

**The National Initiative for Increasing Seat Belt Use:  
The *Buckle Up America Campaign***

Eleventh Report to Congress, Ninth Report to the President

Prepared by the  
U.S. Department of Transportation  
National Highway Traffic Safety Administration

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This report is submitted in response to Executive Order 13043 and the House and Senate Appropriations Committees' request to the Secretary of Transportation and the Administrator of the National Highway Traffic Safety Administration (NHTSA) to keep the President and the Committees apprised of the activities of the national *Buckle Up America Campaign*. This report highlights the activities of the campaign during calendar year 2007.

## **OVERVIEW OF THE *Buckle Up America Campaign***

### **National Seat Belt Use Goal**

- To increase the national seat belt use rate to 87 percent by 2011

### **National Child Restraint Use Goal**

- To increase restraint use among 0 to 8-year-olds to 88 percent by the end of 2011.

### **Four-Point Plan**

- Enact strong legislation.
- Maintain active, high-visibility law enforcement.
- Build public-private partnerships.
- Conduct well-coordinated, effective public education.

**Please Note:** Effective October 1, 2007, NHTSA's ten Regional Offices reverted to numerical designations (i.e., 1 through 10), rather than by their previous geographic names. In this Report, the Regional Offices are referred to by their previous geographic names. As a reminder to the reader, the activities described in this report took place in the context of the old regional boundaries.

In addition, also effective October 1, 2007, a reorganization of NHTSA's Regional Offices resulted in NHTSA oversight responsibilities for seven States being moved to different Regional Offices. In this Report, activities for those seven States (Arkansas, Kentucky, Montana, Nevada, North Carolina, Mississippi and Pennsylvania) are included in their original Regional groupings.

Beginning with next year's Report -- covering activities conducted in 2008 -- summaries of those seven States' activities will be included in their new regional assignments.

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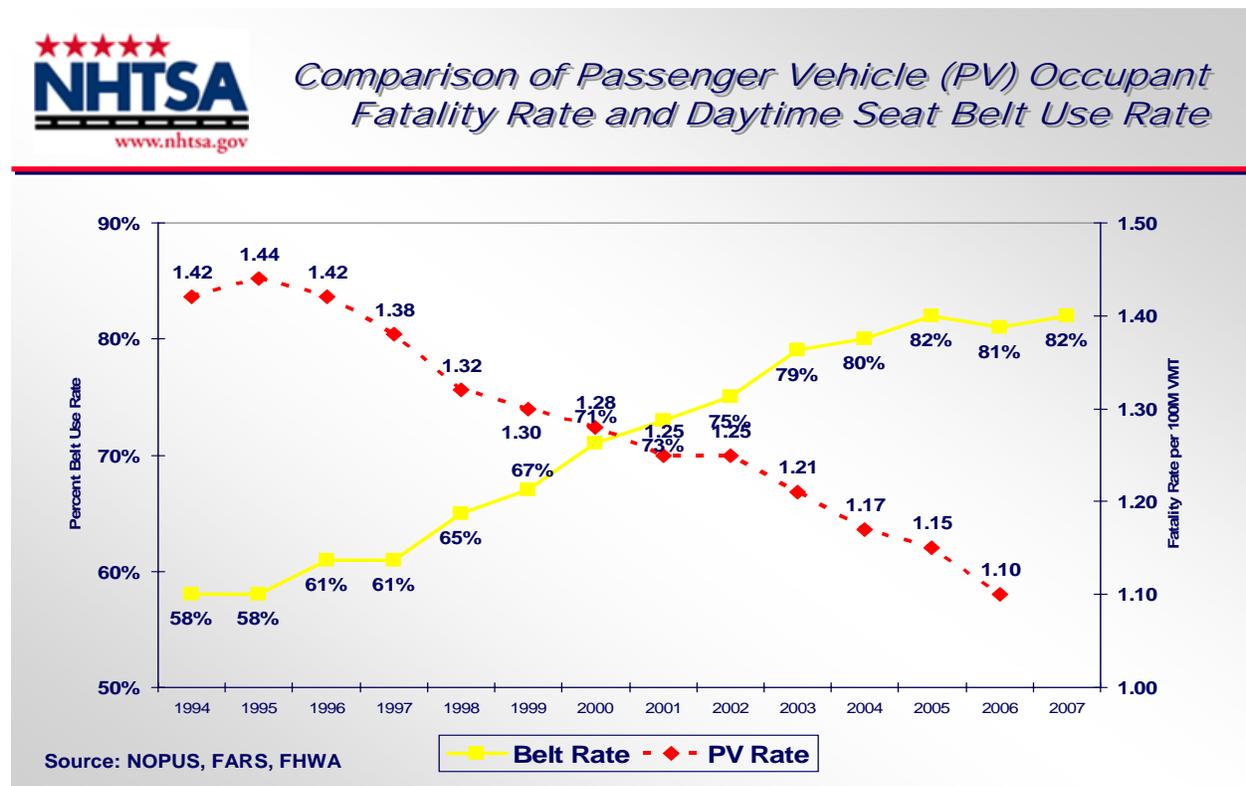
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## I Overview of Progress in Increasing Seat Belt and Child Restraint Use in 2007

As in past years, the *Buckle Up America Campaign* in 2007 maintained gains made in increasing seat belt and child safety seat use, and saving lives. Due in large part to concerted, coordinated nationwide efforts in the *Click It or Ticket (CIOT)* law enforcement mobilization program, in 2007 the national seat belt use rate stood at a high rate of 82 percent, a gain from the previous year's use rate of 81 percent. An 82 percent daytime seat belt use rate will save around 15,600 lives and \$73 billion in economic costs associated with traffic-related crashes, injuries, and deaths each year.

In 2006, the Nation's lowest traffic fatality rate was achieved since record keeping began in 1975. The 2006 traffic fatality rate (which includes all types of roadway users, including passengers, pedestrians, drivers, bicyclists and motorcycle riders) was 1.41 fatalities per 100 million vehicle miles traveled (VMT) – a dramatic reduction from 1975 when the rate was 3.35 fatalities per 100 million VMT.

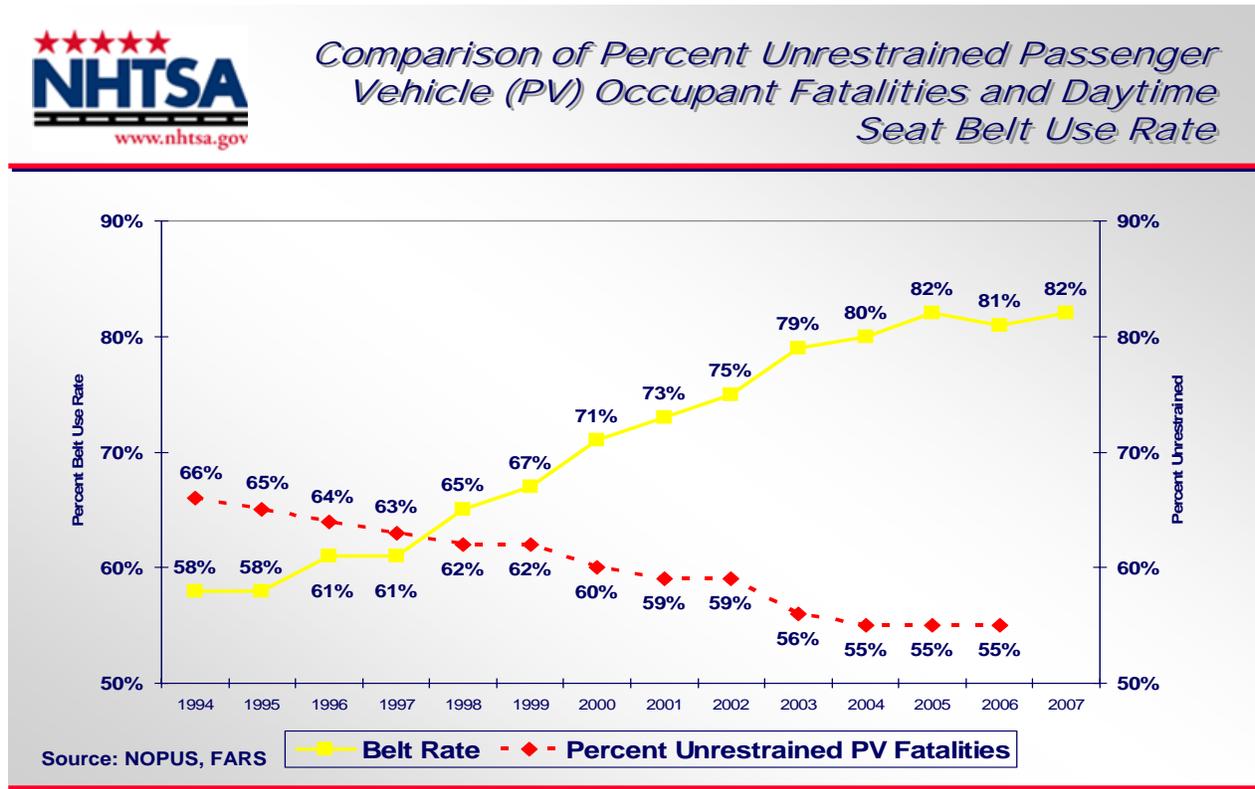
The chart below shows the comparison of the passenger vehicle (cars, vans, SUVs and pickup trucks) occupant fatality rate to the daytime seat belt use rate. As the chart indicates, with the increase in seat belt use, the passenger vehicle occupant fatality rate has steadily declined to 1.10 in 2006. **Please note:** the chart includes passenger vehicle occupant fatalities only, and does not include fatalities among other types of roadway users, such as pedestrians, bicyclists and motorcycle riders.



**Additional Increases in Seat Belt Use Would Save Even More Lives and Dollars**

Seat belts are approximately 50 percent effective in preventing fatalities in crashes in which motorists would otherwise die, so raising seat belt use saves lives. NHTSA estimates that seat belt use prevented about 15,400 deaths in 2006.

In addition, if all passenger vehicle occupants over age four had used seat belts or booster seats in 2006, NHTSA estimates that nearly 21,000 lives (that is, an additional 5,600 lives) could have been saved. Seat belt use prevents untold tragedy to American families and saves billions of dollars in medical expenses and lost productivity costs annually.



