

Real

COLORADO CLICKS



Buckle Up

A Reminder from Your Local
Traffic Safety Partners



www.SeatbeltsColorado.com

Real COLORADO CLICKS



More rural Coloradans
are buckling up
than ever before.

Are you?

Urban Legend

Many Coloradans think it's more important to buckle up in urban areas because there are more people and more cars on the road. In fact:

- 54% of deaths on Colorado roadways happen on rural roads.
- 252 people died on rural Colorado roadways in 2009.
- More than half of the people who died on rural roadways were NOT wearing a seat belt (compared to 36% in urban areas).

Pickup on This

Coloradans who drive pickup trucks are in a high risk category:

- Pickup trucks are twice as likely to roll over in a crash.
- 58 people died in pickup trucks in Colorado in 2009.
- 79% of those killed in a pickup truck were NOT wearing a seat belt.

Man vs. Belt

The message has not "clicked" with men:

- 2 out of 3 unbuckled deaths in Colorado were men (2009).
- Nearly half of the unbuckled men killed were 18 to 34 years old.

Seat Belts Save Lives

It only takes a second to save your own life, or those in the vehicle with you:

- You are twice as likely to survive a traffic crash and avoid serious injury if you wear a seat belt.
- In 2009, 71% of crash victims without a seat belt were partially or totally ejected from the vehicle.

Click It or Ticket

- It's the law to wear a seat belt in Colorado.
- Children must be in the proper safety seat for their size and age.
- A ticket will cost you at least \$65 for each violation.