**2017 CIOT Talking Points – Memorial Day**

Law enforcement agencies across the nation are joining together for the annualClick It or Ticket seat belt enforcement mobilization (May 15 – June 4) through Memorial Day weekend.

The campaign helps bolster seat belt enforcement with traffic safety checkpoints and saturation patrols.

According to the National Highway Traffic Safety Administration (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.

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

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*.*

**Kentucky seat belt information**

Kentucky’s seat belt usage rate increased with the passage of the primary law from 67.2 percent in 2006 to 86.5 percent in 2016. However, that is still below the national usage rate of 90.1 percent.

Even with the passage of our primary seat belt law, Kentucky undoubtedly experiences far too many deaths which could be avoided with the simple use of a seatbelt.

Of the 834 highway fatalities last year in Kentucky, 50.9 percent were not wearing a seat belt.

Clearly this is an indication that people are not taking the law seriously, or they’re just not aware of the huge risk being taken by not buckling up.

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

**Law enforcement quotes**

Click It or Ticket isn’t about the citations; it’s about increased awareness and saving lives.

As a police officer, I see people every day who aren’t restrained and who are severely injured or killed because of it. I would rather write them a ticket than make a death notification to their family.

Anyone can be involved in a crash at any time. Please… always buckle up and make sure your friends and family do the same.

**Pickup Trucks**

Kentucky has a particularly low seat belt usage rate for pickup truck drivers and passengers (78.7 percent).

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, the numbers from NHTSA tell the truth: 60 percent of pickup truck occupants who were killed in crashes were not buckled up. That’s compared to 42 percent of passenger car occupants who were unbuckled when they were killed in crashes.

No matter the type of vehicle, seat belt use is the most effective way to help prevent injury or death a crash.

**LOCAL HEROES FAQs**

**What is Local Heroes?**

Local Heroes is a new initiative that will complement the existing Click It or Ticket nationwide campaign. Local Heroes is a community-centered, multimedia campaign featuring local law enforcement to help reduce the number of serious injuries and fatalities resulting from inadequate or improper use of seat belts.

**Who’s 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.

*NOTE: In some counties, local law enforcement either didn’t want to participate or does not actively participate in seat belt enforcement activations, so KSP Troopers and CVE Officers were utilized.*

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

The pilot phase of Local Heroes identified the 10 counties in Kentucky with the lowest seat belt usage rate.  Subsequent campaigns will target additional counties with low seat belt usage rates.

*NOTE: The overall percentage includes passenger cars, pickup trucks, vans and SUVs.*

Bourbon County

* 82.3 percent overall
* 67.3 percent pickup truck

Clay County

* 68.6 percent overall
* 54.7 percent pickup truck

Greenup County

* 83.9 percent overall
* 75.3 percent pickup truck

Harrison County

* 77 percent overall
* 66.9 percent pickup truck

Hart County

* 84.7 percent overall
* 75.7 percent pickup truck

Henderson County

* 86.8 percent overall
* 78 percent pickup truck

Lincoln County

* 74.9 percent overall
* 60.1 percent pickup truck

Perry County

* 76.2 percent overall
* 67.6 percent pickup truck

Pike County

* 73.2 percent overall
* 63.7 percent pickup truck

Warren County

* 87.4 percent overall
* 79.7 percent pickup truck