



Your November *Click It or Ticket/* Operation ABC (America Buckles Up Children) Mobilization Tools

November 25 to December 1, 2002 marks the next Click It or Ticket/Operation ABC Mobilization.

Click It or Ticket works. After the last *Click It or Ticket/*Operation ABC Mobilization in May 2002, seat belt use increased to 75%, from 73%. Every State, the District of Columbia, and Puerto Rico participated. The majority received a tremendous amount of support from the entire traffic safety community. We hope you will work as diligently this November and that your successes are even greater.

Click It or Ticket and Operation ABC are more than reminding motorists to buckle up so they won't get a ticket. They are about changing people's behavior permanently so they buckle up every trip, every time. And, that's where every partner — in addition to law enforcement — plays a significant role.

Our planner this year is similar to previous planners. It contains several familiar items and a few new ones. Each is described below. We will continue to focus on 16- to 34-year-olds because these individuals have lower seat belt use rates. Since this age group consists of several subgroups, we have teased out two very important audiences to direct your program efforts as well as define your media hook.

First, teens ages 16 to 18 are at a deadly intersection of driving and high-risk behavior. Despite graduated licensing laws in many states, young novice drivers continue to have low seat belt use and high crash rates. Interestingly, this generation of young people grew up riding in occupant restraints, and many were the beneficiaries of educational efforts. Yet once they reach driving age, many choose to not wear a seat belt despite what they have learned about the benefits. A concerted effort is needed to alert young drivers about enforcement efforts and the benefits of seat belt use.

Use the tools in this planner, such as the sample letter from the head of your state or local law enforcement agency to school superintendents — to help you reach teenage drivers. The letter is based on the unrealized common ground between these two groups of professionals: the safety of students. Share the letter with your state or local law enforcement executive to send to the heads of secondary schools.

Second, many military personnel fall within our target age category and are, therefore, part of this high-risk audience. Motor vehicle crashes are the leading cause of death for the military, outweighing other causes, including training accidents and combat. Furthermore, motor-vehicle-related deaths among military personnel are at a four-year high. Military bases exist within many states and base commanders are typically interested in working with the greater community to promote safety of their personnel.



YOUR TOOLS:

Safety Citations – Download these mock tickets and disseminate them in bunches for adults and children to use with their families and friends. The citations are an ideal way to attract a teenager's attention about a subject they don't want to hear about. And for a child to persuade his or her parents to wear seat belts, at the very least for the sake of that child. Or for spouses to remind each other in a gentle manner. Or for a teenage girl to lovingly persuade her boyfriend to wear his seat belt with her in the car and when she's not there.

Talking Points – Use this when giving presentations about seat belt use. Points are included to show why 16- to 34-year-olds, including teens and military personnel, are the target audience this November.

- To get a list of customized talking points for different audiences (legislators, parents, physicians, etc.), on varying topics (law enforcement mobilizations, traffic safety, how a seat belt should fit, etc.) to motivate people to take action (support passage of laws, wear a seat belt, become a Child Passenger Safety technician, etc.), visit www.buckleupamerica.org, click on the Tools tab, then click on Talking Point Creator.

Fact Sheet – The media often request fact sheets to get background information for stories about seat belt use. Facts are included on the target audience, 16- to 34-year-olds, including teens and military personnel.

Letter to Schools – Law enforcement officers can send this fill-in-the-blank letter with a scripted announcement to warn high school students about the increased ticketing efforts and the importance of buckling up for safety. This is a way to reach teenagers, historically one of the groups with the lowest seat belt usage.

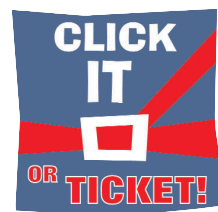
School Announcements – They're tongue-in-cheek, direct and what teenagers will listen to instead of the lectures they'll tune out.

How to Print – Print as many as you can of the materials and learn how to negotiate with photocopy centers in your community to keep costs low.

Listing of State Highway Safety Offices – Learn how to participate in traffic safety programs in your State and get other information that can help you make 100% seat belt use a reality in your community.

Resource List – Visit these web sites regularly for statistics and other information that can help you work with others in your community on this important program.

Logo Sheet – Please use these on your stationery or other materials.



Click It or Ticket

Law Enforcement Saving Lives and Preventing Injuries

Law enforcement agencies' *Click It or Ticket* campaigns play a critical role in any Buckle Up America Week or Operation ABC Mobilization and work in concert with other efforts, such as education. This November, law enforcement agencies are conducting *Click It or Ticket* campaigns and zero-tolerance enforcement of restraint laws for unbuckled children. These efforts, coupled with paid advertising and the support of people like you working at the State and local level, will result in dramatic increases in seat belt and child safety seat use.

