

10 Years of *Click It or Ticket*

Seat Belt Mobilization | May 23–June 5, 2011

The 10th annual *Click It or Ticket* campaign reminds Texans to buckle up each and every time they get in a vehicle. Buckling up not only saves lives, but it also protects motorists against expensive citations. The Texas Department of Transportation (TxDOT), National Highway Traffic Safety Administration (NHTSA), and the Texas Department of Public Safety (TxDPS) again are joining forces with police and sheriffs' departments across Texas to save lives on Texas roads and highways by working together to increase seat belt use. Law enforcement officers will be working overtime from May 23 to June 5 ticketing anyone who isn't wearing their seat belt in the front or back seat. State officials have set a goal of raising the state's seat belt usage rate to 94 percent.



World's Largest Cowboy Boots, San Antonio, 2008



Inaugural *Click It or Ticket* event at the Texas State Capitol, 2002

**INCREASED
SEAT BELT
USE HAS SAVED AN
ESTIMATED **2,843**
LIVES IN TEXAS
SINCE 2001.**

-NHTSA

Ten years of *Click It or Ticket*

When the *Click It or Ticket* campaign began in Texas a decade ago, only three of every four motorists buckled up. By 2010, Texas had achieved its highest seat belt rate ever—93.84 percent—and the state now ranks seventh in the nation for highest seat belt use. NHTSA reports that the *Click It or Ticket* initiative has saved an estimated 2,843 lives and prevented more than 48,000 serious injuries over the past ten years. During the past decade, the steady increase in the use of seat belts also has saved an estimated \$10 billion in wage and productivity losses, medical expenses, vehicle damage, employer costs, taxes, insurance premiums, travel delays, and lost quality of life.

Click It or Ticket

www.TexasClickItorTicket.com

Give kids a boost



- **Booster seats help protect children who have outgrown their child safety seats, but are still too small for adult-sized seat belts to fit properly. Boosters help position a seat belt across the strongest part of the body by “boosting” the child up.**
- **Child safety seats reduce the risk of death in passenger cars by 71% for infants, and by 54% for toddlers ages 1 to 4 years.** Traffic Safety Facts 2009 - Children, National Highway Traffic Safety Administration
- **Children age 12 and under are safest when properly buckled in the back seat of a motor vehicle.** Traffic Safety Facts 2009 - Children, National Highway Traffic Safety Administration

Who's still not buckling?

While Texas has made great strides in seat belt use over the past decade, there are still Texas motorists who have yet to get into the habit of always buckling up:

- **Pickup truck drivers and passengers are less likely to buckle up than motorists in cars.**
Texas Transportation Institute (TTI) Statewide Observational Survey of Safety Belt and Motorcycle Helmet Use in Texas 2010
- **Men use seat belts less often than women.**
TTI Click it or Ticket Observational Post Survey
- **Lubbock (88.6%), Corpus Christi (91.5%), and El Paso (91.4%) had the lowest seat belt usage rates recorded in a 2010 survey of ten major Texas cities.**
TTI Click it or Ticket Observational Post Survey

Seat belt laws protect more Texans

- **State law requires everyone in a vehicle to be secured by a seat belt. That means unbuckled adult passengers in the back seat will be ticketed, too.**
- **Children younger than 8 years old must be in a child safety seat or booster seat unless they are taller than 4 feet, 9 inches tall. Officers will ticket drivers whose small and young passengers are not properly restrained as required by law. Fines are up to \$250, plus court costs.**



Seat belts—the safe bet

- **In 2009, 43 percent of Texans killed in crashes were not wearing their seat belts in a motor vehicle, where applicable.**
Texas Department of Transportation 2011
- **Of the 814,403 Texans involved in crashes where there were no injuries, 98 percent were wearing their seat belt.** Texas Department of Transportation 2011
- **One of every two pickup truck drivers killed in traffic crashes were not buckled up.**
Texas Department of Transportation 2011

Good reasons to buckle up in the back

- **Riders in the back seat who use lap and shoulder belts are more likely to survive in a crash than unrestrained occupants.**
National Highway Traffic Safety Administration 2010
- **Unbuckled backseat passengers can become projectiles in a car crash: they can be tossed around inside the vehicle and even can injure or kill those in the front seat.**



Art Car Parade, Houston, 2009