

# Click It or Ticket

## Safety Belt Mobilization May 18 - May 31, 2009

Heads up, Texas—if you're not buckled up, you'll have to pay up. A properly fastened safety belt is your best chance for surviving a traffic crash. The National Highway Traffic Safety Administration (NHTSA), the Texas Department of Transportation (TxDOT) and the Texas Department of Public Safety are joining forces with hundreds of police and sheriffs' departments across Texas to launch this year's statewide *Click It or Ticket* effort. Law enforcement officers will be working overtime from May 18 to May 31 ticketing drivers and passengers who aren't wearing their safety belts.



## Spotlight On Teen Safety May 11-17

Young drivers are more likely to be hurt or killed in a traffic crash than any other age group, and most teens who die in crashes are not buckled up. That's why Texas is joining three other states in a stepped-up safety belt enforcement campaign targeted at 16- to 20-year-old drivers and passengers. This demonstration project combining youth-oriented paid and earned media will focus on Bexar, Dallas, Harris, Hidalgo and Tarrant counties from May 11-17.



### It'll cost you.

- A safety belt violation can result in fines ranging from \$25 to \$200, plus court costs.
- Not buckling up is even more costly if you're in a crash. According to the National Safety Council, lost wages, medical expenses, car repairs, taxes, increases in insurance premiums, travel delays and lost quality of life resulting from a crash add up to \$3.3 million per death and \$35,000 per injury.
- Since 2001, the use of safety belts in Texas has saved the state and society an estimated \$8.25 billion.



### Know the law

- Texas law requires drivers and front seat passengers in all passenger vehicles to be secured by a safety belt. Yes, that means passengers can get tickets, too.
- Children younger than 17 years old must be secured with a safety belt or in a child safety seat, whether they are sitting in the front or back seat.
- Children younger than five years old and less than 36 inches tall must ride in a child safety seat.

### By the numbers.

- Researchers at TTI conduct observation surveys that note safety belt usage before, during, and after *Click It or Ticket*. This year the statewide goal is the highest ever: 93.25 percent.
- For every percent increase in safety belt use, 25 fewer Texans will be killed in traffic crashes and another 586 will escape serious injury. If projections are met, that could add up to 51 lives saved and 1,178 injuries prevented during this year's *Click It or Ticket* effort. *NHTSA, 2002*
- Last year, TTI recorded 91.24 percent safety belt usage in the state. This translates into an estimated 1,980 fewer killed in traffic crashes and an estimated 46,475 fewer injuries on Texas roadways since *Click It or Ticket* began in 2002.



**Click It or Ticket**  
TEXAS

texasclickitorticket.com

## CAUTION: GOODZILLA AHEAD

Every year, *Click It or Ticket* messages appear on radio and TV, billboards, the Internet, and other locations ranging from movie theaters to baseball stadiums. This year, TxDOT is delivering the serious *Click It or Ticket* message in a fun and whimsical way. Giant, inflatable characters will pop up in cities around Texas, accompanied by a playful message and a reminder to “Click It or Ticket” (example at left).

## Saved by the belt.

### Who's not clicking?

- Front seat passengers don't wear their safety belts as often as their drivers. *Texas Transportation Institute (TTI) 2008*
- Pickup truck drivers and passengers are less likely to wear a safety belt than those in cars. *TTI 2008*
- Men use safety belts less often than women. *TTI 2008*



- Lap belts should fit snugly across your hips, not over your stomach.
- Shoulder belts go over your shoulder and across the center of your chest. Never adjust your seat so far back that the shoulder belt doesn't reach you—you could slip out from under it in a crash.
- Never tuck a shoulder belt behind your arm or behind your back.

  
**Save a Life**<sup>™</sup>  
Texas Department of Transportation