You can contact your State Highway Safety Office (see Listing of State Highway Safety Offices) to learn how your State is participating in a *Click It or Ticket* campaign or Operation ABC Mobilization effort. Here's a quick look at the program:

What Is Click It or Ticket?

It is a high-profile law enforcement effort that gives people more of a reason to buckle up — the increased threat of a traffic ticket. Some people buckle up for safety. But for many people, it is the threat of the ticket that spurs them to put on a seat belt. In *Click It or Ticket* programs, law enforcement agencies mobilize to focus on seat belt violations and publicize the stepped-up effort through news media and advertising. It is the two-pronged approach that makes these campaigns powerful: Not only are more tickets issued to unbelted motorists, but the surrounding publicity ensures that people know they are more likely to get a ticket.

Do Click It or Ticket efforts work?

Click It or Ticket campaigns and similar efforts have increased seat belt use in cities, States, and even in an entire region of the country. In May 2002, for example, the 10 states that conducted the most comprehensive *Click It or Ticket* efforts saw the biggest gains, increasing seat belt usage by an average of 8.6 percentage points to 77.1%, from 68.5%, over a four-week period. The national average is 75%. Two States that ran the full *Click It or Ticket*

model—advertising and earned media as well as statewide law enforcement — achieved double-digit increases in seat belt usage. States that only partially implemented the *Click It or Ticket* model achieved an average gain of just 4.1 percentage points in seat belt use, while States that increased seat belt law enforcement without publicizing the effort achieved only an average gain of 0.5 percentage point. Combining education and enforcement helps *Click It or Ticket* programs succeed.

How can I support law enforcement efforts in my community?

Law enforcement agencies want to prevent motor vehicle deaths and injuries, and they need your help. Here's how you can show your support:

- Ask your local law enforcement agency how you can support their seat belt and child safety seat education efforts.
- Attend your agency's public events on seat belts and child safety seats.
- Write letters to your local newspaper about your community's/State's efforts and about your support for law enforcement.
- Mention your support during any community presentations.
- Spread the word in your workplace, neighborhood or house of worship.

Safety Citation



CHILD'S NAME:

DATE:

☐ You didn't wear your seat belt.

It's important to wear your seat belt every trip, every time because:

- ☐ I love you and I want you to live. *(My life wouldn't be the same the without you.)*
- ☐ I don't want you to get hurt. *(I like you just the way you are.)*
- ☐ It's the law. *(Tickets are expensive and can raise your insurance rates.)*
- ☐ Other: _____



☐ You wore your seat belt.

Because I'm glad you're making smart choices, I will: *(Check one)*

- ☐ Make your favorite meal.
- ☐ Give you a break on one chore this week.
- ☐ Watch a movie you choose.
- ☐ Buy you a treat.
- ☐ Other: _____



FROM:

Because I care about you.

Every 15 seconds someone is injured in a crash. Seat belts can prevent injury—and death.

Safety Citation



PARENT'S NAME:

DATE:

☐ You didn't wear your seat belt.

It's important to wear your seat belt every trip,
every time because:

- ☐ I love you and I want you to live. *(I want you to be there at the important times in my life.)*
- ☐ I don't want you to get hurt. *(I like doing things with you.)*
- ☐ I don't want you to get a ticket or pay a fine. *(Tickets are expensive and can raise your insurance rates.)*
- ☐ Other: _____



☐ You wore your seat belt.

Because I'm glad you made a smart choice,
I will: *(Check one)*

- ☐ Give you a hug.
- ☐ Do an extra chore.
- ☐ Watch a movie you choose.
- ☐ Other: _____



FROM:

Because I care about you.

Every 15 seconds someone is injured in a crash. Seat belts can prevent injury—and death.

ADULT to ADULT

Safety Citation



PARENT'S NAME:

DATE:

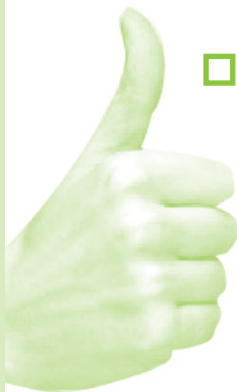
☐ You didn't wear your seat belt.

It's important to wear your seat belt every trip, every time because:

- ☐ I love you and I want you to live. *[I want you around for all the important events in our lives.]*
- ☐ I don't want you to get hurt. *[I love (circle one) hearing your jokes, seeing your smile, having lunch with you, talking to you.]*
- ☐ I don't want you to get a ticket or pay a fine. *(Tickets are expensive and can raise your insurance rates.)*
- ☐ Other: _____



☐ You wore your seat belt.



