

## May Mobilization 2009 Talking Points

### Primary Messages

- In an effort to keep our roadways safe, law enforcement will be out in force this May to ticket people for not wearing a seat belt.
- The number of agencies participating in the *Click it or Ticket* effort this year is nearly doubled that of last year. According to the North Dakota Department of Transportation, there will be 42 agencies statewide, including the North Dakota Highway Patrol, city police departments, and county sheriff's departments ticketing people for not wearing a seat belt.
- Seat belt use is important for all ages, but I want to talk today specifically about teens. For each mile driven, teen drivers are nearly four times more likely than other drivers to be involved in a crash.
- We can go a long way in preventing fatalities if teens will click it quick, and buckle up every time they get in the vehicle.

### Supporting Messages

- Two of the top reasons people give for not wearing their seat belt are that they don't have time, and they forget. We're here to remind you to click it quick! It takes less than three seconds to click it, and it will save you a ticket.
- Motor vehicle crashes are the leading causes of death among 15-20 year olds.
- In 2008, there were 15 fatal crashes involving teen drivers in North Dakota. Seventeen people died in these crashes; only two of them were wearing seat belts. Of the fifteen others, twelve were not wearing a seat belt; one was unknown; and two were motorcycle fatalities.
- In a crash, your body weight is multiplied by the speed of the car. For example, if you weigh 150 pounds and crash while traveling 30 mph, your body would hit with a force of 4,500 pounds. There is no way you can brace yourself against that much force, and your chances of being thrown from the car are much higher if you aren't restrained in a seat belt. (Source: <http://ut.zerofatalities.com/>)