcement campaign and frequently remind them to buckle up on every trip. This small step could save a life.

Please check with your school principal to see if he/she is aware of NHTSA's *Click It or Ticket* campaign. Attached is a copy of a letter that was forwarded to school principals across the nation asking them to make a statement about the importance of safety belts and the *Click It or Ticket* campaign in their public address (PA) announcements to students. Also included is a series of morning announcements that students, principals, school resource officers or other school staff can make. ***These should be read for the eight days before the May Mobilization to reinforce the safety campaign.***

We are counting on your support to encourage your school administrators to participate in this important lifesaving effort. Thank you for your help and for continuing to lead by example, promoting positive images to the students as well as educating them on the importance of buckling up.

Sincerely,

Your efforts are important! If you would like to share comments or your experience with this initiative, please e-mail your feedback to May03feedback@nhtsa.dot.gov. Additional traffic safety information and resources are available on the National Highway Traffic Safety Administration (NHTSA) web site at www.nhtsa.dot.gov (click on the "Buckle Up America" icon). Thank you!



Click It or Ticket/Operation ABC (America Buckles Up Children) May 2003 Mobilization

Sample Letter to Law Enforcement Officials

[date]

Dear Law Enforcement Official:

We are asking for your help with a very important initiative. From **May 19 to June 1, 2003**, law enforcement officers across the country will step up enforcement of safety belt laws as part of the *Click It or Ticket/Operation ABC (America Buckles Up Children) Mobilization*. The goal is not to write tickets, but to get everyone buckled up, especially teen drivers and their passengers.

Teens are at the greatest risk of being killed or injured in traffic crashes. In 2001, 3,322 15- to 18-year-olds were killed in motor vehicle crashes—nine teens a day—according to the National Highway Traffic Safety Administration. Many of these deaths could have been prevented by the consistent use of safety belts, yet 65 percent of the teens who were killed in motor vehicle crashes were not wearing a safety belt.

You can help stop this unnecessary loss of life by simply sending a letter and the attached public address announcements about the importance of safety belts to high school officials in your area. We have included sample letters to school superintendents, principals and school resource officers.

Motor vehicle crashes are the No. 1 killer of our children, but with your help, we can stop this killer in its tracks. Your cooperation is invaluable and greatly appreciated.

Sincerely,



Morning Announcements

(to be read by student, principal, school resource officer or other school staff)

MORNING ANNOUNCEMENT # 1

Today's tip from Buckle Up America: How to meet more law enforcement officers. Since not wearing a safety belt is against the law, one easy way to get law enforcement officers to notice you is to drive around without wearing one. And in May, law enforcement officers all over the country conduct a special safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. Bottom line — not wearing a safety belt can result in a roadside chat under flashing lights. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 2

Today's tip from Buckle Up America: How to get to the hospital really fast. Don't wear your safety belt, get in a crash, and take the ambulance. Maybe you'll even get to skip all the red lights on the way to the hospital or the morgue. If you don't wear a safety belt, you double your chances of getting seriously injured — maybe even permanently disabled or disfigured. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a plate of hospital food. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 3

Today's tip from Buckle Up America: How to get a facial – for free! Just unbuckle your safety belt and you're a lot more likely to be thrown from the car. You'll be using the world's most powerful facial scrub: pavement. For more extensive work, try a brick wall.

Safety belts can secure you and the people you like. Not wearing safety belts can give you a whole new look. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 4

Today's tip from Buckle Up America: How to elude law enforcement. Some people probably like being pulled over by a law enforcement officer. But if you're not one of them, you should know that in May, law enforcement agencies all over the country have this safety belt mobilization just to catch people who don't buckle up so they can give them a ticket. So watch yourself. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a ticket. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 5

Today's tip from Buckle Up America: How to get people killed. There are lots of ways to help people bite the dust. But one way that works really well for teens is this: Don't a safety belt. At no other time in your life will you be more likely to die or get seriously injured in a crash. Safety belts can secure you and the people you like. Not wearing safety belts is deadly. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**



MORNING ANNOUNCEMENT # 6

Today's tip from Buckle Up America: How to fly without a plane ticket or a pilot's license. Just don't wear a safety belt and you can fly right out of the car in a crash. It's a brief flight, although the landing isn't all that great. Neither is the crippling injury or disfigurement you might get as a result. Safety belts can secure the people you like. Not wearing safety belts can hurt. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 7

Today's tip from Buckle Up America: How to get a new set of wheels. Not everyone dies in a serious car crash—some become permanently disabled. Some get new wheels — as in a wheelchair. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a different type of wheels. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

MORNING ANNOUNCEMENT # 8

Today's tip from Buckle Up America: How to blow a lot of money. Just get a ticket for not wearing a safety belt, which is really easy to do. Law enforcement officers are having this safety belt mobilization in May, which means that they're specifically looking for people who aren't wearing safety belts and writing more tickets than usual. Safety belts can secure you and the people you like. Not wearing safety belts can secure you a really big ticket. **Remember, law enforcement officers will be conducting safety belt checkpoints and zero-tolerance safety belt enforcement statewide from May 19 to June 1.**

In the blink of an eye, a crash can change everything. Here are some experiences teens had with—and without—safety belts.