Because I'm glad you made a smart choice, I will: *(Check one)*

- ☐ Make your favorite (circle one or more): meal, cookies, dessert.
- ☐ Take you to lunch.
- ☐ Not have to nag you anymore.
- ☐ Other: _____

FROM:

Because I care about you.

Every 15 seconds someone is injured in a crash. Seat belts can prevent injury—and death.

SAFETY CITATION

NAME:

DATE:



You didn't wear your seat belt.

It's important to wear your seat belt every trip, every time because:

- ☐ I want you to live. *(Who else can I instant message?)*
- ☐ I don't want you to get hurt. *(Who else can I hang out with?)*
- ☐ It's the law. *(The driver can get a ticket if you don't wear a seat belt. Tickets are expensive and can raise insurance rates.)*
- ☐ Other: _____



You wore your seat belt.

Because you're not a complete idiot, I will: *(Check one)*

- ☐ Tell _____ how incredibly cool you are.
- ☐ Let you borrow my _____ for a day.
- ☐ Take you to a movie.
- ☐ Other: _____

Every 15 seconds someone is injured in a crash. Seat belts can prevent injury—and death.



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TALKING POINTS

Buckle up—Every trip, Every time. SEAT BELTS SAVE LIVES

Most people who die in car crashes were not wearing seat belts. In 2001, 60% of the vehicle occupants who were killed were unrestrained.¹

Seat belts significantly reduce fatalities. Seat belts reduce fatalities by up to 45% in passenger cars and 60% in light trucks.²

Buckling up on short trips is critical. Fifty-two percent of reported crashes occur within five miles of home, and 77% occur within 15 miles of home. Crashes are more than twice as likely to take place one mile from home as 20 miles from home, and only 1% of reported crashes take place 50 miles from home.³

Seat belts prevent you from being thrown from a vehicle. In fatal crashes, 75% of all car occupants who were totally ejected were killed. Only 1% of the occupants reported to have been using a seat belt were ejected, compared with 22% of unrestrained occupants.²

Increasing seat belt use to just the level of other industrialized countries would save thousands of lives. If the U.S. had achieved the high level of seat belt use reached by other countries (85 percent), safety belts could have saved the lives of 17,023 vehicle occupants over the age of 4 (an additional 5,134 in the U.S. during the year 2000 alone.)²

Last year 42,116 men, women and children were killed on American roads — more than 115 people every day or 1 person every 12 minutes.¹

Seat belt use has increased significantly during the last decade, but more remains to be done. Between

1991 and 2002, seat belt use in the U.S. increased from 59% to 75%.⁴

Every increase in seat belt use translates to lives saved and injuries prevented. NHTSA estimates that every one percentage-point increase represents 2.8 million more Americans buckling up, 265 additional lives saved, and 4,600 serious injuries prevented.⁵

MINORITIES

Motor vehicle crashes are the leading cause of death for young African Americans. Vehicle crashes are the leading cause of death for African Americans from infancy through 14 years of age and are the second leading cause of death for African Americans between 15 and 24 years of age.⁶

Motor vehicles crashes are the leading cause of death for Hispanics of nearly every age. Vehicle crashes are the leading cause of death for Hispanics from 1– 44 years of age in the U.S., and the third leading cause of death for Hispanics of all ages surpassed only by heart disease and cancer.⁷

African American seat belt use is lower than that for whites. In 2000, the seat belt use rate among African Americans was five percentage points lower than that for whites.⁸

Hispanics have lower seat belt use and higher fatality rates than whites. A recent medical study showed that Hispanic drivers have lower seat belt use rates than other Caucasians, with correspondingly higher fatality rates in traffic crashes.⁹

Teenage African American and Hispanic males are nearly twice as likely to die as white teens. A recent medical study found that, although African



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American and Hispanic male teenagers travel fewer vehicle miles than white teens, they are nearly twice as likely to die in a motor vehicle crash.⁷

American Indians/Alaska Natives are twice as likely as other races to be killed or injured in a crash. Motor vehicle injuries are the leading cause of death for American Indians/Alaska Natives age 1 through 44. The fatality rates among youth are twice those for other races.¹⁰

TEENS AND YOUNG DRIVERS

Motor vehicle crashes are the leading cause of death for all Americans ages 15-25.¹¹

The vast majority of teens who are killed or injured did not wear a seat belt. In 2000, 67% of 16-18 year-olds killed or seriously injured were unrestrained.¹²

PICK-UP TRUCK DRIVERS

Pick-up truck drivers are well below the national average in seat belt use. Based on the June 2001 National Occupant Protection Survey, seat belt use among pick-up truck drivers is around 62 percent, among the lowest for any demographic.⁴

SEAT BELT USE BY U.S. MILITARY PERSONNEL

Nearly half of all U.S. Marine Corps personnel killed between 1999 and 2001 in off-base vehicle crashes were unrestrained. In 47% of all off-base crash fatalities, the Marine Corps personnel involved was not using a seat belt — despite Pentagon rules mandating seat belt use on and off base.¹³

Of the 100 U.S. Army personnel fatalities resulting from off-base vehicle crashes in 2001, 20% were not wearing seat belts. The seat belt use for an additional 32% of the U.S. Army fatalities was unknown.

