

# ENFORCEMENT PERIOD MAY 24 – JUNE 6, 2010

**START THE HABIT. IT ONLY TAKES TWO SECONDS TO BUCKLE UP. SEAT BELT VIOLATORS WILL BE TICKETED. SAVE YOUR MONEY, SAVE YOUR LIFE.**



## ENFORCEMENT

CDOT supports the Colorado State Patrol and 86 law enforcement agencies. Extra officers will be on the road working overtime on traffic enforcement from May 24 through June 6. Drivers who are stopped for a traffic violation and aren't using seat belts will be ticketed.

The goal is simple: Get more Coloradans to buckle up, write fewer tickets and save more lives.

## SAFETY

**Seat belts save lives. Wearing a seat belt cuts your chances of death or serious injury in half if you're in a traffic crash.**

175 people who weren't buckled up lost their lives in traffic crashes in Colorado highways last year. If everyone had buckled up, nearly half of the victims should have lived.

It takes 2 seconds to save a life. **"Click It or Ticket."**

Ejection can happen when you don't wear a seat belt. Last year, 71% of unbuckled victims were partially or totally ejected from the vehicle.

## UNBUCKLED CRASHES COST

**If 9-out-of-10 Coloradans wore a seat belt, an additional 32 lives could be saved each year, and \$111 million could be saved annually.**

The Click It or Ticket campaign is an investment and ultimately controls costs. The dollars spent in advertising, an aggressive public awareness campaign and increased law enforcement contribute to the potential \$111 million savings our state faces when the numbers buckling up increase from 81% to 90%.

The National Highway Traffic Safety Administration gives funds to Colorado specifically for this program. The funds cannot be used for anything else.

## LOW USAGE/GREATEST RISK

**Young males, pickup truck occupants, rural drivers and drivers at night are least likely to buckle up and are at greatest risk.**

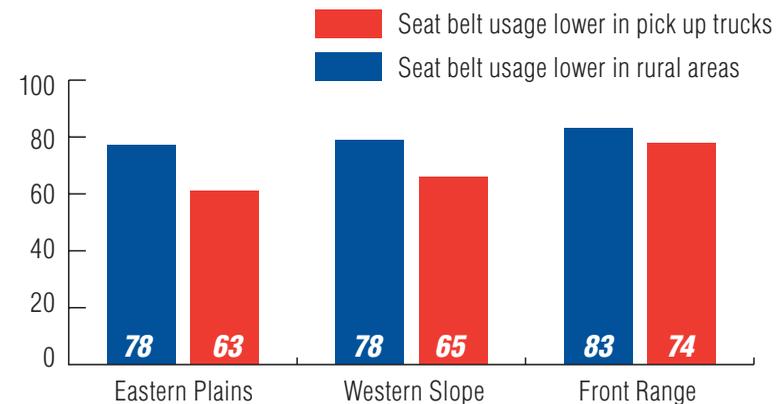
### NIGHT

- Last year, 66% of the people killed on Colorado roadways at night were not wearing seat belts, compared to 47% during the day.

**"Click It or Ticket.** Day and Night."

### MEN

- Men – especially younger men ages 18-34 – are much less likely to buckle up.
- In Colorado last year, 6-out-of-10 of the unbuckled deaths were men.
- Nearly half of the men who died without seat belts were between 18 and 34 years old.



### TEENS AND YOUNG ADULTS

- Last year, 40 teen drivers and passengers ages 15-20 died on Colorado highways.
- In 2009, 25 of teens killed in traffic crashes (63%) were not buckled up.

### PICKUP TRUCKS

- Pickup trucks are twice as likely as cars to roll over in a crash.
- Last year in Colorado, 58 people died in pickup trucks and 79% were not buckled up.
- Motorists can greatly increase the odds of surviving a rollover crash in a pickup truck by wearing their seat belt.
- In Colorado, on 68% of those in pickup trucks use seat belts compared to more than 84% in cars, vans and SUVs.

### RURAL

- 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.

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## IT'S THE LAW

### ADULT SEAT BELT LAW

Colorado has a secondary enforcement law for drivers and front seat passengers. Drivers can be ticketed for violating the seat belt law if they are stopped for another traffic violation. **Click It or Ticket** enforcement focuses on speeding and aggressive drivers. If they are stopped and unbuckled, they will get a ticket.

For more information visit [www.SeatBeltsColorado.com](http://www.SeatBeltsColorado.com).

### CHILD PASSENGER SAFETY LAW

The driver is responsible for buckling up and properly restraining young passengers in the front and back seats of the vehicle on every trip. The law is primary enforcement which means that drivers can be stopped and ticketed for violating the law. The law applies to children from birth through age 15. Drivers who do not properly restrain children will be ticketed.

For details about the law and information about child safety seats and seat belts, go to [www.carseatscolorado.com](http://www.carseatscolorado.com) or call 1-800-LUV TOTS (1-800-588-8387). In the Denver metro area, call 303-239-4625.

### TEENS AND THE LAW

The law is primary enforcement for teens under age 18 meaning the teen driver can be stopped and ticketed for a seat belt violation. Teen drivers have passenger restrictions outlined in the law. However, when teen drivers carry passengers as allowed, the law requires the driver and all passengers to buckle up.

For more information regarding Colorado's Graduated Drivers Licensing laws, visit [www.coteendriver.com](http://www.coteendriver.com).

### PRIMARY OR STANDARD ENFORCEMENT SEAT BELT LAW

The **Click It or Ticket** campaign helps to save lives, however a standard law would help save even more.

Law enforcement's goal with **Click It or Ticket** is to enforce Colorado's current laws to increase seat belt use and save lives.

## HISPANIC DRIVERS & PASSENGERS KILLED IN 2008

**Last year in Colorado, 19% of unbuckled victims were Hispanic, 52 Hispanic victims died and 63% were unbuckled.**

- 79% of the unbuckled Hispanic drivers and passengers killed last year were men.
- More than 75% of unbuckled victims were under age 35.
- One-third of unbuckled Hispanic victims were young people, age 15 to 20.

## AFRICAN-AMERICAN DRIVERS

**Last year in Colorado, 17 African-American drivers and passengers died and 7 were unbuckled.**

- 6 of the 7 unbuckled victims were under age 35.
- 3 of the unbuckled victims were children.



## OTHER ISSUES

### RACIAL PROFILING

**There have not been any complaints of racial profiling during Click It or Ticket campaigns.**

Many law enforcement agencies have policies that encourage people who feel that they have been victims of racial profiling to lodge a complaint with the enforcement agency.

**Click It or Ticket** enforcement targets drivers with unbuckled children in the vehicle, aggressive driving behavior and speeding.

### PERSONAL FREEDOM

**Driving a motor vehicle is a privilege and not a right or "personal freedom" in Colorado.**

When you don't wear a seat belt and you injure yourself or others in a traffic crash, the public pays (in increased medical costs, insurance premiums and taxes for publically-funded medical care). That makes it a public concern, not just a personal one.

## CLICK IT OR TICKET SUCCESS

Since **"Click It or Ticket"** started in 2002:

- Seat belt usage has increased from 72% to 81%.
- There were 205 fewer unbuckled deaths in 2009 compared to 2002, representing a 54% decrease.

**Driving a motor vehicle is a privilege and not a right or "personal freedom" in Colorado.**