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Title: **CLICK IT OR TICKET**

NHTSA Policy

- NHTSA supports strict enforcement of seat belt laws, coupled with strategic communication messages, including paid and earned media, to ensure that people are aware of the enforcement. This is a strategy that has proven to increase belt use.

NHTSA Action

- NHTSA works with States to plan and implement high visibility campaigns with enforcement-focused communication messages.
- NHTSA most recently promoted a national seat belt enforcement mobilization during May 19-June 1, 2008.
- More than 10,000 law enforcement agencies from all 50 States, the District of Columbia and Puerto Rico participated in the 2008 mobilization, and issued over 600,000 citations to unbuckled motorists.
- Surveys reported by the 50 States, the District of Columbia and Puerto Rico showed that belt use rose from 2007 to 2008 in 31 States, DC and Puerto Rico, and decreased in 19.
- In 2008, 14 States (CA, DE, HI, IA, IL, IN, MD, MI, NJ, NM, NV, OR, TX, WA), the District of Columbia and Puerto Rico were at or above 90 percent belt usage. As recently as 2000, no State had a 90 percent use rate.
- NHTSA will promote a national seat belt enforcement mobilization during May 18-31, 2009. The State assurances provision of SAFETEA-LU requires States to implement activities in support of National law enforcement mobilizations. Each State in its HSP has signed a certification to comply with this provision.

Background

- In the early 1990s, North Carolina originated “Click It or Ticket” as its enforcement message, and saw belt use rise by about 20 percentage points in two years.
- In May 2001, the eight States of NHTSA’s Southeast Region launched a coordinated “Click It or Ticket” campaign, and gained 9 percentage points in one month. In May 2002, ten States that fully implemented “Click It or Ticket” also produced an average gain of 9 points, according to a scientific evaluation by NHTSA. That same evaluation showed that States that only partly implemented “Click It or Ticket,” or used non-enforcement communication messages, had little or no belt use gains.
- In May 2008, all fifty States, DC and Puerto Rico took part in the Mobilization, with 44 States and DC using the “Click It or Ticket” message. Puerto Rico used the closely equivalent Spanish message “Si No Te Amarras, Pagas.”
- As the Nation’s seat belt use rate has remained at or above 80 percent for five consecutive years, it is likely that most non-belt users are people who fear the threat of punishment more than the prospect of death or injury. Thus, States and communities are encouraged to step up their seat belt enforcement efforts and keep delivering the “Click It or Ticket” message to boost compliance with the law.

Talking Points

- High visibility enforcement of seat belt laws has been demonstrated repeatedly to increase belt use.
- The specific message “Click It or Ticket,” supported by strategic communications including paid advertising and earned media, has helped produce substantial increases in belt use in a growing number of States.
- 50 States, the District of Columbia and Puerto Rico participated in the high visibility enforcement mobilization from May 19-June 1, 2008 resulting in belt use rate increases in 31 States, District of Columbia and Puerto Rico.
- NHTSA expects that the May 2009 Mobilization will be supported by all States receiving Section 402 funds.