Half of all U.S. Air Force personnel killed in off-duty vehicle crashes were not wearing a seat belt.¹⁴

PRIMARY SEAT BELT LAWS WORK

Primary seat belt laws increase teen seat belt use. A recent study found that teen seat belt use is significantly higher in states with primary seat belt laws compared with states that have only secondary laws.¹⁵

Primary seat belt laws increase seat belt use. In 2001, the overall shoulder belt use in States with primary enforcement laws was 78 percent, compared with 67% in States without primary laws.⁴

Eighteen States and the District of Columbia have enacted primary seat belt laws as of July 2002.

SEAT BELTS SAVE LIVES AND MONEY

In the year 2000 alone, seat belts prevented 11,900 fatalities, 325,000 serious injuries, and saved \$50 billion.¹⁶

The economic cost of motor vehicle crashes in 2000 topped \$230.6 billion — roughly 2.3 % of the Gross Domestic Product (GDP). The total cost of vehicle crashes amounts to more than \$820 for every person living in the U.S.¹⁶

Society pays for the vast majority of vehicle crash costs. Nearly three-quarters of all crash costs are borne by the general public — primarily through insurance premiums, taxes, delays, and lost productivity.¹⁶



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1. Motor Vehicle Traffic Crash Fatality and Injury Estimates for 2001, National Center for Statistics and Analysis (NCSA)
2. NHTSA Traffic Safety Facts 2000 – Occupant Protection, DOT HS 809 327
3. Progressive Auto Insurance Survey, 2001
4. Observed Shoulder Belt Use. NOPUS 2002.
5. NHTSA FY 2003 Performance Plan, May 2002
6. CDC, National Center for Injury Prevention and Control.
7. Archives of Pediatric & Adolescent Medicine, 1998; 152: 1209-1212
8. National Occupant Protection Use Survey, 2000. Controlled Intersection Study, National Highway Traffic Safety Administration, DOT HS
9. Annals of Emergency Medicine, December 2000; 36(6): 589-596
10. NCPIC, CDC, Leading Causes of Death and Fatal Injuries Report for 1999
11. CDC, National Center for Health Statistics, National Vital Statistics Report, Vol. 49, No. 12, October 9, 2001
12. Fatality Analysis Reporting System (FARS), Web-based Encyclopedia 2000, National Center for Statistics and Analysis, NHTSA
13. Fatal Factors in FY02, Traffic Deaths, U.S. Marine Corps
14. Annual Safety Belt Usage Report FY 2002, Department of the Air Force
15. McCartt, Anne T., Shabanova, Veronica I. Teenage Seat Belt Use: White Paper. National Safety Council Airbag and Seat Belt Campaign, July 2002
16. NHTSA – The Economic Impact of Crashes 2000 – DOT HS 809 446, May 2002



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FACT SHEET

SEAT BELT USE

Of all the people killed in vehicle crashes in 2001, 60% were not wearing a seat belt.¹

NHTSA estimates that every one percentage-point increase in seat belt use represents 2.8 million more people buckling up, resulting in 265 additional lives saved and 4,600 serious injuries prevented annually.²

If the United States achieved the high seat belt use rate some other countries have (85%), the lives of 17,023 people over the age of four (an additional 5,134) could have been saved in the year 2000 alone.³

Seat belt use has increased significantly during the last decade, but more remains to be done. Between 1991 and 2002, seat belt use in the U.S. increased from 59% to 75%.⁴

RESTRAINT EFFECTIVENESS

In 2001, 73% of people who were involved in a fatal crash and who were restrained survived; only 44% of those who were not restrained survived.¹

In fatal crashes, 75% of all car occupants who were ejected were killed. Only 1% of those occupants had been using a seat belt.³

TEENS AND YOUNG DRIVERS

Motor vehicle crashes are the leading cause of death for all people age 15 to 25 in the U.S.⁵

Fatality rates for teens are twice that of older drivers, and the risk of crashes for teens is four times that of older drivers, according to the Air Bag & Seat Belt Safety Campaign.