NHTSA's National Center for Statistics & Analysis

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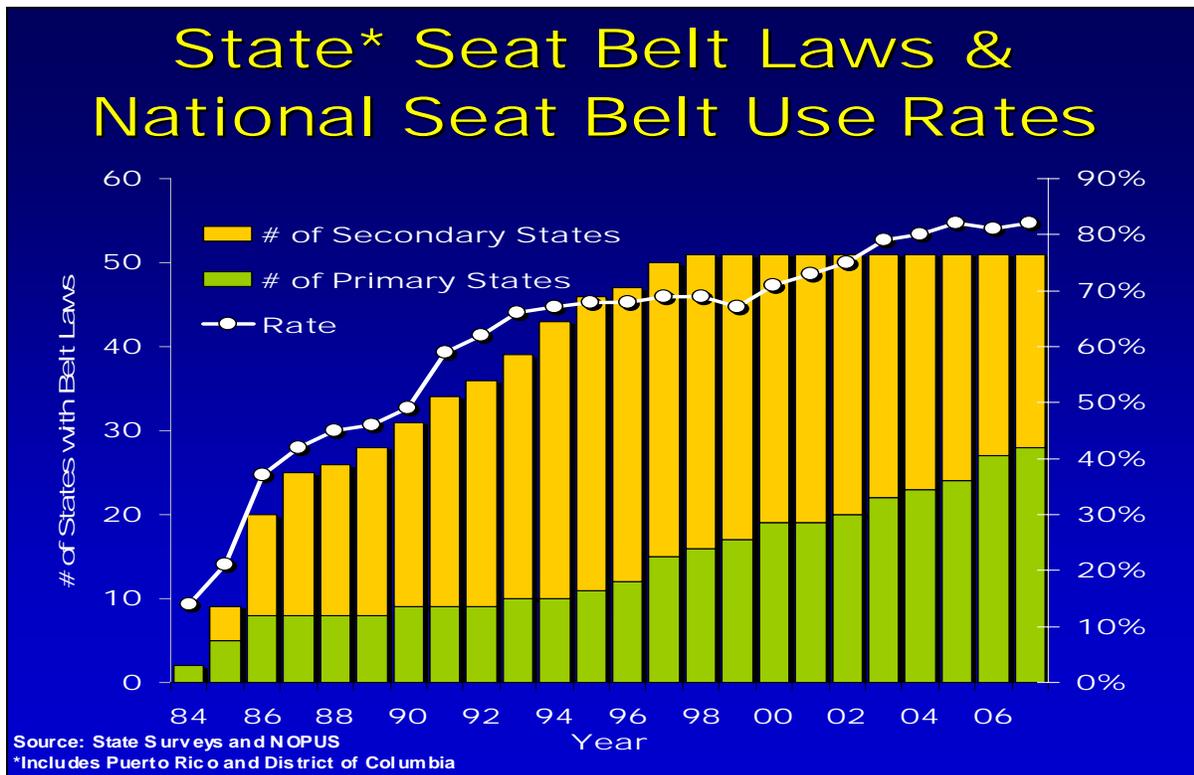
**An 82 Percent Seat Belt Usage Rate Yields Tangible Benefits**

Eighty-two percent of Americans wore their seat belts while driving or riding in their vehicles in 2007, according to the 2007 annual National Occupant Protection Use Survey (NOPUS). In 2007, seat belt use ranged from 63.5 percent in New Hampshire and Wyoming to 96.3 percent in Washington. These results are from probability-based observational surveys conducted by 50 States, the District of Columbia and U.S. Territories in accordance with criteria established by NHTSA to ensure reliable results.

Seat belt use has increased steadily from 71 percent in 2000 to 82 percent in 2007. This progress is attributable in large part to high-visibility enforcement activities under the *Click It or Ticket* banner, and to the enactment and enforcement of State primary seat belt laws. Primary enforcement provisions allow police officers to stop a motorist solely for not wearing a seat belt, just as other traffic laws are enforced. Secondary enforcement provisions authorize law enforcement to enforce a violation of the seat belt use law only after they have first stopped a vehicle for another violation of the law.

On average, States that pass primary seat belt laws can expect to increase seat belt use by eight percentage-points. Depending on the level of high-visibility enforcement that they employ, however, far greater results are possible. In June 2007, primary laws were in effect in 25 States and the District of Columbia, 24 States had secondary laws, and 1 State (New Hampshire) had no adult seat belt law.

In New Hampshire, it is legal for motorists over age 18 to ride unbelted. A primary enforcement law was enacted in Kentucky in July 2006 with written citations for violations issued starting on January 1, 2007. No such law took effect in other States during the period July 1, 2006 – June 30, 2007. Maine’s primary enforcement seat belt law was enacted on April 1, 2007 and took effect on September 20, 2007. Enforcement of the new law began on April 1, 2008.



The 2007 survey also found the following:

- There is a statistical difference in seat belt use between primary and secondary law States. Seat belt use is statistically lower in States with secondary seat belt enforcement laws than in States with primary laws. The average seat belt use rate is 73 percent in secondary law States, compared to 87 percent in primary law States.
- Seat belt use is lower in rural areas (78 percent) than in urban or suburban areas (84 percent and 85 percent, respectively), and rural fatal crashes in 2006 accounted for 55 percent of all traffic fatalities. Victims of fatal crashes in rural areas are more likely to be unbelted than their urban counterparts, and it takes longer for rural crash victims to be transported to a hospital than urban victims.
- Mississippi strengthened its belt law to a primary enforcement law, effective May 2006. This State saw a jump in use from 60.8 percent in 2005 to 73.6 percent in 2006. Alaska and Kentucky also passed primary laws in 2006.
- Eleven States and Territories achieved use rates of 90 percent or higher: Washington, Michigan, Oregon, California, Puerto Rico, Hawaii, Nevada, Maryland, Texas, Georgia, and New Jersey.

### **NOPUS and NSUBS Child Restraint Surveys Find Progress But Room for Improvement**

In 2007, NHTSA conducted its second scientifically-based national survey of booster seat use in the U.S. based on the observation of children in vehicles, namely, the National Survey of the Use of Booster Seats (NSUBS). NSUBS has improved upon prior attempts to estimate booster seat use, and provided the agency's first national estimate of booster seat use.

The NSUBS, although its primary purpose is to estimate booster seat use among 4- through 7-year-olds, has very rich information on the restraint use of all children under age 13 and on race/ethnicity results on restraint use among all ages.

The 2007 NSUBS found that 37 percent of children ages 4 through 7 were restrained in booster seats (either high-backed or backless boosters). The 37 percent booster seat use rate is statistically unchanged from NHTSA's 2006 rate of 41 percent. The NSUBS found, however, that there were still 50 percent of children ages 4 through 7 who were not being properly protected (35 percent were prematurely using seat belts and 15 percent were riding completely unrestrained).

Other major findings from the 2007 NSUBS include:

- Although the pattern of use rates by race and ethnicity varied somewhat among the survey's age groups (from birth to 12 months, 1-3 years, 4-7 years, and 8-12 years), use rates tended to be higher among White and Asian non-Hispanic children, compared to other racial and ethnic groups, and lower among African-American non-Hispanic children.
- The survey found statistically similar use rates among boys and girls, except in the age range of 1 through 3 years, in which boys were restrained at higher rates (98 percent) than girls (93 percent).

- Nearly half (44 percent) of children between 20 and 40 pounds were not in front-facing child safety seats in 2007, the appropriate child restraint for this weight group.

In addition, NHTSA also conducted its NOPUS survey in 2007, with additional findings in the child restraint area. NOPUS, which provides the only probability-based observed data on child restraint use in the United States, is conducted annually by NHTSA's National Center for Statistics and Analysis (NCSA).

NOPUS collects data on the following categories of restraint use: rear-facing safety seats; front-facing safety seats; and high-backed booster seats. Since backless booster seats cannot reliably be distinguished from seat belts during roadside observations, NOPUS cannot estimate overall booster seat use, but does calculate overall restraint use in the booster-seat-age population (4-8).

Key child restraint findings from the 2007 NOPUS include:

- Restraint use among all children from birth through seven years old increased to 89 percent in 2007, compared to 84 percent in 2006, a statistically significant increase.
- Most children continue to ride in the rear seat of vehicles -- the safest location for child passengers. In 2007, 95 percent of children under age one, 98 percent of children ages 1 through 3, and 88 percent of children ages 4 through 7 rode in the rear seat.
- Child restraint use continued to be higher in the West than other parts of the country.
- Restraint use for children driven by a belted driver continued to be higher than for those driven by an unbelted driver, and use among children driven by belted drivers increased from 87 percent in 2006 to 92 percent in 2007.

## **II Highlights of the May 2007 Click It or Ticket Communications Campaign**

The national *Click It or Ticket* enforcement mobilization combined high-visibility enforcement with intensive paid advertising and earned media. The mobilization was intended to increase seat belt use during daytime and nighttime hours, raise public awareness that seat belt laws would be vigorously enforced; and to inform the public that those not buckled up, would be ticketed and fined.

The overall behavioral and communication goals were to convince all drivers and passengers to wear seat belts and to generate a high awareness of stepped-up daytime and nighttime seat belt enforcement.

### **Audience Segment Profiles**

Audience segmentation of the driving public was selected for the *Click It or Ticket* campaign based upon low seat belt usage rates and fatalities of males, 18 – 34 in addition to teens 15 – 17 years old.

- Primary Segment – *Influence segment to always wear seat belts*
  - White males, 18 – 34 years of age;
  - Largest demographic that does not wear seat belts;

- Of those who drive pickup trucks, seat belt use remains lower than drivers of other vehicle types;
- Teens, 15 – 17 years of age
- Secondary Segment – *Raise awareness and influence segment to always wear seat belts day and night*
  - Newly arrived immigrant Latino males, 18 to 34 years of age
  - Hispanic drivers have lower seat belt use rates than non-Hispanic whites, and higher fatality rates
- Tertiary Segment – *Sustain general use increase while mainly influencing young males to always use a seat belt*
  - African American males, 18 to 34 years of age
  - One out of every four African Americans still do not buckle up on every trip

The media strategy consisted of using broadcast television to reach the target audience, supported by radio, cable television, and online websites and video gaming sites to reinforce the *Click It or Ticket* message nationally to affect behavioral change. Due to similarities between the media consumption habits of men 18 to 34 and the male teen primary audience, a significant shift in media was not necessary to reach the teen audience.

NHTSA estimates that 98.3 percent of white males aged 18-34 were exposed to CIOT advertising an average of 15.2 times over the two-week period.

### **Media Dollar Allocation**

Media dollars were allocated as follows in order to achieve the communication goals.

- Broadcast Television           40 percent
- Cable Television               25 percent
- Radio                             20 percent
- Hispanic Media                10 percent (not including Hispanic radio effort)
- Alternative Media             5 percent

In efforts to reach African Americans and Hispanics with *CIOT* advertising, a total of \$732,714 were spent on paid advertising on a number of Hispanic television and radio networks, and \$170,000 were spent to purchase advertising on Black Entertainment Television (BET).

