

SAFETY

IN NUMBERS



More people should be buckling up

Lap and shoulder belts reduce the risk of critical injuries and death by about 50 percent, but people have to use them for them to work. If you are in a crash, you want to be attached firmly to the structure of your car. Seat belts are one part of your car's many safety systems, and one that you control. Seat belts help to keep you in place during the critical moments before a crash – a time when your actions might matter most – and they keep you in the proper position for the car's other safety systems, such as air bags, to do their job to protect you. In a rollover crash, seat belts help to prevent you and your passengers from becoming airborne inside the vehicle and reduce your chance of being ejected from the vehicle.

Most Americans wear their seat belts, but not everyone buckles up on every trip. People in passenger cars, vans, and SUVs buckle up more than those in pickup trucks. Drivers on interstates wear belts more than drivers on other roads do. People who live in States with primary seat belt laws wear their belts more than those in secondary law States.

The fatality facts are startling. Motorists who died in crashes were likely to be unbuckled. In nighttime crashes, 62 percent were unrestrained, compared to 43 percent of those who died in daytime crashes. One-third (31%) of unbelted occupants were ejected and three-quarters (77%) of these died. Virtually all (95%) occupants who were completely ejected in rollover crashes were unrestrained. (*2011 Motor Vehicle Crashes: Overview*, DOT HS 811 701, www-nrd.nhtsa.dot.gov/Pubs/811701.pdf)

In 2011, seat belts saved an estimated 11,949 lives, and 3,384 more people would have lived if everyone wore their belts (*Lives Saved in 2011 by Restraint Use and Minimum Drinking Age Laws*, DOT HS 811 702 www-nrd.nhtsa.dot.gov/Pubs/811702.pdf).

For more information on *Click It or Ticket* visit:
www.TrafficSafetyMarketing.gov/CIOT2013



U.S. Department of Transportation
**National Highway Traffic Safety
 Administration**

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What we know about seat belt use

- The national seat belt use rate increased to 86 percent in 2012, up 2 percentage points in one year according to NHTSA's latest National Occupant Use Protection Survey (NOPUS) (*Seat Belt Use in 2012 – Overall Results*, www-nrd.nhtsa.dot.gov/Pubs/811691.pdf).
- Considering there are more than 210 million licensed drivers in America (www.fhwa.dot.gov/policyinformation/statistics/2010/d11c.cfm), a 2-percentage-point increase means that 4 million more people were wearing their seat belts in 2012.
- Belt use steadily increased since 2003 but some States still lag significantly behind the national belt rate. Seat belt use was below 80 percent in 10 States and 75 percent or below in 3 States in 2011.
- On the other hand, belt use rates exceeded 90 percent in 17 States and the District of Columbia. Washington's 98-percent use rate in 2011 tells us that higher is possible. (NCSA's *Traffic Safety Facts Sheet: Occupant Protection*, 2011 data, www-nrd.nhtsa.dot.gov/Pubs/811729.pdf)
- In 2012, most States (32) and the District of Columbia had primary belt laws, where an officer can stop an unbuckled motorist solely for that offense. Fewer States (17) had secondary laws, where an officer must first stop an unbuckled motorist for some other offense. New Hampshire has no adult seat belt law.
- Seat belt use in primary law States is 90 percent, and 78 percent in other law States.
- NHTSA'S *Click It or Ticket* model seat belt program increases belt use for all drivers, of all ages, of all vehicle types, all races and ethnicities, in urban, suburban, and rural areas. It works in both primary and secondary law States to persuade more motorists to buckle up. (*Impact of Implementing a Primary Enforcement Seat Belt Law in Florida: A Case Study*, www.nhtsa.gov/staticfiles/nti/pdf/811656.pdf)

