

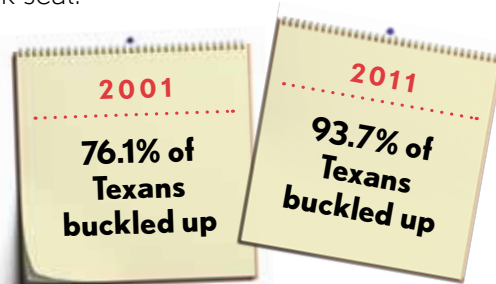
Click It or Ticket. Back seat, too.



11th Annual Click It or Ticket Seat Belt Mobilization Campaign May 21-June 3, 2012

The Texas Department of Transportation (TxDOT), National Highway Traffic Safety Administration (NHTSA), and the Texas Department of Public Safety (TxDPS) are joining forces with police and sheriffs' departments across Texas to save lives on Texas roads and highways by working together to increase seat belt use.

Buckling up not only saves lives, but it also protects motorists against expensive citations. Law enforcement officers will be working overtime from May 21 to June 3 ticketing anyone who isn't wearing a seat belt, whether in the front or back seat.



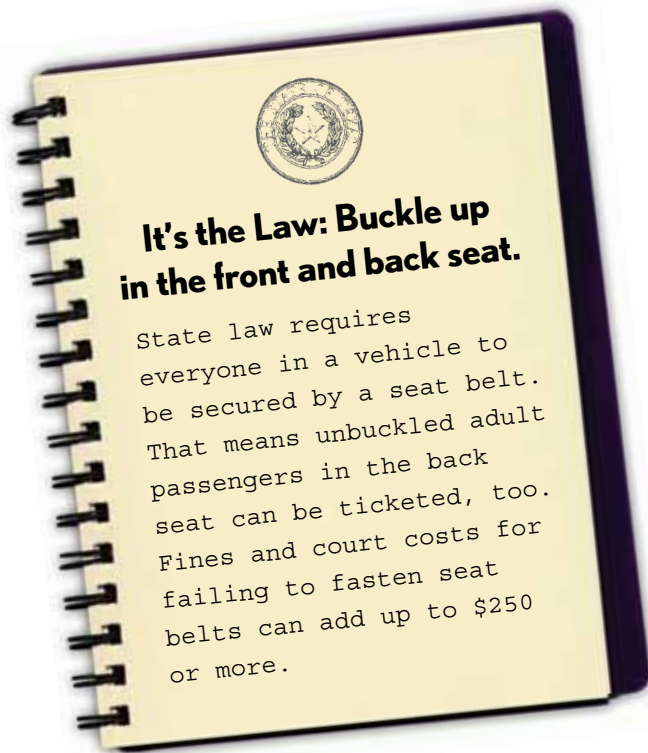
A decade of progress.

When the *Click it or Ticket* campaign began in Texas in 2002, only 76.1 percent of Texans were using their seat belts. By 2011, 93.7 percent of Texas motorists were buckling up. Texas currently ranks seventh in the nation for highest seat belt use (NHTSA 2010).

NHTSA estimates that the *Click It or Ticket* initiative in Texas saved 2,843 lives and

prevented more than 48,000 serious injuries during its first decade. The increase in usage has also saved an estimated \$10 billion in wage and productivity losses, medical expenses, vehicle damage, employer costs, taxes, insurance premiums, travel delays, and quality of life.

Click It or Ticket



seat belt facts



- Of the 2,995 people killed in Texas in traffic crashes in 2011, at least 853 drivers and passengers weren't buckled up (CRIS 2011).
- Of those killed or seriously injured in Texas who weren't buckled up, 51 percent were between the ages of 18 and 34 (CRIS 2011).
- Men use seat belts less often than women (TTI Study 2011).
- Passengers are less likely to buckle up than drivers (TTI Study 2011).
- Riders in the back seat who use lap and shoulder belts are more likely to survive in a crash than unrestrained occupants (NHTSA 2010).

Don't pick up a ticket.

With almost 5 million pickups in Texas—roughly one of every four registered vehicles—this year's campaign will emphasize the importance of buckling up to motorists who drive or ride in pickups. According to the Texas Transportation Institute, pickup drivers and passengers use seat belts at lower rates than others:

- 91 percent of pickup drivers buckle up compared to 95 percent of other drivers
- 80 percent of pickup passengers buckle up compared to 92 percent of passengers in all other types of vehicles

The National Highway Traffic Safety Administration reports that half of pickup drivers who died in traffic crashes in 2010 were not wearing a seat belt.



Learn more at TexasClickItorTicket.com



Pickup trucks are twice as likely to roll over in crashes as passenger vehicles.

— National Highway Traffic Safety Administration