### **State and National Click It or Ticket Media Buys Continued in 2007**

The 2007 *Click It or Ticket* enforcement mobilization was supported by a \$10 million national advertising air buy on broadcast and cable television networks in addition to national radio programming. The advertising buy was enhanced by targeted online placements to attract the primary audience of males 18 to 34 and teens 15 to 17 years old. The NHTSA advertising efforts yielded network TV, radio and online media partners to provide value-added exposure for the campaign totaling \$5,498,767. Overall, the national air buy achieved a 98.3 percent audience

reach of the *Click It or Ticket* message, an increase of 5.3 percentage-points over the preceding year.

NHTSA provided technical assistance for media or creative services to the following States: Indiana, Iowa, Michigan, Ohio, Rhode Island, Washington, Wisconsin, and Minnesota.

### **III May 2007 *Click It or Ticket* Regional and State Highlights**

#### **New England Region**

Seat belt use rates increased in all six New England States during the 2007 *Click It or Ticket* Mobilization. The increase in seat belt use rates ranged from 0.4 to 5.1 percentage-points, with Rhode Island increasing the rate from 74 percent in 2006, to 79.1 percent in 2007. New Hampshire demonstrated the lowest increase in the region going from a 2006 rate of 63.4 percent to a 2007 rate of 63.8 percent. New Hampshire, which does not have an adult seat belt law, also continued to not utilize the *CIOT* tag line and continued the use of *Join the New Hampshire Clique*. Maine also chose to use *Buckle up – No Excuses!* as the primary tagline but did use *CIOT* as the secondary tag line. Connecticut, Massachusetts, Rhode Island and Vermont all utilized *CIOT* as the primary tag line.

Unique methods to spur further increases in seat belt use in 2007 included partnering and advertising at motor sports events such as the Bangor, Maine Monster Jam, an event that highlights Monster Trucks and extreme/off-road capabilities of vehicles. Other high-visibility activities included Connecticut's New Britain Cats ticket giveaway to drivers of completely buckled (all occupants and driver) vehicles as they enter stadium parking lots. Additionally events with the Pawtucket (RI) Red Sox to promote *CIOT* that included the giveaway of rally towels with the *CIOT* logos in English and Spanish. Rhode Island law enforcement via the Highway Safety Office also created a partnership with Tim Horton's Restaurants to provide 10,000 free coffee coupons to buckled drivers in a Statewide incentive program. Tim Horton's is a growing coffee chain in New England similar to Dunkin' Donuts.

The May 2007 *CIOT* mobilization in Region One resulted in a total of 24,514 seat belt citations written during this mobilization period. A total of 54,908 citations were also written for speeding violations, and a total of 333 DWI arrests were also made. A total of \$1,317,563 dollars was spent by the States in the region on paid media activity as well as earned media activities.

**Connecticut:** For *CIOT* 2007, the Connecticut belt use rate increased from 83.5 percent to 85.8 percent, a 2.3 percentage-point increase. They also continued with the traditional centralized press event with transportation officials, instead of the series of checkpoints and local kickoffs by individual law enforcement agencies employed in 2005. The State expended \$320,000 on paid media. Connecticut also participated in the traditional Tri-State, New York City Times Square press event on May 21. A total of 14,529 seat belt citations, 1,787 speeding citations, and 107 child safety seat citations were recorded during the mobilization period. In addition, 218 DWI arrests were made. Variable message boards were also utilized during the mobilization.

**Maine:** The Maine seat belt use rate increased for the fourth year in a row from 77.2 percent to 79.8 percent, an increase of 2.6 percentage-points. Maine expended a total of \$200,300 on paid media. A total of 2,680 seat belt, 4,372 speeding, 225 uninsured motorists, 126 suspended licenses and 30 child passenger safety citations were recorded during the mobilization period. Additionally, 31 drug and 7 DWI arrests were made. Variable message boards were also utilized again and Maine National Guard units preformed checkpoints on bases. Additionally, Maine enacted a primary seat belt law on April 30, 2007, which took effect on September 1, 2007. Written citations were issued beginning on April 1, 2008.

**Massachusetts:** The Massachusetts seat belt use rate increased from 66.9 percent to 68.72 percent, an increase of 1.8 percentage-points. A total of \$461,000 was expended on paid media. There were 3,582 seat belt, 43,510 speeding, 107 child safety seat, and 48 suspended licenses citations recorded during the mobilization period. In addition, 29 DWI and 1 felony arrests were made. Variable message boards were also utilized during the mobilization.

**New Hampshire:** The New Hampshire seat belt use rate increased from 63.4 percent to 63.8 percent, an increase of 0.4 percentage-points. The State spent \$40,500 on paid media, specifically radio.

**Rhode Island:** The seat belt use rate increased from 74 percent to 79.1 percent, a 5.1 percentage-point increase. A total of \$175,763 was expended on paid media. A total of 2,269 seat belt, 2,600 speeding, and 29 suspended license citations were recorded. 11 fugitives were apprehended, and 14 DWI arrests were made. Variable message boards were also utilized during the mobilization.

**Vermont:** Vermont also experienced an increase in its Statewide seat belt use rate from 82.4 percent to 87.1 percent, a 4.7 percentage-point increase. A total of \$120,000 was expended on paid media. A total of 1,481 seat belt, 2,639 speeding, 198 child safety seat, and 49 suspended license citations were recorded during this mobilization period. Additionally, 65 DWI arrests made and 4 fugitives were apprehended. Variable message boards were also utilized during the mobilization.

### **Eastern Region**

The Eastern Region kicked off the 2007 *CIOT* Campaign with multiple tri-State (New York-New Jersey-Connecticut) checkpoints, coordinated with a morning media flood of local television and radio press coverage, on May 21, 2007. In addition, the Regional Administrator spoke at a number of State-level kickoff events.

The Eastern Region has also been successful in recognizing law enforcement's participation in this campaign through its regional *Law Enforcement Challenge* awards program. New York and New Jersey have joined the regional office in this program to highlight successful and innovative traffic safety programs and to reward the most outstanding police agencies.

The Eastern Region continues to promote NYPD's *Traffic Stat* program as a management and accountability tool through presentations and visits to its Operations Center. The *Traffic Stat*

concept has been embraced in New Jersey with the start of the Governor's *Safe Passage Campaign* to reduce fatalities in the State.

**New Jersey:** Seat belt use in New Jersey rose another percentage-point in 2007 to a rate of 91 percent. There were 58,170 seat belt violations issued during the 2007 *CIOT Campaign*, with nearly 500 law enforcement agencies participating. The campaign also resulted in 1099 child seat summonses, 5,396 speeding violations, and 654 DWI arrests. The media plan included a Statewide event held in Bergen County, tagged the *101 Days of Summer* kickoff, which was well attended by the press, law enforcement, and various traffic safety partners.

**New York:** The *CIOT Campaign* in the Empire State included 265 participating agencies, with nearly 3,000 checkpoints conducted Statewide. In April, the State held a Law Enforcement Traffic Safety conference to rally the law enforcement community to support the May *CIOT Campaign*. There were 59,963 seat belt summonses issued during the *CIOT Campaign*, and 3,020 child restraint citations. 60 press conferences spanned the State to provide broad coverage of this mobilization. New York's seat belt use rate rose from 83 percent in 2006 to 83.5 percent in 2007.

**Virgin Islands:** The Virgin Islands' participation in the 2007 *CIOT Campaign* resulted in 749 seat belt violation citations, employing 46 checkpoint operations. Child safety seat clinics continue to be held on each of its three islands. While the 2007 scientific survey of seatbelt use is being finalized, the Virgin Islands' usage rate stands at 82 percent.

**Puerto Rico:** After a government shutdown prevented Puerto Rico from participating in the 2006 *CIOT* mobilization, the territory made major progress in 2007. 71 police agencies participated, writing nearly 15,000 seat belt citations, and making 504 DWI arrests. Puerto Rico's seat belt usage rate is among the highest in the nation at 92.1 percent.

### **Mid-Atlantic Region**

**Mid-Atlantic Region:** On May 25, 2007, police from Delaware, Maryland, Pennsylvania, Virginia, West Virginia, and the District of Columbia conducted a border-to-border belt enforcement blitz. Enforcement occurred across each State and ran from 8 a.m. through 2 a.m. Anyone found unbelted during this time received a citation for violating their State's seat belt law. The tag line for the Regional blitz was "Buckle up day and night – because no time is out of reach of the law."

**Delaware:** In May 2007, the Office of Highway Safety launched the State's most successful seat belt campaign ever. Police from 32 State, local, and military police agencies participated in the *CIOT Mobilization* resulting in 3,174 seat belt citations, 244 more citations than during the 2006 campaign. Police also issued 95 citations for violations of the State's child restraint law, apprehended 43 wanted individuals, made 14 drug arrests, 7 DUI arrests and issued 1,442 citations for other traffic violations. Following the campaign, the State's annual seat belt observational survey was conducted, indicating a higher- than- ever use rate in Delaware of 86.6 percent.

**Maryland:** The 2007 *CIOT* Campaign resulted in Maryland achieving a 93.1 percent seat belt use rate. A record breaking 90 percent of Maryland law enforcement agencies, working more than 30,000 hours wrote 7,806 seat belt citations and made over 300 DWI arrests. To compliment this substantial enforcement effort Maryland implemented an extensive Statewide media campaign using a combination of both paid and earned media. Every county in the State conducted earned media events to support the campaign and \$453,000 was spent on purchasing *CIOT* ads on television, radio, and billboards.

**Pennsylvania:** The 2007 *CIOT* mobilization again saw impressive gains in participating departments, enforcement statistics, and survey results. There were 729 participating police departments that conducted over 36,000 hours of enforcement. Police issued 10,177 seat belt citations, 17,866 speeding citations, and 342 child passenger citations. In addition, 1,381 drivers were found with suspended licenses, 429 DWI arrests were made, and 113 felonies captured. The annual observation confirmed the success of the *CIOT* Campaign with the Commonwealth's seat belt use rate climbing to 87 percent.

**Virginia:** During the 2007 Virginia *CIOT* Mobilization more than 300 police departments, 55 State Police divisions and 15 military installations participated in the campaign. All of this enforcement participation resulted in the following citations being issued: 6,611 seat belt citations; 1,206 child safety seat citations; 29,646 speeding citations; 1,030 DUI arrests; 583 drug arrests and, 134 felony arrests were made. Ninety-three (93) State, local and regional press/media events complimented the \$462,000 paid media buy plan. These combined enforcement and media efforts helped increase the Commonwealth's seat belt use rate from 78.7 percent in 2006 to 79.9 percent in 2007.

**West Virginia:** In 2007, WV implemented one of the most visible *CIOT* enforcement and media efforts ever conducted in the State. All 63 State Police troops, and more than 75 percent of the State's sheriffs and local police agencies participated in the campaign and issued 4,653 seat belt and 101 child safety seat citations during the two-week period. In addition, WV police issued 4,737 speeding citations, 168 felony and 169 drug arrests. Approximately \$300,000 of paid advertising was spent to ensure the *CIOT* television and radio spots were seen and heard throughout the State. The great news was WV moved their seat belt use rate to 89.7 percent -- the highest of all the Mid-Atlantic Region's secondary law States.

