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## SEAT BELT USE AT RECORD HIGH, BUT NOT AT NIGHT

WASHINGTON – U.S. Transportation Secretary Ray LaHood today launched the U.S. Department of Transportation's 2013 "Click It or Ticket" seat belt enforcement mobilization effort and reminded motorists about the severe risks of driving unbelted, day or night.



Data from the National Highway Traffic Safety Administration (NHTSA) shows that while nationwide seat belt use was at a record high of 86 percent in 2012, seat belt use at night continues to be lower than during the day.

"We've made great strides in getting people to buckle up since the first seat belt campaign was launched in 1985, but we still have work to do," said Secretary LaHood. "The 'Click it or Ticket' program builds on those earlier efforts – sharing the message that seat belts save lives."

According to NHTSA, the risk of being involved in a serious crash is greater at night than during the day. In 2011, 62 percent of motorists who died in a crash that occurred at night were unrestrained, compared to 43 percent of those who died in a crash during the day. During the Memorial Day weekend, law enforcement will focus on both day and night time drivers for seat belt use. [Read more...](#)

## SEAT BELT CAMPAIGN STARTS MONDAY

FULTON – Mississippi law enforcement officers begin a campaign to increase seat belt use Monday.

The Mississippi Click It or Ticket campaign is an annual event from Tuesday to June 2 that aims to drive traffic accident fatalities down by increasing the number of people wearing seat belts in motor vehicles.

"It's not about writing tickets as much as it is about changing behavior and getting people to start wearing seat belts so we can keep our people alive," said Office of Highway Safety Liaison and Sherman Police Chief Joel Spellins at the campaign's annual kickoff lunch in Fulton. "Seat belt usage has increased and our death rate is going down every year because of that."

The MS Office of Highway Safety reported 71.3 percent of Mississippians surveyed reported wearing seat belts in 2008 and that number went up by 10 percent by 2011. [Read more...](#)



Facilitated by the MS Highway Patrol with Johnny Poulos as master of ceremonies, the May 17 press event representatives were from the MS Office of Highway Safety (MOHS) – speaker Director Shirley Thomas, MADD - speaker Victim Advocate Ryan Estep, Hinds County Sheriff's Office – speaker Sheriff Tyrone Lewis, MS Department of Public Safety – speaker Commissioner Albert Santa Cruz, University Medical Center, MS Association of Highway Safety Leaders (MAHSL), MS Traffic Safety Outreach Coalition (MTSOC) – speaker Rev. Ted Watson, MS Law Enforcement and Law Enforcement Liaisons. Visit MS CIOT Facebook page to view photos. [See photos...](#)

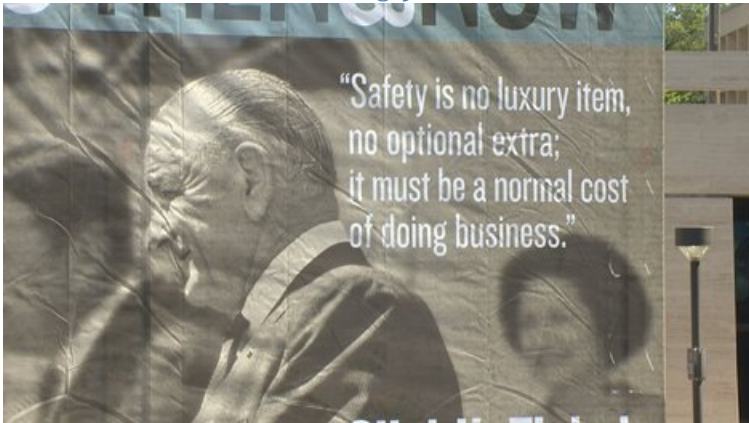
## **MORE COPS ON THE ROAD FOR HOLIDAY TRAFFIC SAFETY CAMPAIGNS**

Lake County, OH - A number of departments in Lake County are joining the “Click It or Ticket” and the “Drive Sober or Get Pulled Over” campaign for the upcoming Memorial Day weekend and the weeks leading up to the holiday.

Vernon Hills Police Department will have extra police officers on the street through May 27 to watch for people driving in an unsafe way and to look for drivers and passengers, especially children, who are not secured with seat belts. The department reminds drivers that since Jan. 1, 2012, Illinois law requires all passengers, regardless of age or location in the vehicle, to be secured in a seat belt or an appropriately approved child restraint system.

