



COMMONWEALTH OF KENTUCKY
TRANSPORTATION CABINET

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FOR IMMEDIATE RELEASE

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Kentuckians Urged to Buckle Up Ahead of Memorial Day Travel
Annual 'Click It or Ticket' Effort Runs May 11 to May 31

FRANKFORT, Ky. (May 7, 2026) – During the “Click It or Ticket” enforcement campaign, running May 11 to May 31, Kentuckians are reminded to buckle up and properly secure children in car or booster seats to keep themselves safe throughout the year.

“Buckle up every trip, every time. It’s a simple action that can save lives,” said Gov. Andy Beshear. “It only takes two seconds, and those two seconds could save your life. We want every Kentuckian to make it home to their family and loved ones.”

The Kentucky Transportation Cabinet’s (KYTC) Office of Highway Safety (KOHS) is joining law enforcement around the commonwealth and the [National Highway Traffic Safety Administration](#) (NHTSA) in the annual federally funded high-visibility seat belt enforcement effort that spans the Memorial Day weekend.

According to the KOHS, of the 664 roadway deaths last year in Kentucky, 423 were killed in motor vehicle crashes, and 49% of them (209) were either not wearing a seat belt or were not properly restrained in a car seat or booster seat. Four of the 423 deaths were children ages 9 and younger. One of the four was improperly restrained.

“Buckling up should be second nature – not just for drivers, but passengers too,” said KYTC Secretary Rebecca Goodman. “It’s a small step that can make a big difference and help prevent fatalities on our roadways.”

More than 121 law enforcement agencies throughout Kentucky have participated in the KOHS Click It or Ticket “Local Heroes” initiative to reinforce this message. Localized public service announcements (PSAs) feature officers, deputies and Troopers in counties with low seat belt usage rates and/or a high number of unrestrained motorist-involved crashes. The PSAs will air during the Click It or Ticket campaign beginning Memorial Day weekend. In areas without a county-specific PSA, statewide versions will air featuring various law enforcement agencies throughout the state.

According to [NHTSA](#), when worn correctly, seat belts reduce the risk of death by 45% for front-seat vehicle occupants and by 60% for pickup truck, SUV and minivan occupants. Properly fastened seat belts contact the body's strongest parts, such as the chest, hips and shoulders. A seat belt spreads the force of a crash over a wide area of the body, putting less stress on any one part, and allows the body to slow down with the crash, extending the time when the occupant feels the crash forces.

Visit kyhighwaysafety.com for more information.

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Note to Editors: Click [here](#) for Click It or Ticket “Local Heroes” videos and Click It or Ticket logo.

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