**District of Columbia:** In May 2007, the Highway Safety Office launched one of the city's most successful *CIOT* seat belt enforcement and education campaigns ever. It was also the celebration of the 10-year anniversary of enacting one of the strongest most comprehensive seat belt laws in the country. Overall, the DC Metropolitan Police Department (MPD) conducted 383 hours of checkpoints and saturation patrols, resulting in 850 seat belt citations. In addition, the MPD conducted three (3) nighttime *CIOT* seat belt enforcement operations which also netted fifteen (15) DUI/DWI arrests. Over \$100,000 in paid media supported the enforcement efforts, including TV and radio ads as well as internet ads. Through the successful implementation of the campaign DC moved the needle closer to the magic 90 percent usage rate with 87.4 percent of the District's population buckling up.

## Southeast Region

Statistically enforcement activity decreased somewhat in 2007, with 125,081 seat belt and 6,819 child safety seat citations issued. Although only four States reported increases in seat belt usage in 2007, decreases among the other four were minimal with an average of 1.3 percentage-points. Primary law States such as South Carolina and Tennessee continued to make steady gains and Kentucky experienced not only the highest increase in the Region but its greatest Statewide use rate since its law became fully enforceable in January 2007. Seat belt usage rose 4.7 percentage-points from 67.2 in 2006, to 71.9 in 2007. Although Region Four did not conduct a region-wide enforcement and media effort focusing on pickup trucks as in 2005 and 2006, several States continued an emphasis on pickup truck drivers.

**Alabama:** Alabama continued its efforts to gain local law enforcement participation during the 2007 *Click It or Ticket* campaign while experiencing an increase in seat belt citations issued. However, Alabama's Statewide usage rate decreased by 0.7 to 82.2 percent. Alabama increased seat belt citations issued by nearly 3.4 percent and increased paid media by 71 percent from \$356,376 in 2006 to \$608,549 in 2007. Paid media focused on key sub-groups, including African Americans, Hispanics and male pickup truck drivers ages 18-34. Beyond an increase in paid television ads, Alabama spent more in 2007 in radio, billboards and earned media efforts than in 2006. This increase resulted in maintaining high levels of awareness throughout the campaign.

**Florida:** Florida utilized its strong Law Enforcement Liaison (LEL) network to remain relatively consistent in Statewide usage at 79.1 percent (80.7 in 2006). Florida's overall effort remained consistent with nearly 30,000 seat belt citations being issued and \$1,998,998 spent on paid media activities during the *Click It or Ticket* campaign.

**Georgia:** Georgia has utilized an extensive network of law enforcement agencies (16 Traffic Enforcement Networks) to support the national *CIOT Mobilization*. The 16 Traffic Enforcement Networks conducted multi-jurisdictional checkpoints and saturation patrols to maintain a consistent Statewide seat belt usage rate of 89.0 percent (90.0 in 2006). With all of Georgia's 318 participating law enforcement agencies reporting during the *CIOT* wave, local and State agencies reported nearly 1,000 checkpoints resulting in approximately 12,000 seat belt citations and 1,500 child passenger citations. Other violations included 2,426 DUI arrests and 34,553 speeding citations.

**Kentucky:** During the 2007 *Buckle Up Kentucky - It's the Law and It's Enforced* campaign, 249 of the 260 participating law enforcement agencies reported that 22,846 seat belt citations were issued during the mobilization. Enforcement was publicized through the use of \$281,753 in television ad placement, and was supplemented by increased earned media opportunities. Kentucky's increased efforts during the campaign resulted in its greatest gain in Statewide usage, which was 4.7 percentage-points, since passing a primary seat belt law in 2006. Kentucky improved to 71.8 percent in 2007.

**Mississippi:** Mississippi reported 100 percent participation and reporting from its 259 law enforcement agencies during the *Click It or Ticket* campaign, writing over 12,000 seat belt and

child passenger citations, which resulted in a Statewide usage rate of 71.8 percent (73.6 in 2006). Mississippi increased paid media to \$393,011, strengthening awareness from paid television and radio spots throughout the State to support the campaign. Mississippi's recently developed law enforcement network assisted greatly in mobilizing law enforcement and generating significant earned media.

**North Carolina:** North Carolina continued to move closer to 90 percent usage by achieving a seat belt use rate of 88.8. North Carolina was another State with 100 percent reporting from its 367 participating agencies. Unlike previous years, the State devoted a significant amount of funds in paid media by spending \$326,432 during the reporting period. Eight press events were used to kickoff efforts that resulted in a slight increase in seat belt usage from its rate in 2006 of 88.5 percent.

**South Carolina:** South Carolina increased both seat belt and child passenger citations issued during the 2007 *Buckle Up South Carolina-It's the Law and It's Enforced* campaign. While South Carolina law does not permit the use of checkpoints for seat belt enforcement during such campaigns, high crash corridors called enforcement zones were employed. In these efforts, officers were asked to exercise "zero tolerance" towards moving violations, and to enforce the State's primary seat belt law. These efforts resulted in approximately 14,000 seat belt citations and over 700 child passenger citations. Overall, these efforts helped spark an increase in seat belt use to 74.5 percent from 72.5 percent in 2006. Since the enactment of a primary seat belt law in 2005, South Carolina has steadily made incremental gains in Statewide usage.

**Tennessee:** Tennessee remained consistent during the *Click It or Ticket* campaign by utilizing over \$400,000 in paid media and issuing nearly 11,000 seat belt citations and over 800 child passenger citations. Tennessee's LEL network supported mobilization efforts by increasing the number of participating law enforcement agencies by over 17 percent from 303 in 2006 to 355 in 2007. Earned media activities also increased significantly and contributed to greater awareness and increased usage. Statewide usage increased from 78.6 percent in 2006, to 80.2 in 2007.

### **Great Lakes Region**

During the May 2007 *Click It or Ticket* mobilization, all six States in the Region participated in an enforcement detail to increase nighttime seat belt use. The enforcement began at 6 p.m. on May 24 and ended at 6 a.m. on May 25. During this enforcement period, 2,253 seat belt citations and 90 child restraint citations were issued. There were over 2,000 citations issued for DWI, speeding, reckless driving and other violations. In addition, there were 37 felony arrests and 23 fugitives were apprehended. 61 arrests were made for suspended licenses and 104 citations were issued for uninsured motorist violations.

**Illinois:** In its May 2007 *CIOT* mobilization activities, Illinois focused on the 18 to 34 year-old population. A total of 363 law enforcement agencies and all 21 Districts of the Illinois State Police participated in Statewide *CIOT* enforcement activities and conducted a total of 4,923 seat belt enforcement zones and 606 saturation patrols. A total of 65,116 seat belt and 1,234 child safety citations were issued during the campaign. Following the mobilization in June 2007, a Statewide seat belt survey showed that 90.1 percent of drivers and front seat passengers in

Illinois were buckled up, an increase of more than two percentage-points from the 2006 rate of 87.8 percent.

**Indiana:** In its May 2007 *CIOT* mobilization activities, Indiana implemented a strong paid media program coupled with strong enforcement periods. A total of 269 local law enforcement agencies and the Indiana State Police supported the effort with 17,196 hours dedicated to the mobilization. The local law enforcement participation represents by jurisdiction over 80 percent of the State's population and 100 percent with the State Police participation. A total of 3,320 enforcement zones were conducted throughout the State. A Statewide news conference and several local news conferences were held. The Statewide seat belt survey conducted in June 2007 showed that 87.9 percent of motorists were buckling up, an increase of more than three percentage-points from the 2006 rate of 84.3 percent.

**Michigan:** The Michigan Office of Highway Safety Planning, in collaboration with State, county, and municipal law enforcement agencies, implemented a strong, visible Statewide enforcement and media effort during the May 2007 *CIOT* mobilization. Press events were held in six locations around the State on May 21, 2007 to kick off the mobilization effort. Under the *Buckle Up or Pay Up, Click It or Ticket* banner, 569 law enforcement agencies conducted enforcement zones in 55 counties and put in 29,023 hours. The law enforcement agencies issued 18,572 seat belt and 856 child restraint citations. In spite of their efforts, the 2007 seat belt use rate was 93.7 percent, down slightly from the 2006 rate of 94.3 percent.

**Minnesota:** 442 law enforcement agencies participated in the Minnesota May 2007 *CIOT* mobilization, putting in 13,374 hours and issuing 9,385 seat belt citations and 201 child safety citations. This enforcement was supported by earned and paid media, including 2,147 TV and 6,419 radio spots. The earned media included 16 press conferences with the kick-off event being held on May 22. These efforts have helped raise the seat belt use rate for the State to 87.8 percent.

**Ohio:** The Ohio Governor's Highway Safety Office, in collaboration with State, county and municipal law enforcement agencies, conducted efforts to increase seat belt use during the May 2007 mobilization. The kickoff press event was held in Columbus, Ohio on March 29 with 29 other press events being held throughout April and May. 858 law enforcement agencies conducted special enforcement activities putting in 124,880 hours to increase public perception that unbelted occupants would be ticketed. Participating officers wrote 20,498 seat belt and 459 child restraint citations during the mobilization enforcement period. Ohio's Statewide seat belt use rate of 81.6 percent was virtually unchanged from the 2006 level.

**Wisconsin:** In May 2007, Wisconsin continued to use the national enforcement message of *Click It or Ticket* supported by paid and earned media. 377 law enforcement agencies participated in the 2007 *CIOT Campaign*, including many that participated without Federal funds. These law enforcement agencies put in 26,342 hours during the enforcement period of the mobilization. The enforcement efforts resulted in 7,914 seat belt and 352 child restraint citations, 6,061 speeding tickets, and 205 drug arrests. Wisconsin's seat belt usage rate is 75.3 percent.

## South Central Region

**Special Regionwide Pickup Truck Campaign Concluded:** Over a million pickup drivers and passengers in the five States of the South Central Region were not buckling up in 2003. The seat belt use rate of pickup truck drivers was 5 to 15 percentage-points lower compared to other passenger vehicle occupants. The Region and its five States launched a regionwide demonstration project in May 2004 designed to raise seat belt use among pickup truck drivers.

Results from Statewide observation surveys conducted in June 2007 showed regionwide seat belt use in pickup trucks to be 81.8 percent compared to 74.2 percent before the campaign began in 2004, an increase of 7.6 percentage-points.