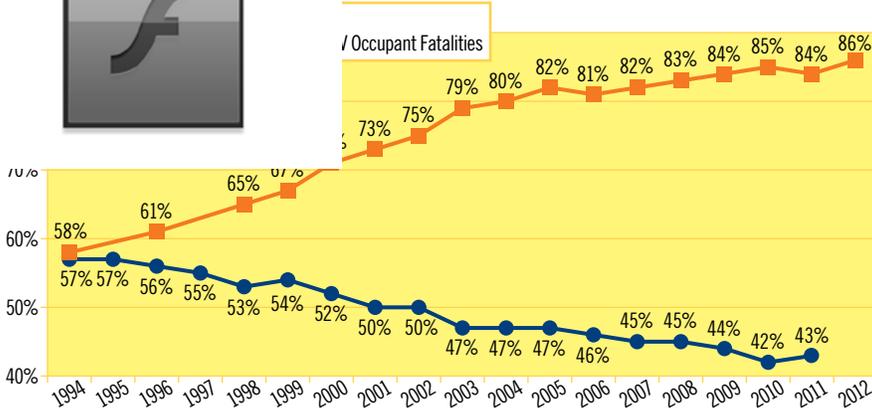
Click It or Ticket

- *Click It or Ticket* is NHTSA's best known, national high-visibility enforcement campaign. The program combines highly visible seat belt enforcement coordinated with paid media that tells motorists that police will be looking for, and ticketing, unbuckled drivers. Four in 5 drivers (84%), and 9 in 10 males 18 to 34 years old (89%) have heard or seen the slogan, according to NHTSA's most recent mobilization report.
- Two in 5 drivers (39%) consider it very likely that they will get a ticket if they drive unbuckled, and this remains steady over the past several years (www.nhtsa.gov/staticfiles/nti/pdf/811779.pdf).
- Most people buckle up when officers begin writing more tickets, and many drivers continue the habit.
- Two of the top 5 reasons people give for wearing their seat belts are that it's the law and they don't want to get a ticket. (2007 *Motor Vehicle Occupant Safety Survey*, www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/810975.pdf).
- States with more enforcement consistently persuade more drivers to wear their seat belts. In the first five years of *Click It or Ticket*, the five States that increased rates the most spent the same amount on media as the five States with the smallest increases, but almost doubled their enforcement. (*Analyzing the First Years of the Click It or Ticket Mobilizations*, www.nhtsa.gov/staticfiles/nti/pdf/811232.pdf).