Teen crash stories make buckle-up message click



A NEW BALL GAME

Tammy Wilber was the co-captain of the soccer team. The summer before her senior year of high school, she and three teammates were heading for soccer camp, cruising down a New Hampshire highway at 80 miles an hour on a sunny day. A bee started buzzing around inside the car, and a girl who was allergic to bee stings started screaming. Tammy was startled, drove off the road and then jerked the wheel to get the car back on the road. She lost control of the car. It flipped three times in the median.

No one was wearing a safety belt.

Tammy was ejected from the car. Her spinal cord was severed. At 17, she was paralyzed. “I’m in a wheelchair now because I didn’t wear a safety belt,” Tammy says.

The physical challenges Tammy faced were obvious: “I had to learn how to do everything from a wheelchair: taking a shower, getting dressed, doing the dishes. The recovery process was long and difficult.”

Less obvious were the emotional challenges. “Imagine being 17 and having your future ripped out from under you,” she says. “It was difficult

being so young and realizing that I wouldn't play soccer anymore, that I had to give up my goal of becoming a nurse. I had to change my perspective of my future."

Now Tammy shares her story with students, telling them to buckle up every time they are in a car. "I tell them that I was them—I was 17. You're not invincible. This could happen to anybody," she says. "Buckle up. Life's too short to have to push yourself around in a wheelchair."

Tammy Wilber is a program coordinator for Think First of Washington, which works to reduce head and spinal injuries. She can be reached at think1st@u.washington.edu.

SIXTEEN AND STRAPPED IN



Sixteen was hardly sweet for actress and singer Cee Cee Michaela, who played Yvonne on the UPN series "Girlfriends." At 16, while driving to school, she fell asleep at the wheel of her car. Miraculously, the car stopped right before going

over an embankment. That same year, her car went out of control and slammed into a telephone pole, splitting the car in two. As ambulance workers approached, she crawled out of a car window without a scratch.

Both times, she was wearing a safety belt.

"Thank God for grace and mercy and safety belts!" she says. Now, whenever she can, she testifies about the need for safety belts, particularly in the African American community.

Cee Cee Michaela has contact information on her web site: www.ceeceemichaela.com.

REMEMBERING CODY

Cody Brown, a 16-year-old student at Tate High School in Pensacola, Fla., was riding home from school with some classmates when the driver lost control and crashed into the woods. Two students who were belted in were only slightly injured. But Cody, who wasn't wearing a safety belt, was thrown from the car. He suffered severe head and spinal injuries, went into a coma and was placed on life support.

Two nights later, Cody's family was told that he wouldn't recover. The next morning, Cody was taken off the respirator. Cody's father, Charles Brown, made a plea to Cody's friends: Wear your safety belts for the

You do the math

69%

Safety belt use by
16- to 24-year-olds

Source: NHTSA, National Occupant Protection Use Survey, June 2002

7,563

Number of 16- to 20-
year-old passenger
vehicle occupants killed
or seriously injured in
crashes in 2001

63%

Percentage who weren't
wearing a safety belt

Source: The National Highway Traffic Safety Administration's 2001 Fatality Analysis Reporting System—Annual Report File (ARF). The statistics used covered 16- to 20-year-old passenger vehicle occupants who were killed or incapacitated in fatal motor vehicle crashes in the 50 States and the District of Columbia in 2001. The statistics include only persons where restraint use was known.

14.1%

Percentage of high
school students who
rarely or never wore
safety belts as a
passenger

Source: Center for Disease Control and Prevention's Youth Risk Behavior Survey—United States, 2001

next three weeks, he urged, saying that if they could do it for that long, it would become automatic.

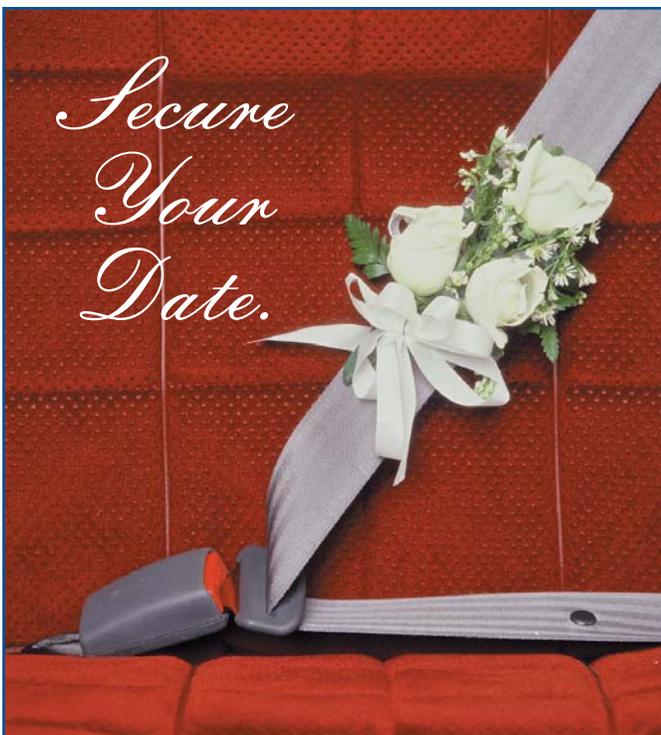
Cody's friends decided to turn their grief into a mission. They organized a safety belt awareness campaign for the school called Buckle Up for Cody Week. The campaign included rallies, T-shirt and bumper sticker giveaways and daily news coverage and public service announcements on the school's television and radio stations. Students dressed as crash-test dummies and joined sheriff's deputies at school parking lot checkpoints to issue mock citations to student drivers and passengers who weren't wearing safety belts.