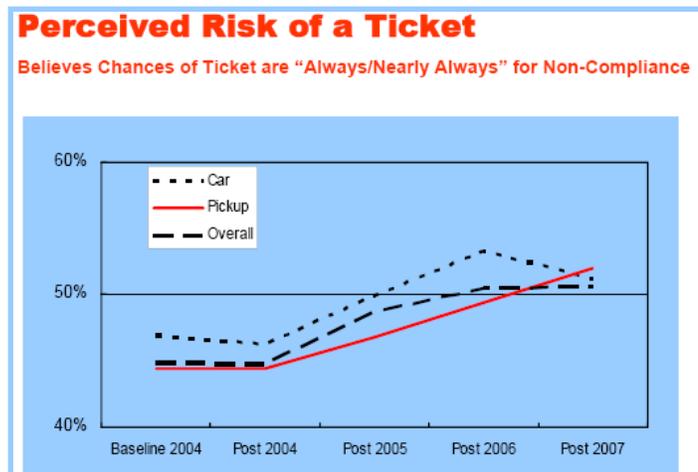
The *Buckle Up In Your Truck (BUIYT) Campaign* used both paid and earned media to reach 18- to 34-year-old pickup drivers with the message that pickups roll over twice as often as passenger cars in fatal crashes, and that seat belts increase the chances of surviving a pickup rollover crash by up to 80 percent. An enforcement message was also added to paid and earned media in May 2005. The Region and States also conducted extensive outreach to numerous partners who helped spread the word about the *BUIYT Campaign*. Outreach was also conducted with thousands of law enforcement officers from hundreds of agencies throughout the Region.

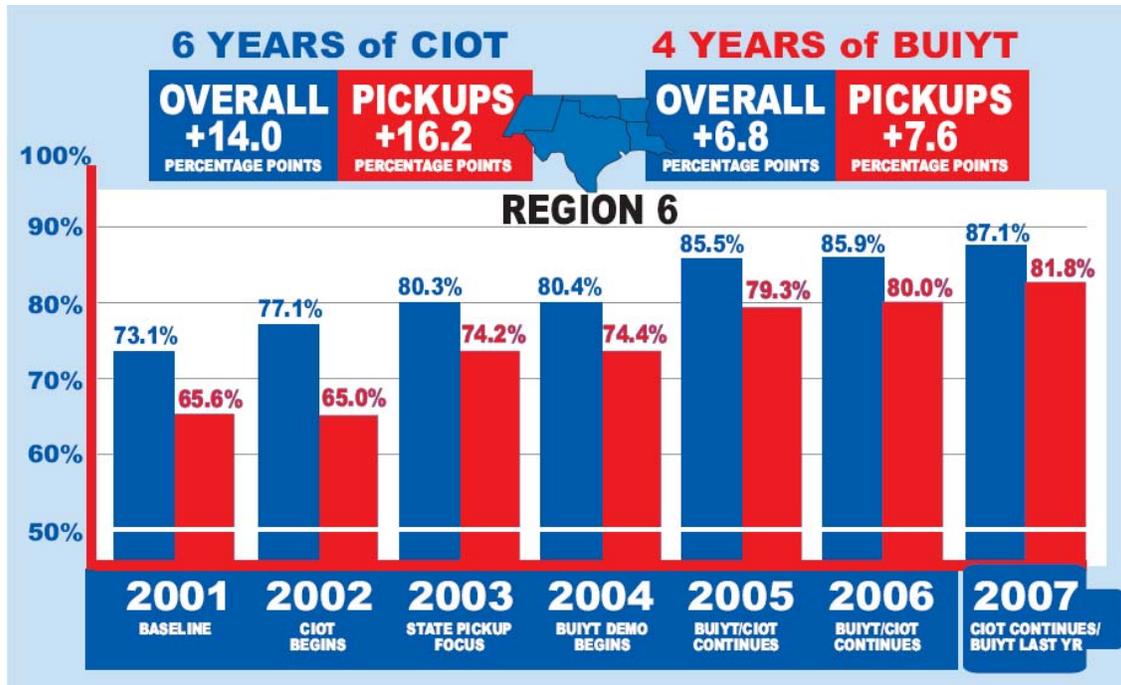
Over the course of the four years of the *BUIYT Campaign*, awareness surveys of pickup truck drivers in the five States indicated that pickup drivers' perception of the risk of getting a ticket for not using seat belts rose more sharply than drivers of other passenger vehicles.

During the May 2007 *CIOT* mobilization, the South Central Region States (Texas, Arkansas, Louisiana, Oklahoma, New Mexico, and the Indian Nations) reported 968 law enforcement

agencies conducted 55,000 hours of enforcement and issued nearly 70,000 seat belt citations. In addition, the States expended over \$4 million for paid media for *CIOT* and *BUIYT* in May 2007. All States in the Region, except Oklahoma, experienced an increase in their seat belt use rates in 2007 compared to 2006. The Region's overall average belt use rate rose from 85.9 percent in 2006 to 87.1 percent in 2007.

Since *CIOT* began in 2002 and *BUIYT* was initiated in 2004 in the Region, the five States' average overall seat belt use rate has risen 14 percentage-points and the belt use rate in pickup trucks has climbed 16.2 percentage-points. That translates to an estimated three million more drivers and passengers in the region buckling up today than just a few years ago.





**Arkansas:** During the May 2007 *CIOT* mobilization, Arkansas participated with 87 law enforcement agencies committing nearly 35,000 man hours to the mobilization. Close to 3,500 seat belt citations were issued, and \$400,000 in paid advertising was expended on *CIOT* and *BUIYT* messages. The Arkansas Highway Safety Office and the Region also worked out an agreement with Wal-Mart Corporation to run the *Buckle Up In Your Truck* television spots and PSAs and national *Click It or Ticket* television spots on their closed circuit in-store television and radio networks across the country during the last week of May. Arkansas' seat belt use rate rose modestly from 69.3 percent in 2006 to 69.9 percent in 2007. Efforts to increase seat belt use also included three well-attended law enforcement summits, high-visibility enforcement, expanded use of paid and earned media, and other venues targeting high-risk audiences.

**Indian Nations:** NHTSA and the Bureau of Indian Affairs developed the first baseline tribal reservation seat belt use rate and developed a methodology to track trends and specific program effects. This methodology is similar to NHTSA's NOPUS belt surveys. In 2005, the Indian Nations reported a seat belt use rate of 55 percent, with a range of 8.8 to 84.8 percent (Leaf & Solomon, 2005). In 2007, belt use rose from 55 percent to 61 percent in Indian Country. The Indian Nations had 43 tribes participating in the *CIOT* mobilization nationwide, 32 of those tribes were funded BIA projects.

**Louisiana:** One hundred and five law enforcement agencies participated during the mobilization period in May 2007, issuing 3,600 seat belt citations. The State devoted \$700,000 to paid media in May 2007. Louisiana's seat belt use rate increased slightly from 74.8 percent in 2006 to 75.2 percent in 2007.

**New Mexico:** Fifty-three law enforcement agencies participated in the State during the mobilization period. Officers worked over 1,865 hours of overtime, issuing 2,350 seat belt citations. The State expended \$100,000 for paid advertising. New Mexico saw its belt use rate

crack the 90 percent level for the first time ever. The State's seat belt use rate which was 89.6 percent in 2006 rose to 91.5 percent in 2007.

**Oklahoma:** Sixty-five law enforcement agencies participated in Oklahoma, working 18,650 hours and issuing over 10,000 seat belt citations. The State expended \$300,000 in paid advertising, and conducted 24 *CIOT* media events. Oklahoma's seat belt use rate decreased slightly from 83.7 percent in 2006 to 83.1 percent in 2007.

**Texas:** During the May 2007 *CIOT/BUIYT* mobilization, Texas had 486 law enforcement agencies participating, dedicating nearly 30,000 hours to seat belt enforcement and writing nearly 43,000 seat belt tickets. A total of \$2.5 million was spent on paid advertising during the mobilization period. Texas' observed Statewide seat belt use rate rose to a record high 91.8 percent in 2007, compared to 90.4 percent in 2006. This is a substantial increase from before *CIOT* was launched in the State in 2002, when belt use stood at only 76.1 percent.

### Central Region

**Central Region *Buckle Up in Your Truck* Awareness Campaign:** Iowa, Kansas, Missouri and Nebraska participated in a special Region-wide demonstration project to increase belt usage specifically in pickup trucks. The *Buckle Up in Your Truck* initiative, which began in May 2007, included enforcement, media, and outreach efforts. *BUIYT* was initiated as a precursor to the *CIOT* program to focus on high visibility enforcement of seat belt laws for pickup truck occupants. Regional efforts for the 2007 campaign included \$600,000 for paid media, and more than \$300,000 for enforcement activity. More than 530 law enforcement agencies participated in the program. The *BUIYT* Program averaged a 7.5 percentage-point usage rate increase in seat belt use among pickup truck occupants regionwide in 2006 and 2007.

**Iowa:** The Governor's Traffic Safety Bureau involved the greatest number of law enforcement agencies ever in its 2007 *CIOT* Mobilization. Nearly 300 of the State's 400 law enforcement departments joined the effort to increase Iowa's seat belt use. In addition to the mobilization efforts, State, county and municipal officers around the State participated in three major corridor-enforcement events and two additional STEP waves during the year. Iowa invested \$899,665 in a paid media campaign using the *CIOT* theme and implemented the full high-visibility enforcement model. After the mobilization, Iowa presented appreciation awards to all participating agencies. In addition to *CIOT*, Iowa was a fully participating partner in the *BUIYT* Demonstration program and is also the site for the *CIOT* "Next Generation" Demonstration project. Iowa's seat belt use rate increased from 89.6 percent in 2006 to 91.3 percent in 2007.

**Kansas:** 2007 marked the sixth consecutive year that Kansas experienced a seat belt use rate increase. Following an increased level of law enforcement participation in the *CIOT* mobilization, in 2007, the State's use rate increased by 1.5 percentage-points from 73.5 percent in 2006 to 75 percentage in 2007. Three Law Enforcement Liaisons (LELs) hired by the Kansas Department of Transportation spurred an increase in *CIOT* participation to 170 law enforcement agencies in 2007. These agencies generated 4,410 restraint citations. The enforcement effort was supported by a \$300,000 TV/radio media buy in the major markets of the State. Much of the low use population in Kansas is rural and their enforcement and media messages targeted the rural

drivers. Kansas actively and aggressively sought the participation of smaller agencies in the rural areas by conducting 18 law enforcement luncheons around the State and by revising their incentive program to gain greater local enforcement participation. Kansas also focused their efforts on the low usage rate counties of the State by conducting corridor-enforcement activities prior to the mobilization.

**Missouri:** In 2007 Missouri made a renewed effort to contact all law enforcement agencies in the State and made funds available to help support the *CIOT* enforcement mobilization. Missouri dedicated \$240,000 to support law enforcement efforts for *CIOT* & *BUIYT* and contracted with 144 police agencies. In addition to the \$229,000 media buy made by the State, the Missouri Law Enforcement Traffic Safety Advisory Council and the Blueprint for Safer Roadways Coalition were recruited to publicize the *CIOT* Mobilization and the *BUIYT* project. Missouri increased their belt use from 75.2 percent in 2006 to 77.2 percent in 2007.

