### *Click It or Ticket*

## Talking Points

Join the U.S. Department of Transportation’s National Highway Traffic Safety Administration and law enforcement nationwide for the *Click It or Ticket* high-visibility seat belt enforcement campaign and help us urge everyone to buckle up when they’re in the car.

**Remind People to Buckle Up**

* One of the safest choices drivers and passengers can make is to buckle up.
* Buckle up all the time — for short trips and long trips.
* The right seat belt fit matters:
	+ The shoulder belt should lay flat across the middle of your chest and away from your neck.
	+ The lap belt should fit across your hips, not your stomach.
	+ Never put the shoulder belt behind your back or under your arm.
* Seat belts are the best defense against impaired, aggressive, and distracted drivers. Being buckled up during a crash helps keep you safe and secure inside your vehicle; the seat belt slows you down and spreads crash forces over the strongest parts of your body.
* We have come a long way with increasing seat belt use over the years, but we still have a problem to address considering that seat belt use varies by time of day, seating position, and region of the United States.
* Despite steady increases in observed seat belt use, approximately half of all passenger vehicle deaths are unrestrained.

**The Consequences**

* Buckling up helps keep you safe and secure inside your vehicle, whereas not buckling up can result in being totally ejected from the vehicle in a crash, which is almost always deadly.
* Improperly wearing a seat belt, such as putting the strap below your arm, puts you and your children at risk in a crash.
* Air bags are not enough to protect you; in fact, the force of an air bag can seriously injure or even kill you if you’re not buckled up.

**Enforcement**

* Enforcement efforts help keep community members safe and remind drivers of the importance of buckling up.
* High visibility enforcement is a proven method for getting people to buckle up.
* When drivers and passengers see police enforcing traffic laws, they are more likely to comply.
* Click It or Ticket isn't about citations — law enforcement issue tickets to save lives and prevent serious injuries.
* A citation is an effective way to remind people of the importance of a simple and life-saving measure — buckling up.
* For the latest enforcement dates, visit: [www.trafficsafetymarketing.gov/safety-topics/seat-belt-safety/click-it-or-ticket](https://www.trafficsafetymarketing.gov/safety-topics/seat-belt-safety/click-it-or-ticket)

**Stats**

Learn more about the *Click It or Ticket* seat belt enforcement mobilization at [www.nhtsa.gov/ClickIt](http://www.nhtsa.gov/ClickIt).