# Click It or Ticket

Join the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s safety initiative to educate the public about the importance of seat belt safety.

## Talking Points

### Overview

* Drivers will see more law enforcement on the road from **{insert dates}** as part of the *Click It or Ticket* high-visibility seat belt enforcement campaign.
* If law enforcement spot someone unbelted, they will pull the driver over and issue a ticket.
* Law enforcement write tickets to save lives.

### Remind People to Buckle Up

* One of the safest choices drivers and passengers can make is to buckle up.
* Buckle up all the time — for short trips and long trips, and in every seating position.
* The right seat belt fit matters:
  + The shoulder belt should lay flat across the middle of your chest and away from your neck.
  + The lap belt should fit across your hips, not your stomach.
  + Never put the shoulder belt behind your back or under your arm.
* Seat belts are the best defense against impaired, aggressive, and distracted drivers. Being buckled up during a crash helps keep you safe and secure inside your vehicle; the seat belt slows you down and spreads crash forces over the strongest parts of your body.
* We have come a long way with increasing seat belt use over the years, but we still have a problem to address considering that seat belt use varies by time of day, seating position, and region of the United States.
* Despite steady increases in observed seat belt use, approximately half of all passenger vehicle deaths are unrestrained.

### Avoid the Consequences – Buckle Up

* Buckling up helps keep you safe and secure inside your vehicle, whereas not buckling up can result in being totally ejected from the vehicle in a crash, which is almost always deadly.
* Improperly wearing a seat belt, such as putting the strap below your arm, puts you and your children at risk in a crash.
* Air bags are not enough to protect you; in fact, the force of an air bag can seriously injure or even kill you if you’re not buckled up.

### Stats

For more information, visit [www.nhtsa.gov/SeatBelts](https://www.nhtsa.gov/SeatBelts).