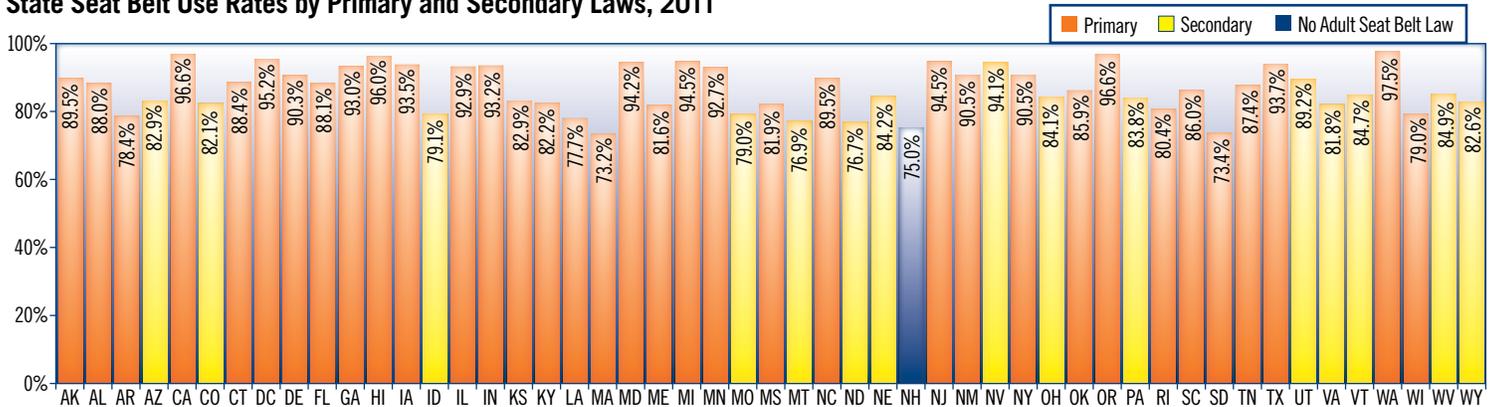
THE FACTS



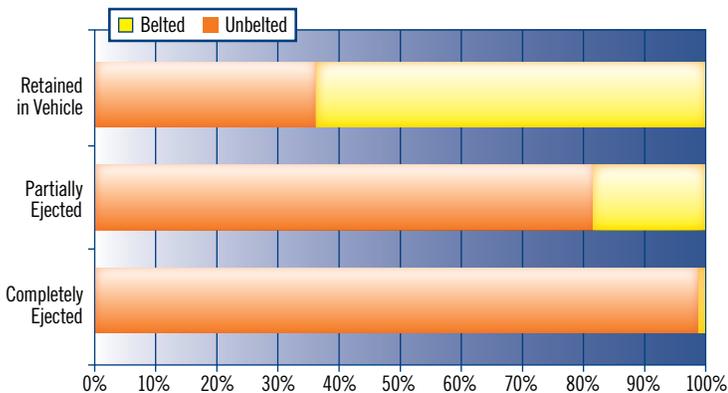
Daytime Percentage of Unrestrained Fatalities (Pickrell & Ye, 2012, *Seat Belt Use* 311 691)



State Seat Belt Use Rates by Primary and Secondary Laws, 2011

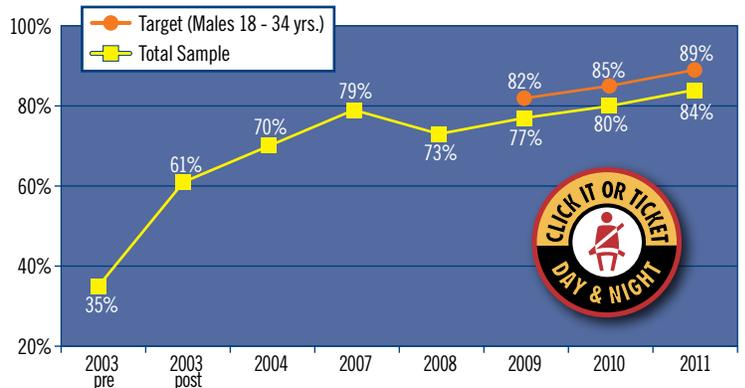


Seat Belt Use and Ejections in Rollover Fatalities (NASS CDS, 2010 data)



Knows the *Click It or Ticket* Slogan

(NHTSA's annual representative telephone surveys, N~3,000 each year.)



WHAT YOU CAN DO



Drivers and passengers can

- Always wear your seat belt. Seat belts are the best defense against other unsafe drivers and unforeseen events.
- Insist that everyone buckles up before the car moves, including those in the rear seats. In a crash, seat belts keep rear-seat passengers from hitting other passengers.

Parents can

- Be good role models for young drivers and set a good example. Talk with your teens about why they need to fasten their seat belts before they start driving and when they ride with other teenagers.
- Make sure that graduated driver licensing laws include a delay to full licensure for young drivers who violate the State's belt law.

Employers can

- Adopt, publicize, and enforce a company policy requiring employees and their passengers to wear seat belts in every seat in their vehicles.

Regardless of whether a crash occurs during work hours or not, lost productivity affects your bottom line.

- Conduct an informal seat belt survey at the beginning or end of a workday, and report the belt usage rate compared to your State's rate. Coordinating with the national *Click It or Ticket* campaign in May is a good time to do this. Your State's belt rate will be available from your local law enforcement agency, or www-nrd.nhtsa.dot.gov/Pubs/811729.pdf.

Law enforcement officers can

- Issue no warnings; give unbelted drivers a ticket. This action can save lives.

States and communities can

- Encourage businesses in your community to support seat belts during *Click It or Ticket* in May using marquee, variable message signs, and other highly visible means.
- Post your State's fines and costs for seat belt violations. These messages convey the importance of seat belts.
- Conduct informal seat belt observation surveys and post feedback signs reporting your community's belt rate.

- Conduct and publicize high-visibility enforcement campaigns using NHTSA's *Click It or Ticket* model and share the results with your local press, TV, and radio stations. (http://ntl.bts.gov/lib/32000/32200/32295/6290_CIOTMay07Eval_12-23_v2_tagA.pdf)
- Encourage your local press, TV, and radio stations to report "saved by the belt" stories.
- Work with advocacy groups such as youth groups, schools, traffic safety agencies, law enforcement agencies, and public health agencies to continue the discussion of the importance of seat belts. Inspire others and do not limit your efforts to May when *Click It or Ticket* is running.
- Visit www.TrafficSafetyMarketing.gov for media material you can download.



For more information on *Click It or Ticket* visit:
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