



CLICK IT OR TICKET

MOST AT RISK: YOUNG MALES, SUV AND PICKUP TRUCK OCCUPANTS, RURAL DRIVERS AND DRIVERS AT NIGHT

WHY BUCKLE UP?

Many crashes are survivable and seat belts often mean the critical difference between life and death.

"It only takes two seconds to buckle up and that two seconds can change the lives of the ones you love forever. Seat belt use has an impact on everyone in your life—as a mother, I urge you to start the habit of buckling up with your children to keep them safe throughout their lives."

—Amy Nichols, mother of unrestrained victim killed in car crash.

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

166 people who weren't buckled up lost their lives in traffic crashes on Colorado highways in 2010. If everyone had buckled up, nearly half of the victims should have lived.

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

YOUNG MEN: LEAST LIKELY TO BUCKLE UP

- Men – especially younger men ages 18-34 – are much less likely to buckle up.
- In Colorado last year, 68% of the unbuckled deaths were men.
- Over half of the men who died without seat belts were between 18 and 34 years old.

SUVs & PICKUP TRUCKS: INCREASE IN ROLLOVERS

- 75 people died in Sport Utility Vehicles and 75% were not buckled up.
- Last year in Colorado, 61 people died in pickup trucks and 67% were not buckled up.
- SUVs and pickup trucks are twice as likely as cars to roll over in a crash. Motorists can greatly increase the odds of surviving a rollover crash in a pickup or SUV by wearing their seat belt.

RURAL COLORADO: MAKE IT A HABIT YOU CAN LIVE WITH

- 63% of deaths on Colorado roadways happen on rural roads.
- Of the 200 people who died on rural Colorado roadways in 2010, 58% were NOT wearing a seat belt (compared to 41% in urban areas).

TEENS: GET WITH THE CLICK

- Last year, 42 teen drivers and passengers ages 15-20 died on Colorado highways.
- In 2010, 25 of teens killed in traffic crashes (60%) were not buckled up.

AFRICAN-AMERICAN DRIVERS & PASSENGERS: TAKE TWO SECONDS

- Last year in Colorado, 22 African-American drivers and passengers died and 11 were unbuckled.
- 9 of the 11 unbuckled victims were under age 35.
- 2 of the unbuckled victims were children.

HISPANIC DRIVERS & PASSENGERS: ÚSELO

- Last year in Colorado, 89 Hispanic victims died and 55% were unrestrained.
- 71% of the unbuckled Hispanic drivers and passengers killed last year were men.
- 27 unbuckled Hispanic victims were between the ages of 21-34; 6 were teens (age 15-20)

“CLICK IT OR TICKET. DAY AND NIGHT.”

- Last year, 65% of the people killed on Colorado roadways at night were not wearing seat belts, compared to 42% during the day.

In 2010, 68% of unbuckled victims were partially or totally ejected from the vehicle. Wearing a seat belt can greatly decrease your chances of being ejected from a vehicle, and therefore surviving a crash.





CLICK IT OR TICKET

ENFORCEMENT PERIOD MAY 23 – JUNE 5, 2011

ENFORCEMENT

During *Click It or Ticket*, CDOT supports the Colorado State Patrol and 100 law enforcement agencies; extra officers will be on the road working overtime on traffic enforcement from May 23 through June 5. 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.

COST OF UNBUCKLED CRASHES

The *Click It or Ticket* campaign is an investment that ultimately controls costs. The dollars spent in advertising an aggressive public awareness campaign and in increased law enforcement contribute to the potential \$111 million in savings our state would gain each year if the number of drivers and passengers buckling up increased to 90%.

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

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.

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.

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 meaning 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.

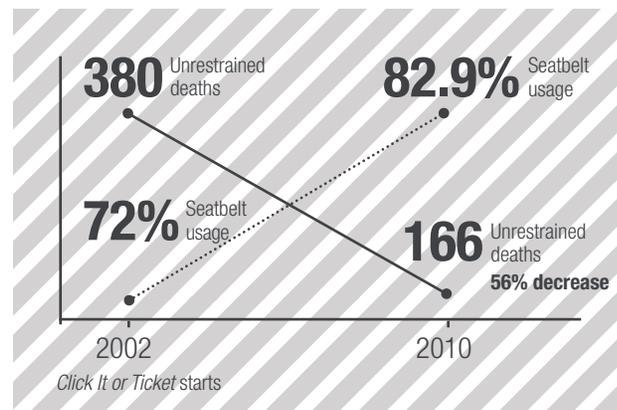
For details about the law and information about child safety seats and seat belts, go to www.carseatscolorado.com.

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.coteedriver.com.

CLICK IT OR TICKET SUCCESS



For more information visit www.SeatBeltsColorado.com.