If a passenger has a disability or medical condition that makes him/her unable to secure his/her own safety belt, the driver is responsible for securing and adjusting the safety belt for that passenger. [Read more...](#)

*See what others are doing for CIOT:*



AUSTIN, TX - This year the campaign is giving a nod to former President Lyndon B. Johnson. According to TxDOT, it was 45 years ago when seat belts made their debut when Pres. Johnson's National Traffic and Motor Vehicle Safety Act and The Highway Safety Act went into effect, mandating that all automobiles have seat belts as a standard feature. [Read more...](#)

WINDSOR, VA - Law enforcement officials were out in force Thursday along Route 460 from Suffolk to Petersburg to promote safety belt use. [Read more...](#)

HATTIESBURG, MS - The National Click it or Ticket campaign starts Monday, May, 21, in advance of Memorial Day and goes through June 3. [Read more...](#)

MASSILLON, OH - The annual “Click it or Ticket” seat belt enforcement campaign unexpectedly helped the city police department arrest a man Wednesday evening for theft from Menards. [Read more...](#)

CHEROKEE COUNTY, KS - From now through June 2, drivers can expect increased law enforcement presence on Cherokee County roadways as the Cherokee County Sheriff's Office joins over 140 other law enforcement agencies in aggressively enforcing Kansas occupant restraint and other traffic laws as part of the 2013 Kansas Click It or Ticket traffic enforcement campaign. [Read more...](#)

KANSAS CITY, MO - The "Click It or Ticket" seat belt awareness campaign took off nationwide Monday. One metro woman uses this time, every year, to remind the youngest passengers and drivers to learn from people like her. [Read more...](#)

HERKIMER, N.Y. - As motorists take to the roads this Memorial Day holiday, the Herkimer, Ilion and Little Falls police departments, as well as the Herkimer County Sheriff's Department and law enforcement agencies across the state, urge everyone to buckle up. [Read more...](#)

BONIFAY, FL - The Bonifay Police Department is participating in the national "Click It or Ticket" safety enforcement campaign, May 20-June 2. BPD officers will conduct safety checkpoints at numerous locations in the city limits of Bonifay. [Read more...](#)

WILMINGTON, NC - Officers with the Wilmington Police Department are stepping up efforts to keep drivers safe on the roads. Be sure to "click it" or face getting a ticket for not wearing your seatbelt. [Read more...](#)

ESSEX COUNTY, NJ - As part of a nationwide mobilization, area police in every Essex County town are participating in "Click It or Ticket," a safety program aimed at enforcing seat belt laws and educating the public about their necessity. [Read more...](#)

MONROE, LA - The University of Louisiana at Monroe Police Department received funding from the Louisiana Highway Safety Commission to support the "Click It or Ticket" campaign. Tuesday, May 21 through Sunday, June 2, ULMPD will participate with other law enforcement agencies to step up enforcement of the state's occupant protection laws during the two-week mobilization. [Read more...](#)

SOUTH ELGIN, IL - The South Elgin Police Department is joining the Illinois Department of Transportation (IDOT), the Illinois State Police (ISP), and over 500 local law enforcement agencies across the state to save more lives by strongly enforcing seat belt laws. [Read more...](#)

DOVER, DE - "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 Jana Simpler, Director for the Delaware Office of Highway Safety. [Read more...](#)

MANITOWOC, WI - Hundreds of law enforcement agencies throughout Wisconsin will participate in the annual Click It or Ticket safety belt enforcement campaign from May 20 through June 2, according to a news release from Cleveland Police Chief Timothy Barber. [Read more...](#)

## SAFETY 1N NUM3ERS



Looking for more research materials, research and data analysis reports for your coalition's projects? The National Highway Traffic Safety Administration's (NHTSA) Office of Communications and Consumer

*The Best Reason Why You Should Buckle Up Every Time, Every Trip  
No, it's not to avoid the ticket. It's to save your life. In 2010, if all passenger vehicle occupants age 5 and older had worn seat belts, an additional 3,341 lives could have been saved.*



Information (OCCI) and the National Transit Institute (NTI) have worked closely with the Data Center to develop **SAFETY 1N NUM3ERS**. Featured on the NHTSA.gov and SaferCar.gov web sites, the premiere edition of **SAFETY 1N NUM3ERS** focused on the issues of distracted driving.

April was **National Distracted Driving Awareness Month** and Distraction was chosen as the focus for the first edition on the **SAFETY 1N NUM3ERS** newsletter and web site.

These safety snapshots will be displayed on the rotators of NHTSA.gov and SaferCar.gov. They will be pushed to the NHTSA Facebook and Twitter audiences, to the thousands of bloggers who subscribe to our e-Blasts, to the SaferCar mobile app, to state and local traffic safety experts, to traditional media and to partners.

May's highlighted the "**Click It or Ticket**" campaign where 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.

June's edition of **Safety 1n Num3ers** will feature **Pedestrians** with a 4-page layout newsletter, data and safety facts.

Every issue of the 4-page newsletter will focus on a different safety topic and will be a weekly product with two presentation versions. At least one offering a month will be a 4-page newsletter dedicated to a major topic. The next version will be data points tightly focused on any of the many safety topics NHTSA oversees.