**Nebraska:** Nebraska achieved seat belt usage gains following the State's *CIOT* efforts in 2007. In fact, Nebraska's Statewide survey showed an increase in belt use from 76 percent to 78.7 percent. Their 2007 *CIOT* program committed \$111,000 towards media to support the enforcement efforts of 68 of their 273 police agencies. Nebraska awarded mini-grants to the participating agencies and gave reporting incentives to local agencies. Nebraska also conducts an annual "Challenge" program, with law enforcement agencies competing for equipment awards as incentives.

### **Rocky Mountain Region**

Five of the six States in the Rocky Mountain Region (Colorado, Montana, North Dakota, South Dakota, and Wyoming) saw observed use of seat belts increase in 2007, with the State of Utah being the sole exception. The region attributes the increases in seat belt use to citations, paid and earned media expenditures, and enhanced partnerships over 2006 levels. In addition, rural demonstration projects in the States of North Dakota and Wyoming played a vital role in increasing observed use. Law enforcement support increased from 634 agencies (73 percent) in 2006 to 754 agencies (87 percent) in 2007, marking an all-time high in participation. The region made significant inroads with rural and public health associations, organizations serving ethnic minorities, small businesses, and education partners.

**Colorado:** In 2007, the Colorado Department of Transportation strove to increase its 80 percent seat belt use rate by augmenting previous *CIOT* Campaigns with an increased emphasis on community coalitions, a Priority County Strategy (allocating additional resources to eight data-driven counties that would have the most significant impact on seat belt use), and the Colorado State Patrol's *Target Zero Campaign* over Memorial Day weekend, the goal of which is zero fatalities.

More than 260 agencies participated in the Colorado *CIOT* mobilization, putting in 4,885 hours of overtime that resulted in 10,990 seat belt citations. Other serious violations that were detected during these *CIOT* waves included 225 drug violations, 36 stolen vehicles, 1,720 driving under suspension, 13,623 speeding violations, 486 fugitives apprehended, 106 reckless driving offenses and 577 DUIs.

The Colorado Department of Transportation spent \$392,656 on television, radio, print, and outdoor paid media in addition to maximizing the use of variable and portable message signs. They conducted four major news conferences around the State. The seat belt use rate in Colorado increased from 80.3 percent in 2006 to 81.1 percent in 2007.

**Montana:** In 2007, the State of Montana continued its strong annual support of the May Mobilization. The Montana Department of Transportation focused on the overtime enforcement of seat belts, the production and placement of occupant protection media messages during the May Mobilization, and the assistance of 16 Safe Kids/Safe Community public information and education efforts. Montana DOT funded a Selective Traffic Enforcement Program (STEP), involving 47 local police agencies that covered more than 85 percent of the State's population. In May, 2,734 hours of seat belt enforcement occurred, resulting in 2,994 citations. Montana DOT developed media campaigns with strong law enforcement messages (*It's Our Law And It Will Be Enforced* and *Click It or Ticket*), and spent \$116,381 on television, radio, print and billboard advertisements for seat belt use. Montana's observed use rate increased from 79.0 percent in 2006 to 79.6 percent in 2007.

Additionally, the Montana DOT continued to fund a seat belt internship program and media projects with the Blackfeet, Fort Peck and Fort Belknap Indian Reservations to increase restraint use among Native Americans. Campaign efforts focused on culturally appropriate media messaging for Native American males ages 18-34.

**North Dakota:** The North Dakota seat belt use rate increased from 79 percent in 2006 to 82.2 percent in 2007. This 3.2 percentage-point increase translated to a 15 percentage-point conversion rate of non-belt users to belt users. The increase has been attributed to the highly visible enforcement of North Dakota's occupant protection laws, paid and earned media to support the State's *CIOT* Campaign, and community coalitions and partners working to increase seat belt use throughout the year. During the *CIOT* Campaign, 2,680 seat belt enforcement overtime hours resulted in more than 3,448 citations.

*CIOT* earned and paid media values in television, radio, outdoor and other mediums totaled \$76,364. Safe Community Coalitions in North Dakota forged partnerships with small businesses, schools, media outlets, health, agricultural and recreational organizations, military installations, and neighboring State coalitions.

**South Dakota:** South Dakota secured the enforcement support of 156 agencies Statewide for the May mobilization period. The highway safety office helped coordinate seat belt enforcement in high-risk areas with saturation patrols and sobriety checkpoints. The enforcement efforts yielded 673 DWI arrests, 637 seat belt citations, 77 child safety seat citations, 2,630 speeding citations and 433 drug arrests. The highway safety office spent \$62,718 on television and radio ads to support the campaign and conducted several press conferences to change behavior. South Dakota's 2007 Statewide survey revealed a 73.0 percent seat belt use rate, an increase from the 2006 rate of 71.3 percent.

**Utah:** Utah saw a slight decrease in seat belt use rate in 2007, dropping from an all-time high of 88.6 percent to 86.8 percent. The 86.8 percent use rate remained the highest in the Rocky Mountain Region for 2007.

The Utah Highway Safety Office (UHSO) focused its efforts in a six-county target region where 85 percent of the population lives and 83 percent of traffic crashes occur. Eighty-six law enforcement agencies Statewide conducted overtime enforcement in support of *CIOT*. Officers wrote more than 14,087 citations, including 5,571 seat belt violations, 56 drug arrests, 23 DUIs, 28 fugitives apprehended and 6 felonies.

Utah spent \$126,119 on paid television, radio, billboard, and bus board ads for *CIOT*. The UHSO Safe Community programs worked with diverse communities, military partners, business and private sector companies, and health and youth councils to increase seat belt use at the local level. The State also conducted extensive rural outreach, including a rural community press event.

**Wyoming:** The Wyoming Department of Transportation (WYDOT) increased its participation in the national May mobilization campaign over past years, promoting *No Excuses, Buckle Up* and *Click It Don't Risk It* messages during the mobilization period. WYDOT spent \$70,020 on the May Mobilization in television, radio and print ads. Wyoming law enforcement agencies worked 4,412 overtime hours, resulting in 1,599 citations. In addition, a Section 403 rural demonstration project helped support the May Mobilization. After a baseline use rate using new survey methodology of 63.5 percent was established in 2006, a 72.2 percent use rate with a conversion rate of 23.8 percent was achieved in 2007.

### **Western Region**

In 2007, NHTSA's Western Region saw increases in the seat belt rates for all of the States in the Region. Hawaii also reclaimed its position as the number one State in the Nation by having the highest use rate and also becoming the first State to achieve more than 97 percent. The Region still had 3 of the highest belt use States in the Nation with seat belt use rates at or over 92 percent. This year's increases in Region resulted in an average usage rate of 92.9 percent. This is a two percentage-point increase in usage rate for the Region compared with 2006, keeping the Western Region as one of the leaders in seat belt use rates in the Nation.

**Arizona:** Two years ago Arizona was the national leader in seat belt use rate for secondary law States. Last year Arizona experienced a significant reduction in its belt use rate. However, this year Arizona has begun a climb upward by achieving a two percentage-point gain in its seat belt use rate, going from 78.9 percent in 2006 to 80.9 percent in 2007.

The Arizona Governor's Office of Highway Safety continues to embrace the *CIOT* media message and to have strong support from the Governor. After last year's reduction in its seat belt use rate, Arizona reinvigorated its strong working relationship with law enforcement throughout the State. Additionally, the Arizona Governor's Office of Highway Safety continued to gain support from the Hispanic/Latino community with its commitment to outreach programs for traffic safety designed for this community. Although it still has a limited media budget, Arizona

redesigned its media campaign to work at marketing the *CIOT* message to as much of this targeted population as possible.

**California:** Once again California increased its seat belt use rate, moving up to 94.6 percent in 2007 from 93.4 percent the previous year. This 1.2 percentage-point gain for California, considered with the total population of the State, translates into a substantial number of additional motor vehicle occupants in the State using seat belts.

This is the third year California has used the *CIOT* message/theme in its campaign, and it is the third year of increased seat belt use for California after multiple years of little or no improvement. This year California spent less on media than in previous years, relying mostly on the national media buy. The highway safety office, however, applied the money that it did not spend on media to invest in increased law enforcement efforts. Using 5.7 million dollars, California had 273 local, county and State university law enforcement agencies participating in its three week *CIOT* mobilization. These participant agencies were in addition to all 90 of the State California Highway Patrol units throughout the State.

**Hawaii:** 2006 was the first time in several years that Hawaii showed a decrease in its seat belt use rate, and was not the leading State in the Nation in seat belt usage. In 2007 Hawaii reclaimed its title as the leading State in the Nation with a 97.6 percent usage rate, up a remarkable 5.1 percentage-points from last year's use rate of 92.5 percent. With its use rate, Hawaii also became the first State to pass the 97 percent mark for State seat belt usage.

Hawaii has been a strong supporter of the *CIOT* program since its inception and has consistently followed the concepts of the program every year. The Hawaii Office of Traffic Safety coordinates closely for *CIOT* mobilizations with the States sole 4 law enforcement agencies. Along with strong support from the Governor's office, it also supports its law enforcement efforts with its own social marketing program throughout the State, and some additional media buys during the mobilization period. The consistent and strong implementation of the *CIOT* program kept Hawaii as the national leader in belt use since the beginning of the program.

**Nevada:** After seeing its seat belt rate drop in 2006, Nevada rose by one percentage-point, moving up to 92.2 percent in 2007 from 91.2 percent in 2006. Even though Nevada is a secondary law enforcement State, this is the third year in a row that it achieved a use rate over 90 percent. This is also the third year that Nevada is one of the top use rate States in the nNation, and is the leader in use rates of all the secondary law States, topping the many States with primary enforcement laws. Nevada continues to have a strong commitment to the *CIOT* mobilization from all 36 of its law enforcement agencies. These commitments, and following the *CIOT* model for the last three years, are the biggest factors in Nevada's Nation-leading belt use as a secondary law State.

### **Pacific Northwest Region**

The Pacific Northwest Region is host to the State with the highest seat belt use rate in the continental United States – Washington State at 96.4 percent. The 2007 average seat belt use rate

of 93.2 percent for all the States in the Region remains well above the national average of 82 percent.

**Alaska:** Alaska's primary seat belt law went into effect on May 1, 2006, and the State achieved a new record high of 83.2 percent. In 2007 the seat belt use rate fell back slightly to 82.4 percent.

Alaska participated in the 2007 *Click It or Ticket* campaign, with 111 law enforcement agencies reporting 757 hours of enforcement, resulting in 292 seat belt citations and 17 DUI arrests. A total of \$96,393 was spent on paid media during the campaign. This will help offset the drop in the State's belt use rate.