In 2000, 67% of 16- to 18-year-olds killed or seriously injured were not wearing a seat belt.⁶ Teen seat belt use is significantly higher in states with primary seat belt laws compared with states

that have only secondary laws.⁷

SEAT BELT USE BY U.S. MILITARY PERSONNEL

New data show that more men and women in uniform die in traffic crashes than by any other cause. Deaths among military personnel occurring in private motor vehicle crashes are up 35% from last year. In just the first six months of this year, 254 enlisted personnel across all services lost their lives in vehicle crashes, according to the Air Bag & Seat Belt Safety Campaign.

Nearly half of all U.S. Marine Corps personnel killed between 1999 and 2001 in off-base vehicle crashes were unrestrained. In 47% of all off-base crash fatalities, the Marine Corps personnel involved was not using a seat belt — despite Pentagon rules mandating seat belt use on and off-base.⁸

Of the 100 U.S. Army personnel fatalities resulting from off-base vehicle crashes in 2001, 20% were not wearing seat belts. The seat belt use for an additional 32% of the U.S. Army fatalities was unknown.

Half of all U.S. Air Force personnel killed in off-duty vehicle crashes were not wearing a seat belt.⁹

PICK-UP TRUCK DRIVERS

Pick-up truck drivers are well below the national average in seat belt use. Based on the June 2001 National Occupant Protection Survey, seat belt use among pick-up truck drivers is around 62 percent, among the lowest for any demographic.⁴

MINORITIES

Motor vehicle crashes are the leading cause of death for African Americans from birth through age 14 and are the second leading cause of death for



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African Americans 15 to 24 years old.¹⁰

Motor vehicle crashes are the leading cause of death for Hispanics age one to 44 in the U.S. and are the third leading cause of death for Hispanics of all ages, surpassed only by heart disease and cancer.¹¹

In 2000, seat belt use among African Americans was 5 percentage points lower than that for whites.¹²

A recent medical study showed that Hispanic drivers have lower seat belt use rates than other Caucasians, with correspondingly higher fatality rates in traffic crashes.¹³

American Indians/Alaska Natives are twice as likely as other races to be killed or injured in a crash. Motor vehicle injuries are the leading cause of death for American Indians/Alaska Natives age 1 through 44. The fatality rates among youth are twice those for other races.¹⁴

SEAT BELT LAWS

There are two types of seat belt laws: primary and secondary. A primary seat belt law allows a citation to be issued if a law enforcement officer simply observes an unbelted driver or passenger. A secondary seat belt law requires an officer to stop a motorist for another infraction before being able to issue a seat belt citation.

Primary seat belt laws are the most effective in increasing seat belt use. In 2001, the overall shoulder belt use in States with primary enforcement laws was 78%, compared with 67% in States without primary laws.⁴

As of July 2002, 18 States and the District of Columbia had enacted primary seat belt laws.

SEAT BELTS SAVE LIVES AND MONEY

In 2000, safety belts prevented more than 11,900 fatalities and 325,000 serious injuries — saving \$50 billion in medical care, lost productivity and other injury-related costs.¹⁵

Over the past 26 years, safety belts have prevented 135,000 fatalities and 3.8 million injuries — saving \$585 billion in medical and other costs. During the same time, if all vehicle occupants had used seat belts, nearly 315,000 additional fatalities and 3.8 million injuries could have been prevented — and \$913 billion in costs saved.¹⁶

ECONOMIC COST

The cost of motor vehicle crashes that occurred in 2000 totaled \$230.6 billion—an amount equal to 2.3% of the Gross Domestic Product (GDP) or \$820 for every person living in the U.S.¹⁶

The economic cost to society for each crash fatality in 2000 was more than \$977,000 and an average of \$1.1 million for each critically injured person.¹⁶

The general public pays nearly three-quarters of all crash costs, primarily through insurance premiums, taxes, delays, and lost productivity.¹⁶

HIGH-VISIBILITY ENFORCEMENT

In May 2002, 10 States that implemented full-scale *Click It or Ticket* campaigns increased seat belt use overall by 8.6 percentage points, to 77.1% from 68.5%. The States used paid and earned media and statewide law enforcement over a four-week period.

States that only partially implemented the *Click It or Ticket* model achieved an average 4.1% gain in seat belt use. In States that increased seat belt



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enforcement without publicizing the effort through paid media, the average gain in seat belt use was only 0.5%.

The *Click It or Ticket* model uses advertising and earned media (such as conducting press conferences that result in newspaper articles), and high visibility law enforcement to increase seat belt and child safety seat use. *Click It or Ticket* programs have successfully sustained increases in restraint use at the community, State, and regional levels.

