**2021 Sample POST Campaign release**

**FOR IMMEDIATE RELEASE: [Date]**

**CONTACT: [Name, Phone Number, E-mail address]**

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**[LE Agency] provides Click It or Ticket results**

*Campaign to increase seat belt, child seat awareness ran May 24-June 6*

**[City, State]** – **[Law enforcement agency]** participated in the annual Click It or Ticket high-visibility enforcement effort May 24 – June 6. The campaign, funded by the National Highway Traffic Safety Administration’s (NHTSA), combines increased enforcement with effective communication to road users on the importance of buckling up.

“Utilizing seat belts, child seats and boosters greatly reduces the risk of injury and death if involved in a motor vehicle crash,” said **[law enforcement official]**. “We believe through our enforcement efforts, lives were saved in **[city/county]**.”

**[Insert citation numbers and other citations or arrests made due to increased enforcement]**

“Issuing tickets was not our goal; however, we’d rather write a ticket than make a death notification.” said **[law enforcement official]**.

Of the 783 roadway deaths last year in Kentucky, 597 were occupants of motor vehicles. Of those killed in motor vehicle crashes, 342 were not wearing a seat belt. Six of the 342 were children age nine and under, four of which were improperly restrained.

**[Insert local crash, injury and/or fatality numbers]**

According to NHTSA, when worn correctly, seat belts reduce the risk of death by 45 percent for front-seat vehicle occupants and by 60 percent for pickup truck, SUV and minivan occupants.

Also according to NHTSA, child seats are 71 percent effective in reducing infant deaths, 54 percent effective in reducing toddler deaths and 67 percent effective in reducing the need for hospitalization. Additionally, the use of belt-positioning booster seats lowers the risk of injury to children in crashes by 59 percent compared with the use of vehicle seat belts.

For additional information on seat belts, visit <https://www.nhtsa.gov/risky-driving/seat-belts>. For additional information on child seats and boosters, visit <https://www.nhtsa.gov/equipment/car-seats-and-booster-seats>.

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