**Idaho:** Idaho's seat belt usage rate fell from 79.8 percent in 2006 to 78.5 percent in 2007, again falling short of the national average. As the result of the Highway Safety Summit held in 2005, Idaho established the formation of a Statewide seat belt coalition as one of the key initiatives of the Governor's "Toward Zero Deaths" strategy. The coalition's short-term goal for June of 2007 was to reach 85 percent seat belt usage, which was not attained. Its long-term goal is 100 percent. Part of the reason that the short term goal was not met can be attributed to the loss of federal funding due to Idaho's secondary seat belt law and low seat belt fine (only \$10).

With the money that was available from Section 157 incentive funds, however, a Statewide media and enforcement program strategy was conducted. Messages focused on enforcement and the societal costs of not buckling up and billboards, television, radio, and theatre advertising throughout the State was used. Forty-two of the State's 134 law enforcement agencies participated in the 2007 seat belt campaign, although Idaho used the slogan, "Click it, Don't Risk It" rather than *Click It or Ticket*. Each agency did their own pre- and post- seat belt surveys, which resulted in an average usage rate of 72.6 percent before the campaign and 78.9 percent after the campaign -- a 6.3 percentage-point increase in seat belt usage for the targeted areas.

**Oregon:** Fifty-nine police departments, 27 Sheriff's Offices and Oregon State Police participated in the May 2007 *CIOT* blitz under federal seat belt overtime funding. The "Three Flags" overtime blitz ran for a two week period coinciding with NHTSA's *CIOT* dates. Enforcement contacts on overtime were as follows: 3,865 seat belts, 103 child seats, 109 felony arrests, 138 DUI arrests, 643 suspended licenses, 3,231 speeding, and 7,387 miscellaneous other. Approximately 2,516 hours were worked on overtime. Oregon does not do checkpoints. No TV or radio ads were aired specifically in conjunction with this effort. Billboards promoting "proper" belt use were posted from May through July. ODOT, OSP and individual law enforcement agencies distributed press releases Statewide. An estimated 65 news stories were aired.

Pre- and post- blitz 100-car observed use surveys by participating police agencies indicated respective use rates of 92.9 percent and 95 percent. Oregon's official belt use rate increased from 94.1 in 2006 to 95.3 in 2007.

**Washington:** In collaboration with senior program managers from NHTSA's Pacific Northwest Region office and staff from NHTSA's Occupant Protection Division in Washington D.C., Washington State conducted the Nation's first Statewide nighttime seat belt enforcement

mobilization in May 2007. Seventy-seven law enforcement agencies participated, including the Washington State Patrol. These law enforcement agencies covered every major population center of the State, as well as many rural areas. Publicity involved a paid television advertisement that featured Chief Brian Ursino, head of Logistics for the Washington State Patrol, telling people that law enforcement from all jurisdictions would be looking for seat belt violators at night.

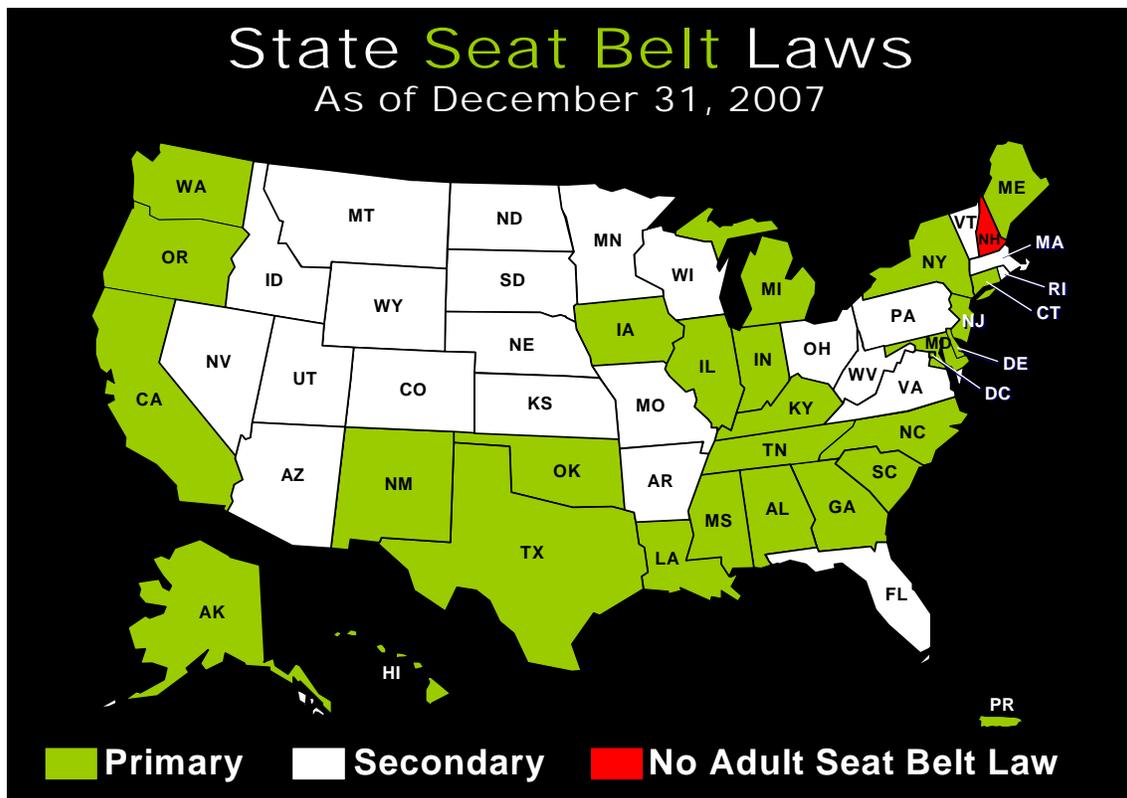
The result: Washington's daytime seat belt use increased slightly (from 96.3 percent to 96.4 percent). Officers involved in the mobilization also arrested 144 impaired drivers, identified eight stolen cars and 59 people were arrested for felonies or taken to jail for outstanding felony warrants. There were 115 drug arrests, 530 people intercepted who had no valid driver's license and 973 drivers were ticketed for having no insurance. The effort continued with another nighttime seat belt mobilization that took place in late October, 2007.

## IV STATE LEGISLATIVE ACTIVITY

### Adult Seat Belt Laws

As shown in the map below, as of December 31, 2007, 26 States, the U.S. Virgin Islands, the District of Columbia, and Puerto Rico had primary seat belt laws in effect. (As previously noted, Maine's primary enforcement seat belt law took effect on September 17, 2007 but, by law no tickets were to be written for violations until April 1, 2008.

Twenty-three States had secondary laws in effect in 2007, and New Hampshire has no adult seat belt law. Only 18 States and the District of Columbia require all motorists ages 18 and older to use seat belts in all seating positions.



Additional details on the provisions of State seat belt laws can be found at:

- [www.nhtsa.gov](http://www.nhtsa.gov)
- <http://www.iihs.org/laws/SafetyBeltUse.aspx>

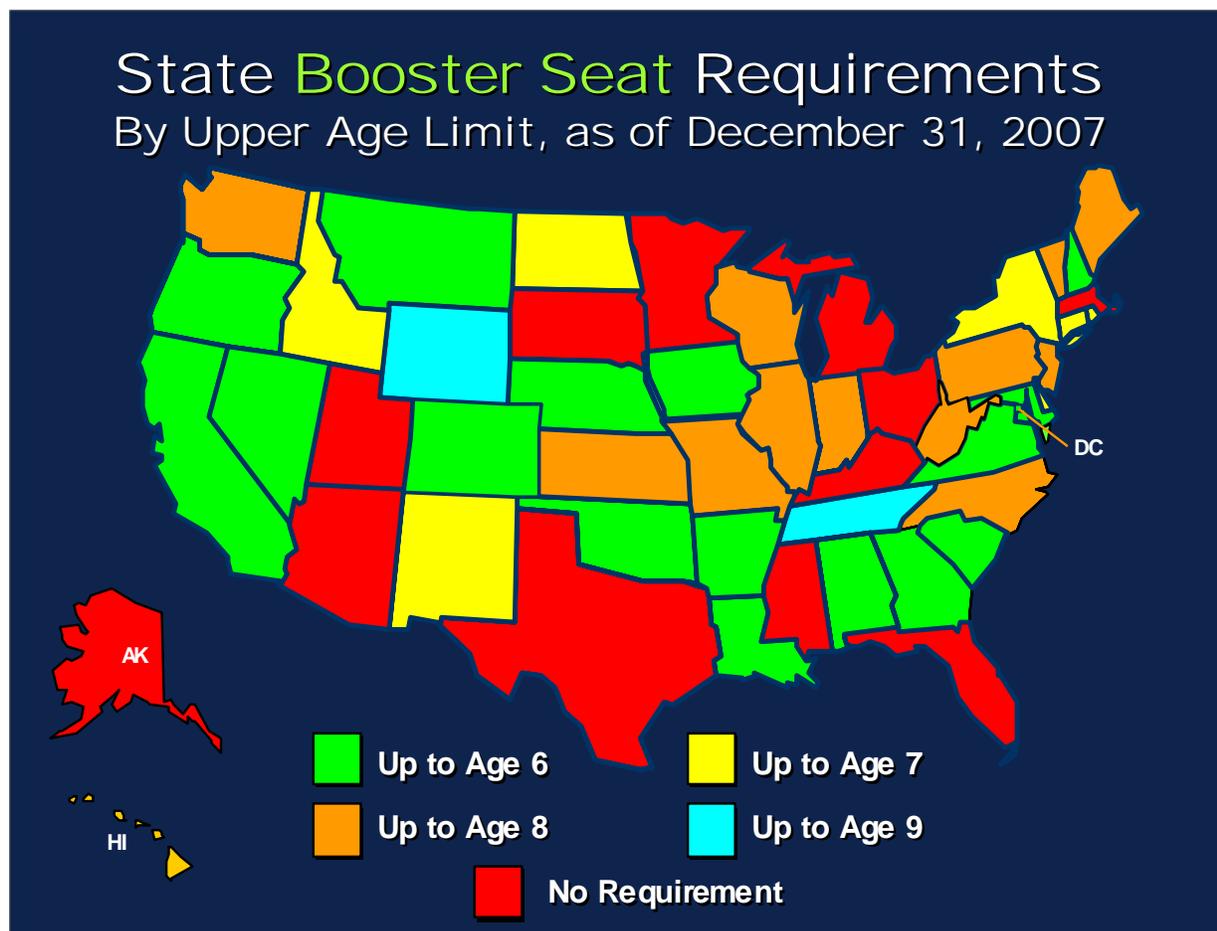


Specific provisions vary widely from State to State, including the upper age limit, and height and/or weight requirements.