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1. Motor Vehicle Traffic Crash Fatality and Injury Estimates for 2001, National Center for Statistics and Analysis (NCSA)
 2. NHTSA FY 2003 Performance Plan, May 2002.
 3. NHTSA Traffic Safety Facts 2000 – Occupant Protection, DOT HS 809 327
 4. Observed Shoulder Belt Use, June 2001 Mini. NOPUS 2002, NHTSA, DOT HS 809 319.
 5. National Center for Health Statistics National Vital Statistics Report, Vol.49, No.12, October 9, 2001
 6. Fatality Analysis Reporting System (FARS), Web-based Encyclopedia 2000, National Center for Statistics and Analysis, NHTSA
 7. McCartt, Anne T., Shabanova, Veronica I. Teenage Seat Belt Use: White Paper. National Safety Council Airbag and Seat Belt Campaign, July 2002
 8. Fatal Factors in FY02, Traffic Deaths, U.S. Marine Corps
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 11. Archives of Pediatric & Adolescent Medicine, 1998; 152: 1209-1212
 12. NOPUS 2000. Controlled Intersection Study, NHTSA.
 13. Annals of Emergency Medicine, December 2000; 36(6): 589-596.
 14. NCPIC, CDC, Leading Causes of Death and Fatal Injuries for 1999
 15. NHTSA—The Economic Impact of Crashes 2000.
 16. Progressive Auto Insurance Survey, 2001.

[date]

Dear School Superintendents:

On the surface, it may seem that we have little in common. But in reality, we share one very important responsibility: the safety of students. I write to you today to inform you that one of the greatest dangers your students face is being killed or injured in a motor vehicle crash. In fact, motor vehicle crashes are the No. 1 killer of children. Many of these deaths could easily be prevented by the consistent use of safety belts. Teens are at the greatest risk of all. In 2000, 67% of 16- to 18-year-olds killed or seriously injured were not wearing a seat belt, according to the National Highway Traffic Safety Administration.

We can do something together to stop this carnage. During the week of November 25 – December 1, 2002, law enforcement officers across the country will enforce seat belt laws, as part of *Click It or Ticket*/Operation ABC (America Buckles Up Children) Mobilization. Our goal is to not write tickets, but to get everyone buckled up, especially teen drivers and their passengers. You can support this effort by frequently reminding your students to buckle up and informing them of the *Click It or Ticket* heightened enforcement efforts.

Please consider using the following statement in your public address (PA) announcements to students:

I would like to remind everyone of the importance of wearing a seat belt every time you travel in an automobile. As a teenager, you are more likely to die or become disabled in a car crash than at any other time in your life. So buckle up. It will save you the cost of getting a ticket and it could save your life. Be aware: police will be supporting this effort by conducting seat belt checkpoints and zero-tolerance seat belt enforcement statewide from [dates].

In addition, we have been informed by the **[name of your state police department]** that beginning **[date]** police, county sheriffs, and all local police agencies will conduct seat belt checkpoints and zero-tolerance seat belt enforcement statewide. Your cooperation in this effort is important and greatly appreciated.

Sincerely,

[Law enforcement official]

Morning Announcements for the November Mobilization

(get student to read)

MORNING ANNOUNCEMENT # 1

Today's tip from Buckle Up America: How to meet more police officers. One great way to get the cops to notice you is to drive around without a seat belt. Not wearing a seat belt is against the law. The police write tickets for this. And in November, they have this seat belt mobilization to catch people who don't buckle up. Seat belts can secure the people you like. Not wearing seat belts can set up a roadside chat under flashing lights.

MORNING ANNOUNCEMENT # 2

Today's tip from Buckle Up America: How to get to the hospital really fast. Don't wear your seat belt. Get in a crash. And take the ambulance. You can double your chances of getting seriously injured — maybe even permanently disabled — if you don't wear a seat belt. You can skip all the red lights on the way to the hospital or the morgue. Seat belts can secure the people you like. Not wearing seat belts can secure you a bowl of hospital food.

MORNING ANNOUNCEMENT # 3

Today's tip from Buckle Up America: How to get a facial – for free! Just set aside your seat belt and you're a lot more likely to be thrown from the car. You'll be using the world's most powerful facial scrub: pavement. For more extensive work, try a brick wall. Seat belts can secure the people you like. Not wearing seat belts can give you a whole new look.

MORNING ANNOUNCEMENT # 4

Today's tip from Buckle Up America: How to elude the police. Okay, maybe you like being pulled over by the cops. Let's pretend you don't. Not wearing a seat belt is against the law. So what do you think a cop will do if he or she sees you without one? Give you a ticket. And guess what? In November, they have this seat belt mobilization. So watch yourself. They'll be giving out more seat belt tickets. Seat belts can secure the people you like. Not wearing seat belts can secure you a ticket.

