

# OCCUPANT PROTECTION

Current research, best practice counter-measures and social media campaigns to assist in interventions with 15-24 year-olds.

## CAMPAIGNS

### BUCKLE UP. EVERY TRIP. EVERY TIME.

#### Social Norms Campaign

Seat belts save lives every day. They can only save lives, however, if they're used, and there are still many people in America who don't buckle up. Wearing a seat belt can reduce the risk of a fatal injury by 45%. This is why your community needs to know that wearing a seat belt can make the difference between life and death.

Use these marketing tools, which can be distributed to fit your local needs and objectives. These materials can help partner your office with other States, communities, and organizations on this seat belt safety initiative.

**CAMPAIGN MATERIALS:** [www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle](http://www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle)

### BUCKLE UP. EVERY TRIP. EVERY TIME. – THANKSGIVING HOLIDAY TRAVEL

#### Thanksgiving Holiday Travel Social Norms Campaign

Thanksgiving weekend, millions will hit the roads, eager to spend time with family and friends. It's one of the busiest travel times of the year, and unfortunately more people on the roadways means the potential for more vehicle crashes.

During the 2016 Thanksgiving weekend (6 p.m. Wednesday, November 23, to 5:59 a.m. Monday, November 28), 341 people were killed in motor vehicle crashes nationwide. Tragically, 49% of those killed were not buckled up, representing an increase in seat belt use compared to the same weekend in 2015, when 52% of those killed in traffic crashes were unrestrained.

Nighttime proved even more deadly, with 55% of Thanksgiving weekend crashes occurring at night. Much like drunk driving, these deaths represent needless tragedies for families across America. These deaths could have been completely prevented with the simple click of a seat belt. Research shows that wearing a seat belt is one of the simplest things you can do to stay safe when you're traveling in a vehicle, especially during busy travel periods like Thanksgiving.

Use these **social norming** marketing tools, which can be distributed to fit your local needs and objectives. These materials can help partner your office with other States, communities, and organizations on this seat belt safety initiative.

**CAMPAIGN MATERIALS:** <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle/thanksgiving-holiday-travel>

### CLICK IT OR TICKET

#### California Enforcement Campaign

It only takes two seconds to buckle up. Two seconds! And those two seconds could literally save your life. They will also keep you from getting a ticket and a fine.

Law enforcement throughout California will be looking for drivers and passengers who don't buckle up during the "Click It or Ticket" seat belt campaign. They will be on the lookout for drivers and passengers – including passengers in the back seat, *day and night*.

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“Click It or Ticket” debuted in California in 2005, and since then the state’s seat belt use rate has increased from 92.5 percent in 2005 to a record high of 97.4 percent in 2014, representing over 1.5 million more vehicle occupants who have started buckling up.

The minimum ticket cost of an adult seat belt violation in California is \$162 and up, and a minimum of \$465 for not properly restraining a child under 16. If the parent is not in the car, the driver gets the ticket. So, when you load up the family for a road trip, a trek across town or just driving to school or work, please do so safely – *every trip, every time, day and night*. Don’t put your own life at risk, or the life of your family or friends. Buckle up. Using seat belts and child safety seats is the number one best thing you can do to survive a crash.

**CAMPAIGN MATERIALS:** <https://www.ots.ca.gov/media-and-research/campaigns/click-it-or-ticket/>

## AFRICAN-AMERICAN TOOLKIT

### Campaign Promoting Seat Belt Use Among African-Americans

In fatal crashes in 2013, 79 percent of those who were totally ejected from a vehicle were killed. Seat belts are the lifesaving answer, preventing total ejections. Only 1 percent of occupants who were totally ejected were restrained. Increasing seat belt use can save lives.

This toolkit aims to increase seat belt use among the African-American community. Use these marketing tools, which can be distributed to fit your local needs and objectives. These materials can help partner your office with other States, communities, and organizations on this seat belt safety initiative.

**CAMPAIGN MATERIALS:** [www.trafficsafetymarketing.gov/get-materials/seat-belts/african-american-toolkit](http://www.trafficsafetymarketing.gov/get-materials/seat-belts/african-american-toolkit)

## HISPANIC BUCKLE UP TOOLKIT

### Campaign Promoting Seat Belt Use Among Hispanics

According to the Centers for Disease Control and Prevention, traffic crashes are the leading cause of death in the United States among Hispanics under age 34. With this toolkit, the National Highway Traffic Safety Administration (NHTSA) and the National Latino Children’s Institute (NLCI) aim to educate immigrant Hispanics about the importance of seat belts and increase the use of restraints.

These traffic safety materials in Spanish are for use by local, State, and national traffic safety advocates to educate the Hispanic community on seat belt safety in the United States, especially those newly-arrived to the States who are unfamiliar with our safety laws.

**CAMPAIGN MATERIALS:** [www.trafficsafetymarketing.gov/get-materials/seat-belts/hispanic-buckle-toolkit](http://www.trafficsafetymarketing.gov/get-materials/seat-belts/hispanic-buckle-toolkit)

## TEENS AND SEAT BELTS

### Campaign Promoting Seat Belt Use Among Teens

Teens buckle up less frequently than adults do. In 2013, over half of teens (ages 15-19) killed in crashes weren’t wearing a seat belt. It’s also impacting their younger passengers: when teens aren’t wearing their seat belts, 90 percent of their young passengers (ages 13-19) who die in crashes also aren’t restrained. Teens need to know that wearing a seat belt can make the difference between life and death.

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**CAMPAIGN MATERIALS:** [www.trafficsafetymarketing.gov/get-materials/teen-safety/teens-and-seat-belt-use](http://www.trafficsafetymarketing.gov/get-materials/teen-safety/teens-and-seat-belt-use)

## NATIONAL TEEN DRIVER SAFETY WEEK

### Rules for The Road Campaign

National Teen Driver Safety Week occurs every October. In 2019, NTDSW will be October 20-26. This week and every week, parents should have conversations with their teens about the important rules they need to follow to stay safe behind the wheel of a passenger car, truck, or SUV. These rules address the greatest dangers for teen drivers: alcohol, inconsistent or no seat belt use, distracted and drowsy driving, speeding, and number of passengers.

- Motor vehicle crashes are the leading cause of death for teens (15 to 18 years old) in the United States - ahead of all other types of injury, disease, or violence.
- There were 1,972 teen drivers of passenger vehicles involved in fatal motor vehicle traffic crashes in 2015. An estimated 99,000 teen passenger vehicle drivers were injured in motor vehicle traffic crashes.

**CAMPAIGN MATERIALS:** [www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week/rules-road](http://www.trafficsafetymarketing.gov/get-materials/teen-safety/national-teen-driver-safety-week/rules-road)

## ADDITIONAL RESOURCES FROM THE NATIONAL LAW ENFORCEMENT LIASON PROGRAM

### Occupant Protection Campaigns & Resources

Seat belt use is on the rise, but more than half of all motor vehicle fatalities involved an unrestrained occupant. The following is a collection of news, materials, media campaigns and enforcement efforts that states and regions have developed to address the issue of occupant protection.

**CAMPAIGN MATERIALS:** <https://www.nlelp.org/best-practices/occupant-protection/>