States have continued to strengthen their child restraint laws to protect older child passengers in a variety of ways, including raising the age requirements and eliminating gaps and exemptions that expose child passengers to needless risk.

**Additional details on the provisions of State child restraint laws can be found at:**

- [www.nhtsa.gov](http://www.nhtsa.gov)
- <http://www.iihs.org/laws/ChildRestraint.aspx>



## **V FUNDS SUPPORTING THE *BUCKLE UP AMERICA* CAMPAIGN**

### **SAFETEA-LU Reauthorization Provides Leadership and Resources for National Occupant Protection Programs**

On August 10, 2005, President Bush signed the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). SAFETEA-LU authorizes the Federal surface transportation programs for highways, highway safety, and transit for the 5-year period of 2005-2009.

With guaranteed funding for highways, highway safety, and public transportation totaling \$244.1 billion, SAFETEA-LU represents the largest surface transportation investment in the Nation's history. The two landmark bills that brought surface transportation into the 21st century – the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and the Transportation Equity Act for the 21st Century (TEA-21) – shaped the highway program to meet the Nation's changing transportation needs. SAFETEA-LU builds on this firm foundation, supplying the funds and refining the programmatic framework for investments needed to maintain and grow our vital transportation infrastructure.

SAFETEA-LU continues a strong fundamental core formula program emphasis coupled with targeted investment. Safety remains a top departmental priority. SAFETEA-LU establishes a new core Highway Safety Improvement Program that is structured and funded to make significant progress in reducing highway fatalities. It creates a positive agenda for increased safety on our highways by nearly doubling the funds for infrastructure safety and requiring strategic highway safety planning, focusing on results. Other programs targeting specific areas of concern, such as work zones, older drivers, and pedestrians, including children walking to school, further reflect SAFETEA-LU's focus on safety.

#### **Improving Safety**

SAFETEA-LU raises the stature of the highway safety program by establishing highway safety improvement as a core program, tied to strategic safety planning and performance. Despite reductions in the rate and actual number of fatalities in 2004 (prior to the enactment of SAFETEA-LU), there were still more than 42,000 deaths on the Nation's highways. SAFETEA-LU devotes additional resources and supports innovative approaches to reducing highway fatalities and injuries.

#### **Highway Safety Improvement Program (HSIP)**

The highway safety improvement program is established as a core program, separately funded for the first time, with flexibility provided to allow States to target funds to their most critical safety needs. A total of \$5.1 billion is provided for 2006-2009.

The HSIP requires States to develop and implement a strategic highway safety plan and submit annual reports to the Secretary that describe at least 5 percent of their most hazardous locations,

progress in implementing highway safety improvement projects, and their effectiveness in reducing fatalities and injuries.

### **State Strategic Highway Safety Plans (SHSP)**

SHSPs will be used in the HSIP to identify and analyze highway safety problems and opportunities, include projects or strategies to address them, and evaluate the accuracy of data and the priority of proposed improvements. The SHSP must be based on accurate and timely safety data, consultation with safety stakeholders, and performance-based goals that address infrastructure and behavioral safety problems on all public roads.

States are also required to develop an evaluation process to assess results and use the information to set priorities for highway safety improvements. The Governor or a responsible State agency approves the plan. States that do not develop a strategic plan by October 1, 2007, will be locked in at their FY 2007 HSIP apportionment level pending development of a plan. States with SHSPs have additional flexibility to use up to 10 percent of their HSIP funds for behavioral and other safety projects if they meet rail grade crossing and infrastructure safety needs as defined in their SHSPs.

For relevant State Reports, see

<http://www.nhtsa.dot.gov/nhtsa/whatsup/SAFETEAweb/index.htm>

### **SAFETEA-LU-Authorized Occupant Protection Incentive Grant Programs**

#### **A. Section 405 Grants**

Section 2004 of SAFETEA-LU amended Section 405(a) of Chapter 4 of Title 23 to encourage States to adopt and implement effective programs to reduce highway deaths and injuries from riding unrestrained or improperly restrained in motor vehicles. A State may use these grant funds only to implement and enforce occupant protection programs.

A State is eligible for an incentive grant by adopting or demonstrating that it has implemented at least 4 of the following 6 criteria:

- A seat belt use law applying to passengers in any seat in the vehicle (except a child secured in a child restraint system).
- A seat belt use law providing for primary enforcement.
- Minimum fines or penalty points for seat belt and child safety seat use law violations.
- A Statewide Special Traffic Enforcement Program (STEP) for occupant protection that emphasizes publicity.
- A Statewide child passenger protection program that includes education programs about proper seating positions for children in air bag equipped motor vehicles and instruction on how to reduce the improper use of child restraint systems.
- A child passenger protection law that requires minors to be properly secured in a child safety seat or other appropriate restraint system.

SAFETEA-LU authorized more than \$119 million for fiscal years 2005-2009 for this program. Each State that qualifies for a grant will receive up to 100 percent of its FY 2003 Section 402 apportionment. States must demonstrate maintenance of effort.

## **B. Section 406 Grants**

Section 2005 of SAFETEA-LU established a new program of incentive grants (under Section 406 of Chapter 4 of Title 23) to encourage the enactment and enforcement of conforming primary seat belt use laws for all passenger motor vehicles. A State may use these grant funds for any safety purpose under this Title or for any project that corrects or improves a hazardous roadway location or feature or proactively addresses highway safety problems. However, at least \$1 million of amounts received by States must be obligated for behavioral highway safety activities. SAFETEA-LU authorized \$498 million for fiscal years 2006-2009 for this program.

A State may qualify for a one-time Section 406 grant award under one of three circumstances:

- (1) A State may enact a conforming primary seat belt use law on or after January 1, 2004;
- (2) A State may have a conforming primary seat belt use law in effect on or before December 31, 2002; or
- (3) A State may achieve a seat belt use rate of 85 percent or higher in two consecutive calendar years beginning after December 31, 2005.

## **C. Section 2011 Grants**

Section 2011 of SAFETEA-LU established a new incentive grant program to make grants available to States that are enforcing laws requiring any child riding in a passenger motor vehicle who is too large to be secured in a child safety seat to be secured in a child restraint that meets the requirements prescribed by the Secretary under section 3 of Anton's Law, Public Law 107-318 (49 USC 30127 note; 116 Stat. 2772). These grant funds may be used only for child safety seat and child restraint programs.

States are eligible to receive grants under this section by enacting and enforcing a law requiring any child passenger under age 8 in a motor vehicle to be secured in a child restraint that meets the requirements prescribed by the Secretary under section 3 of Anton's Law. Exclusions to the law for children who weigh in excess of 65 pounds or who have attained a height of 4 feet, 9 inches or taller are acceptable. Other acceptable exemptions are for children with medical conditions making them unable to use child restraint systems (providing there is written documentation from a physician), and for children riding in passenger motor vehicles that are not required to be equipped with seat belts.

A State receiving a grant under this section shall report to the Secretary on the manner in which the grant amounts were obligated and expended and identifying the specific programs carried out using the grant funds. States must demonstrate maintenance of effort.

SAFETEA-LU authorized \$25 million for fiscal years 2006-2009 for this program. The amount of funding to each State each year may not exceed 25 percent of the amount apportioned to the State for Section 402 in FY 2003.

No more than 50 percent of the grant a State receives in a fiscal year shall be used to fund programs for purchasing and distributing child safety seats and restraints to low-income families. The remaining amounts shall be used to carry out child safety seat and child restraint programs including the following:

- Enforcement of child restraint laws.
- Training child passenger safety professionals, police officers, fire and emergency medical personnel, educators, and parents concerning child safety seats and child restraints.
- Educating the public concerning the proper use and installation of child safety seats and child restraints.

**Note:** For details on allocations made to the States in 2007 under the Sections 405, 406, and 2011 occupant protection incentive grant programs, please see Appendix A - FY 2007 NHTSA SAFETEA-LU Overall Highway Safety Grant Funding, as of September 21, 2007.

## VI FUTURE PLANS AND ACTIVITIES

NHTSA remains firmly committed to reducing the number of deaths and injuries on America's roadways. The *Buckle Up America Campaign* has played an extremely important role in fulfilling this commitment to our Nation.

Future efforts will be planned and conducted as follows according to the *Buckle Up America Four-Point Plan*:

- **Enact strong legislation.**

NHTSA and the States will seek to increase the number of States eligible for seat belt incentive grants under Section 406 of SAFETEA-LU. The program makes funds available during fiscal years 2006 through 2009 to provide a one-time only grant to States that enact and enforce primary seat belt use laws or achieve 85 percent or higher seat belt use for two consecutive years without a primary seat belt use law.

As previously outlined, Section 2011 of SAFETEA-LU established an incentive grant program for child safety seats and child booster seats. To qualify for grant funds, States must be enforcing a law requiring that any child riding in a passenger motor vehicle in the State who is too large to be secured in a child safety seat must be secured in a child restraint that meets the requirements prescribed by the Secretary under section 3 of Anton's Law.

- **Maintain active, high-visibility law enforcement.**

As stipulated in SAFETEA-LU (Section 2009), NHTSA will conduct an annual high-visibility traffic safety law enforcement campaign each year, in coordination with the States, to increase the use of seat belts by occupants of motor vehicles. The agency will also conduct annual evaluations of these campaigns to gauge and ensure their effectiveness.

Given the modest rate increase in the seat belt use rate seen in 2007, NHTSA will continue to implement and refine the *Click It or Ticket Campaign* nationwide to achieve further usage increases.

- **Build public-private partnerships.**

NHTSA will continue to build and maintain partnerships, support law enforcement officials, deliver effective public education, and devise new technologies to promote occupant protection. NHTSA will also maintain its commitment to provide technical support to States in their efforts to enact strong laws that help to protect all Americans as they travel in motor vehicles.

- **Conduct well-coordinated, effective public education.**

NHTSA will continue to pursue regional approaches to solving common occupant restraint challenges, such as the ongoing multi-State collaborations described earlier, to increase safety use among pickup trucks and in rural communities.

At the same time, special programs will be conducted focusing on higher-risk groups that have not been as responsive to enforcement-focused activities and where an unacceptably high level of injuries and fatalities occur. Teenagers and nighttime drivers and passengers in particular will continue to receive special attention due to the large number of preventable injuries and fatalities among these groups, all too frequently while they are riding unrestrained.

Other groups at elevated risk that will receive varying levels of special national attention include:

- Pickup truck drivers and passengers;
- Multi-cultural audiences;
- Part-time (situational) seat belt users; and
- Rural residents.

## VII REFERENCES

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## **VIII APPENDICES**

- A FY 2007 NHTSA SAFETEA-LU Overall Highway Safety Grant Funding, as of September 21, 2007
- B *Seat Belt Use in 2007 – Demographic Results*
- C *Child Restraint Use in 2007 – Overall Results*

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