****

**2022 CIOT Talking Points**

Law enforcement agencies across the nation are joining together for the annualClick It or Ticket seat belt enforcement mobilization May 23 – June 5.

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.

According to NHTSA, motorists are 75 percent less likely to be killed in a rollover crash if buckled up.

A seat belt provides the best chance of preventing injury and death if involved in a crash. Anyone can be involved in a crash at any time, so make buckling up the first thing you do when entering a vehicle.

**Proper fit**

According to NHTSA, when worn correctly, seat belts are proven to reduce the risk of fatal injury to front-seat occupants by 45 percent and by 60 percent in pickup trucks, SUVs and minivans.

Seat belts fit properly when the lap belt lays across the upper thighs (not the stomach) and the shoulder belt lays across the chest (not the neck).

Properly positioned seat belts spread the crash forces over a wide area of the body, putting less stress on any one part.

**Kentucky information**

Kentucky’s seat belt usage rate increased with the passage of the primary law from 67.2 percent in 2006 to 89.8 percent in 2021.

Even though more people are buckling up, Kentucky experiences far too many deaths which could be avoided with the simple use of a seatbelt.

Of the 806 roadway deaths last year in Kentucky, 609 were occupants of motor vehicles. Of those killed in motor vehicle crashes, 333 were either not wearing a seat belt or were not properly restrained in a car seat or booster seat.

Of the 609 occupants killed in motor vehicle crashes, 302 occurred at night. Of those, 111 were unrestrained.

Drivers are responsible for making sure everyone in the vehicle is buckled up and will be fined for each person that is not wearing a seat belt.

**Nighttime**

Because nighttime passenger vehicle occupants are among those least likely to buckle up and most likely to die in crashes when unrestrained, nighttime enforcement has become a priority of the Click It or Ticketmobilization*.*

According to NHTSA, more than half of those killed at night are unrestrained.

Despite the low traffic volume, fatal crashes are three times higher nationwide at nighttime versus daytime.

**Law enforcement**

Law enforcement personnel frequently see motorists who are injured or killed due to lack of seat belt, child seat or booster seat use.

Click It or Ticket isn’t about the citations; it’s about increased awareness and saving lives. Law enforcement would rather write a ticket than make a death notification.

We’re asking all drivers to make good decisions when behind the wheel. Buckling up is the simplest act you can do to reduce your chance of injury or death.

**Children**

According to NHTSA, car crashes are a leading cause of death for children age 1 to 13.

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.

According to NHTSA, the use of belt-positioning booster seats lowers the risk of injury to children age 4 to 7 in crashes by 59 percent compared with the use of vehicle seat belts.

Of the 609 occupants killed in motor vehicle crashes, twelve were children age 9 and under. Four of those twelve were improperly restrained.

**Pickup Trucks**

Kentucky has a particularly low seat belt usage rate for pickup trucks. Pickup truck drivers and passengers have an 81.6 percent usage rate, compared to passenger car occupants with a 90.4 percent usage rate.

Some pickup truck occupants think they don’t need to wear seat belts because they believe the large vehicle will protect them in a crash; however, no matter the type of vehicle, a seat belt is the most effective way to help prevent injury or death.
 *Data sources: Kentucky Office of Highway Safety, Kentucky Injury Prevention Research Center and Kentucky Transportation Center.*

**Local Heroes Click It or Ticket FAQs**

****

View Click It or Ticket Local Hero videos on the [KOHS YouTube page](https://www.youtube.com/user/KyHwySafety/playlists).

**What is Local Heroes?**

Local Heroes is a multimedia campaign featuring local law enforcement in community-centered TV, radio and social media ads.

Local Heroes is personalized for each county. The goal is to move away from a strict enforcement message and portray local law enforcement as those who care about their community.

Local Heroes complements the existing Click It or Ticket nationwide campaign.

**Who is a Local Hero?**

Local Heroes enlists law enforcement officers (LEOs) who are well known in their community to produce video, digital and print public service announcements. The goal is to show that the LEOs care about their community and would rather write a seat belt citation than make a death notification.

 **What counties are targeted for Local Heroes Initiative?**

Considerations are given to counties **(1)** with a low seat belt usage rate, **(2)** with a high number of collisions involving unrestrained occupants, and/or **(3)** identified as a seat belt survey county. Statewide English and Spanish versions are also available.

**2017 Local Heroes counties (pilot project):**

Bourbon

\*Clay *(updated in 2021)*

Greenup

Harrison

Hart

\*Henderson *(updated in 2022)*

Lincoln

\*Perry *(updated in 2021)*

\*Pike *(updated in 2021)*

\*Warren *(updated in 2022)*

**2018 Local Heroes counties:**

Boyd

\*Calloway *(updated in 2022)*

Floyd

Laurel

Marshall

\*McCracken *(updated in 2022)*

Oldham

Pulaski

\*Rowan *(updated in 2021)*

Shelby

**2019 Local Heroes counties: 2020 Local Heroes counties:**Bullitt Clark

Hardin Fayette

Jefferson Franklin

Nelson Jessamine

Spencer Madison

 Woodford

**2021 Local Heroes counties: 2022 Local Heroes counties:**

Bell Barren
Clay Calloway
Knox Daviess

Perry Graves
Pike Grayson
Whitley Henderson

 Hopkins

 McCracken

 Warren