MORNING ANNOUNCEMENT # 5

Today's tip from Buckle Up America: How to get people killed. Of course, there are lots of ways to help people bite the dust. But one way that works really well for teens is this: Stop wearing a seat belt. This works best if you're between 16 and 18 years old. At no other time in your life will you be more likely to die or become permanently disabled in a crash. Seat belts can secure the people you like. Not wearing seat belts is deadly.

MORNING ANNOUNCEMENT # 6

Today's tip from Buckle Up America: How to fly. Just don't wear a seat belt and you can fly right out of the car in a crash. It's a brief flight and the landing isn't all that great. Either is the crippling injury you might get as a result. But you don't need a pilot's license. Seat belts can secure the people you like. Not wearing seat belts can hurt.

MORNING ANNOUNCEMENT # 7




Today's tip from Buckle Up America: How to get a new set of wheels. A fifth of the teens in fatal car accidents don't die; they get permanently disabled. Some get new wheels — as in a wheelchair. Seat belts can secure the people you like. Not wearing seat belts can make it harder to get around.

MORNING ANNOUNCEMENT # 8

Today's tip from Buckle Up America: How to blow a lot money. Spend it at the courthouse. The prices are little steeper than at the mall. But you get to show the cops at the door everything in your pockets. Just get a ticket for not wearing a seat belt, which is really easy to do. The police are having this seat belt mobilization in November. They're writing more tickets than usual. Don't worry: They won't forget to send you the bill. Seat belts can secure the people you like. Not wearing seat belts can get a little expensive.

HOW TO PRINT YOUR BUCKLE UP AMERICA MATERIALS

NHTSA is here to support your efforts as much as possible. However, we are not always able to keep up with print requests. It's often easier and more efficient for Partners to have materials printed on their own. Please start to allow for this in yearly budgets. Some considerations:

-  The quality will likely be better and you'll save time if you have a copy store print the materials. They will even do folding and stapling. One nationally known copy center estimates that printing and folding 100 color, two-sided copies would cost approximately \$200 (on standard paper) or \$230 (on higher quality card stock). If you print regularly, you may be able to negotiate a yearly contract with a copy store that includes a discount. You might offer to trade publicity for the store – perhaps a small notice on the back of material saying where it was printed – for a discount.
-  Use the Buckle Up America web site (www.buckleupamerica.org) or the NHTSA web site (www.nhtsa.dot.gov).
 - Download materials to a disk to take to the copy store. This will make printing quicker and easier and help you get the highest quality.
 - Print the materials and then have them photocopied. Remember to note which materials are designed to be printed as two-sided copies.
-  You may include your own organization's logo and information on the materials as long as you do not alter or remove any part of the brochure. The copy store should be able to add your logo for you.



LISTING OF STATE HIGHWAY SAFETY OFFICES

Below are telephone and fax numbers for the State Highway Safety Offices in the 50 States and the territories. This information, along with state web site addresses, can be found on the web site of the National Highway Traffic Safety Administration by going to www.nhtsa.dot.gov and clicking on "Regional Offices." Your State Highway Safety Office can put you in touch with the many traffic safety programs in your state, including the programs devoted to seat belt and child passenger safety.

