

Traffic Safety Facts

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Buckle Up in Your Truck and Click It or Ticket Programs Increase Seat Belt Use in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas

Background

In 2006 NHTSA's Region 6 (South Central), which includes Arkansas, Louisiana, New Mexico, Oklahoma, and Texas, completed a three-year demonstration project to increase seat belt use titled *Buckle Up In Your Truck* (BUIYT). This project entailed a two-week advertisement campaign immediately before the annual *Click It or Ticket* (CIOT) Mobilization in May when police conducted special high-visibility seat belt enforcement campaigns.

In 2004, the BUIYT advertisement campaign bought television and radio spots to encourage non-belt-users in pickup trucks to buckle up. The first-year ads stressed the usefulness of seat belts in dangerous roll-over-type crashes. All five States switched to an enforcement-centered script starting with the 2005 BUIYT campaign and all five committed more effort toward outreach that delivered a strong enforcement message.

Media/Publicity

Advertising for BUIYT and CIOT focused on buying television air time targeting males between the ages of 18 and 39. The combined States spent \$1.3 million on the BUIYT advertisements and \$2.9 million on CIOT advertisements. Compared to 2005 funding, this was an 18-percent increase in BUIYT advertising and a 4-percent increase in CIOT advertising.

Each State generated earned media through press events, press releases or outreach activities. States provided counts of earned media for the CIOT program but not specifically for BUIYT. During the 2006 CIOT there were more than 70 media events and over 14,500 TV, print, and radio news stories in Region 6.

Enforcement

No citations for seat belt and child restraint violations were documented for BUIYT in years 2004, 2005, or 2006 given that the design of the program included enforcement only during the CIOT enforcement period.

All five States intensified enforcement activity during CIOT. In 2006 approximately 904 enforcement agencies participated in CIOT — 28 percent of all agencies across these States. Across the region, law enforcement agencies issued 75,136 seat belt tickets and 59,085 speeding tickets. Overall, the number of tickets issued during BUIYT each year decreased from 2004 to 2006.

Law Enforcement Actions per 10,000 Population

	SCR		Non-Demo States		National Average	
	2005	2006	2005	2006	2005	2006
Seat Belt	27	21	26	25	25	24
Speeding	15	16	9	10	15	14
DUI	1	1	<1	<1	1	1

Public Awareness of BUIYT

Surveys collected at driver licensing offices throughout the region measured public awareness of the BUIYT and CIOT mobilizations. In 2004 the surveys were administered three times: (1) before the BUIYT mobilization, (2) after the BUIYT mobilization and before CIOT mobilization, and (3) after the CIOT mobilization. In 2005 and 2006 survey collection took place only after each combined BUIYT/CIOT mobilization.

Before the May 2004 mobilization began, approximately two-thirds of survey respondents indicated a recent exposure to seat belt messages. Over 80 percent of respondents indicated that they recently had read, seen, or heard messages about seat belt use after the conclusion of the mobilizations.

Awareness of messages concerning seat belt use in pickup trucks increased over the course of both mobilizations. From baseline 2004 though post-2006, awareness of messages about using seat belts in pickup trucks increased. By the end of the 2006 BUIYT/CIOT mobilization over 50 percent of respondents identified as pickup truck drivers reported recent exposure to messages about wearing seat belts in pickup trucks.