And they issued Cody's father's challenge to the entire student body, asking Tate students to sign pledges that they would wear their safety belt for three weeks.

The Buckle Up for Cody campaign also inspired several other area schools to organize their own safety belt campaigns.

"The campaign will continue to have an effect," said Candice Gibson, a teacher at Tate. "Every time someone wears a Buckle Up for Cody T-shirt, you can't help but stop and think about it."●

*Secure
Your
Date.*



Date of Prom: _____
Time: _____
Location: _____

Click It or Ticket. May 19 to June 1, 2003

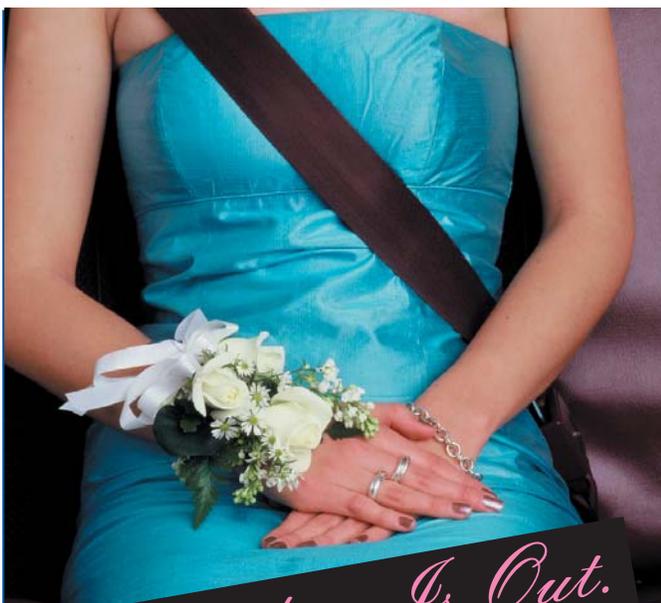
Secure Your Date.



Date of Prom: _____
Time: _____
Location: _____

Click It or Ticket. May 19 to June 1, 2003

Strapless Is Out.



Date of Prom: _____
Time: _____
Location: _____

Click It or Ticket. May 19 to June 1, 2003

*Don't Forget
Protection.*



Date of Prom: _____
Time: _____
Location: _____

Click It or Ticket. May 19 to June 1, 2003



Activities for High School Students

One of the best ways to reach a teen is through a teen. Here are a few simple ideas for integrating the *Click It or Ticket* message and other safety belt information into activities that students are already doing.

For a math, government or sociology class: Have students measure safety belt use by observing students as they arrive or leave school. Conduct two surveys, one before and one after the *Click It or Ticket Mobilization*. Use the enclosed [safety belt observational survey form](#). The students can tabulate the results and determine the initial rate of safety belt use and then the change in use. Encourage them to report the results in the school newspaper or during morning or afternoon announcements.

- Get help with the surveys or other buckle-up activities from student organizations such as student government, athletic clubs, the prom committee and the ROTC/military prep program. School resource officers, driver's education teachers or other school staff also can help.
- In the time between the surveys, conduct activities that will increase awareness about the importance of safety belt use and the *Click It or Ticket Mobilization*. These activities can include reading [morning announcements](#), coordinating a poster campaign or art contest (see below) or publishing articles in the school newspaper or other media. Students also can publish the enclosed [feature articles](#) about how teens in crashes fared with—or without—safety belts.

For an art or drafting class: Students can create posters and other artwork for a poster campaign or art contest that focuses on the *Click It or Ticket* message. Students can include the [logos](#) and [prom graphics](#) from this planner in their artwork.

For a journalism class, school newspaper or other school media: Have students report on their classmates' safety belt use. They can interview classmates to learn whether, when and why they wear — or don't wear — a safety belt. The story can include results from the safety belt survey that the students conduct.

For a community service project: If your school requires students to perform community service, encourage them to volunteer with a local traffic safety organization. Your [State highway safety office](#) may be able to help students find an organization to work with.

This is just a start. There are many more great ideas out there. Contact the local media to let them know what you're doing. They may want to cover your activities as they report on the *Click It or Ticket Mobilization*.