STATE	TELEPHONE	FAX
Alabama	(334) 242-5803	(334) 242-0712
Alaska	(907) 465-4374	(907) 465-4030
American Samoa	9-011-684-699-1111 x48	9-011-684-633-7964
Arizona	(602) 255-3216	(602) 255-1265
Arkansas	(501) 569-2648	(501) 569-2651
California	(916) 262-0997	(916) 262-2960
Colorado	(303) 757-9273	(303) 757-9219
Connecticut	(860) 594-2370	(860) 594-2374
Delaware	(302) 744-2740	(302) 739-5995
District of Columbia	(202) 671-0492	(202) 671-0617
Florida	(850) 488-3546	(850) 922-2935
Georgia	(404) 656-6996	(404) 651-9107
Guam	(671) 647-5059	(671) 646-3733
Hawaii	(808) 587-2160	(808) 587-2313
Idaho	(208) 334-8101	(208) 334-4430
Illinois	(217) 782-4974	(217) 782-9159
Indiana	(317) 232-4220	(317) 233-5150
Indian Nations	(505) 248-5053	(505) 248-5064
Iowa	(515) 281-3907	(515) 281-6190
Kansas	(785) 296-3756	(785) 291-3010
Kentucky	(502) 564-6700	(502) 564-6779
Louisiana	(225) 925-6991	(225) 922-0083
Maine	(207) 624-8756	(207) 624-8768
Maryland	(410) 787-5824	(410) 787-4082
Massachusetts	(617) 973-8900	(617) 973-8917
Michigan	(517) 336-6477	(517) 333-5756
Minnesota	(651) 296-9507	(651) 297-4844
Mississippi	(601) 987-4990	(601) 987-4154
Missouri	(573) 751-7643	(573) 634-5977
Montana	(406) 444-7301	(406) 444-0807
Nebraska	(402) 471-2515	(402) 471-3865
Nevada	(775) 687-5720	(775) 687-5328
New Hampshire	(603) 271-2131	(603) 271-3790
New Jersey	(609) 633-9300	(609) 633-9020
New Mexico	(505) 827-0427	(505) 827-0431
New York	(518) 473-9007	(518) 473-6946
North Carolina	(919) 733-3083	(919) 733-0604
North Dakota	(701) 328-2601	(701) 328-2435
North Marianas	(670) 664-9128	(670) 664-9141
Ohio	(614) 466-3250	(614) 728-8330
Oklahoma	(405) 523-1580	(405) 523-1586
Oregon	(503) 986-4192	(503) 986-4341
Pennsylvania	(717) 787-7350	(717) 783-8012
Puerto Rico	(787) 723-3590	(787) 727-0486
Rhode Island	(401) 222-3024	(401) 222-6038
South Carolina	(803) 896-9963	(803) 896-9978
South Dakota	(605) 773-3178	(605) 773-3018
Tennessee	(615) 741-2589	(615) 253-5523
Texas	(512) 416-3203	(512) 416-3214
Utah	(801) 293-2481	(801) 293-2498
Vermont	(802) 244-1317	(802) 241-4124
Virginia	(804) 367-1670	(804) 367-6631
Virgin Islands	(340) 776-5820	(340) 772-2626
Washington	(360) 753-6197	(360) 586-6489
West Virginia	(304) 558-1515	(304) 558-2723
Wisconsin	(608) 266-3048	(608) 267-0441
Wyoming	(307) 777-4450	(307) 777-4250

RESOURCE LIST

The following is a listing of resources that you can use to access additional information regarding the Buckle Up America campaign, seat belts, or traffic safety.

National Highway Traffic Safety Administration (NHTSA) –

<http://www.nhtsa.dot.gov>

Auto Safety Hotline - 1-888-DASH-2-DOT

NHTSA's web site has up-to-date seat belt and child seat use statistics, fatality and injury statistics, *Click It or Ticket* data, materials, and other information.

Buckle Up America (BUA) –

<http://www.buckleupamerica.org>

BUA's on-line headquarters has materials, statistics, news items, and a Talking Point Creator which allows users to customize talking points for addressing various subjects (such as Operation ABC Mobilizations) depending on the speaker's expertise (such as law enforcement, elected official, safety advocates) and audience (such as parents, African Americans).

Operation ABC Mobilization

<http://www.nsc.org/airbag>

Insurance Institute for Highway Safety –

<http://www.iihs.org>

The Insurance Institute for Highway Safety is an independent, nonprofit, research and communications organization funded by auto insurers and dedicated to reducing highway crash deaths, injuries, and property losses.

AAA Foundation for Traffic Safety –

<http://www.aaafoundation.org>

The AAA Foundation for Traffic Safety is a publicly supported nonprofit organization dedicated to saving lives and reducing injuries by preventing traffic crashes. The foundation funds research projects and develops high-impact educational materials for drivers, pedestrians, bicyclists and other road users.

Governors Highway Safety Association –

<http://www.ghsa.org>

The Governors Highway Safety Association (GHSA) is a nonprofit association that represents the highway safety programs of States and territories regarding highway safety issues and policies. GHSA's mission is to provide leadership in the development of national policy to ensure effective highway safety programs.

Network of Employers for Traffic Safety

(NETS) – <http://www.trafficsafety.org>

NETS is a national nonprofit organization dedicated to reducing traffic crashes involving America's workers and their families by helping employers implement well-developed policies, dynamic workplace programs, and compelling community activities related to traffic safety.

National SAFE KIDS Campaign –

<http://www.safekids.org>

The only national non-profit organization dedicated solely to the prevention of unintentional childhood injury — the number one killer of children ages 14 and under. More than 300 state and local SAFE KIDS coalitions in all 50 states, the District of Columbia and Puerto Rico comprise the Campaign. Former U.S. Surgeon General C. Everett Koop, M.D., Sc.D., is chairman of the Campaign.

National Organizations for Youth Safety

(NOYS) – <http://www.noys.org>

NOYS promotes collaboration at the national, state, and local levels and focuses on youth safety up to age 24.

LOGO SHEET