To download the latest **Safety 1n Num3ers** newsletter visit <http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/index.html#>.

## Things to remember when walking:

- ✓ *Always walk on the sidewalk facing traffic.* Walk on the sidewalk if there is one. If there is no sidewalk and you have to walk on the road, walk facing traffic.
- ✓ *Cross streets at corners or in crosswalks.* Cross where pedestrians are expected. Follow pedestrian signs and signals, always watching for traffic to ensure you are seen.
- ✓ *Be safe. Be seen.* Brightly colored clothing makes it easier for drivers to see you during the daytime. At night, use a flashlight or wear reflective material on your shoes, cap and jacket or on your arms or legs that bounce the car's lights off you and back to the driver. This light cautions the driver that there's something or someone moving and they should slow down and be careful.

## FREE MOBILE APP PROVIDES REAL-TIME INFO TO HELP CONSUMERS "BUY SAFE, DRIVE SAFE, AND STAY SAFE"



[Download SaferCar App](#)

WASHINGTON – The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) today announced a new iOS app for iPhones and iPod Touches that will provide real-time vehicle safety information to consumers from NHTSA's SaferCar.gov site. NHTSA's SaferCar app allows users to search its 5-Star Safety Ratings for vehicles by make and model, locate car seat installation help, file a vehicle safety complaint, find recall information and subscribe to automatic notices about vehicle recalls.

NHTSA will also give developers real-time access to the data that powers this app through an Application Programming Interface (API), enabling them to integrate these data into new and existing apps and empowering consumers with important safety information. Millions of consumers already rely on these data to inform their purchasing decisions on popular automobile review sites; now they'll be able to access these data in real-time. [Read more...](#)



## ACT OUT LOUD CONTEST INSPIRES COMMUNITY RALLY FOR TRAFFIC SAFETY



RUTLAND, VT - May is Global Youth Traffic Safety Month, a time when the National Organization for Youth Safety (NOYS), and its 70 national nonprofit organizations, works with youth groups to engage in traffic safety projects in their local communities. To encourage participation, NOYS sponsors a contest with a grand prize of \$10,000, called Act Out Loud.

Participants must host a safety rally, design T- shirts and posters and, most importantly, film their rally. The contest is open to any high school or junior high school in the country which puts the number of potential competitors in the tens of thousands. Those odds didn't faze, Stafford Technical Center's SADD (Students Against Destructive Decisions) chapter as they came in second place last year during a similar contest. With that experience behind them, the students were confident they can put together a winner this year. [Read more...](#)

## LAW OFFICIALS HOST TRAFFIC SAFETY FAIR



Spaulding Park, IL - Distracted driving is something that happens every single day, whether it's your first time getting behind the wheel or you've been driving for years. Area law enforcement officials are reminding the public just how dangerous distracted driving can be.

Sending or receiving a text message while driving takes your eyes off the road for an average of 4.6 seconds, which state officials, say is equivalent to driving 55 mph the entire length of a football field--blindfolded.

"It's kind of an eye-opener," Spaulding police officer Jeff Balding said. "People don't realize--they think that they are a lot better at texting and driving than they really are."

## **NHTSA Resources:**

### [NHTSA.gov](http://www.nhtsa.gov)

- Click the [Driving Safety](#) tab to learn more about traffic safety programs (aggressive driving, bicycles, child safety, distracted driving, enforcement, impaired driving, motorcycles, occupant protection and older drivers.)
- Click [Vehicle Safety](#) tab to learn more about air bags, brakes, odometer fraud, recalls and defects, testing, tires, and vehicle-related theft.
- Click the [Research](#) tab for biomechanics & trauma, behavioral research, crash avoidance, crash injury research crashworthiness, databases and software, and driver simulation.
- Click the Data tab for specific program area data, analysis and State related data.

### [TrafficSafetyMarketing.gov](http://www.traffic-safety-marketing.gov)

Use this Traffic Safety Marketing (TSM) site for the latest traffic safety campaign materials, marketing tools, events/presentations and the idea exchange. Download what you need including the [2013 Safety Weeks & Annual Conferences](#) calendar.

[Parents Central](#) – go to <http://www.safercar.gov/parents> to learn more about traffic safety in relation to:

- [Car seats](#)
- [Families on the move](#) (walking, bicycling, school bus and beyond booster seats for kids)
- [At the wheel](#) (driving, seat belts, alcohol and distraction)
- [In and Around the Car](#) (backovers, heatstroke, power windows, seat belt entanglement, trunk entrapment, and vehicle rollaway)

Remember, we are looking for information about your organization to share! Send all community traffic safety news to [safe.communities@dot.gov](mailto:safe.communities@dot.gov).

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