



U.S. ARMY COMBAT READINESS/SAFETY CENTER

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Resource Document Autumn Safety Campaign Seat Belt/Click It Or Ticket

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Narrative:

Soldiers are wearing seat belts at a substantially higher rate than civilians, according to recent data.

For fiscal 2011, a survey conducted by the U.S. Army Combat Readiness/Safety Center revealed that that 95 percent of Soldiers wore their seat belt either always or most of the time. The National Highway Traffic Safety Administration reports that an estimated 84 percent of civilians used seat belts in calendar year 2011.

Not wearing seat belts remains one of the top forms of indiscipline that kills Soldiers.

More than more than half the people killed in civilian vehicle accidents in 2011 were not wearing seat belts.

Most people reading this article couldn't be discharged from the hospital where they were born without being strapped into a car seat and seat belt.

Click It Or Ticket is a major seat belt safety campaign from the National Highway Traffic Safety Administration and is described by the agency as 'the most successful seat belt enforcement campaign ever, helping to increase the national seat belt usage rate.'

Key Messages:

- Soldiers are wearing seat belts at a higher rate than civilians: 95 percent compared to 84 percent in 2011.
- For fiscal 2011, a survey conducted by the U.S. Army Combat Readiness/Safety Center revealed that that 95 percent of Soldiers wore their seat belt either always or most of the time. A report by the National Highway Traffic Safety Administration found an estimated 84 percent of civilians used seat belts in calendar year 2011.
- While the percentage of Soldiers using seat belts is high, those not using seat belts represent the number two indiscipline casual factor in fiscal 2013 off-duty accidents through August, accounting for 28 percent of all PMV-4 fatal accidents, according to Army safety officials.
- Seat belts save lives.
- You probably rode home from the hospital of your birth in a car seat held securely by a seat belt.
- Question: why don't all drivers use seatbelts when they're old enough to drive?
- The National Highway Traffic Safety Administration preaches there is no question that seat belts save lives, they are critical for protecting all occupants in a crash, but can only work when they are used.
- Because of work by state and local partners and national efforts such as 'Click It Or Ticket,' national belt use reached a record high of 86 percent in 2012.

Talking Points:

- The primary audience for seat belt safety campaigns is men aged 18-34, which research shows are less likely to wear seat belts.
- The success rate of Soldiers wearing seat belts mean Army safety professionals need to continue building on success through a combination of effective enforcement and public education and awareness.
- A seat belt is the most effective safety feature ever invented, advises NHTSA, and has helped save thousands of lives. Sadly, one in five Americans fail to regularly wear a seat belt when driving or riding in a motor vehicle, the agency reports.

- By maintaining the "Click It Or Ticket" brand and awareness, we will continue to reduce seat belt fatalities on America's roads.
- Click It Or Ticket is the most successful seat belt enforcement campaign ever, helping to increase the national seat belt usage rate.
- The lack of seat belt use among Soldiers is a form of indiscipline.

Statistics:

- The primary audience for awareness campaigns is men age 18-34, which research shows are less likely to wear seat belts.
- For fiscal 2011, a survey conducted by the U.S. Army Combat Readiness/Safety Center revealed that that 95 percent of Soldiers wore their seat belt either always or most of the time. A report by the National Highway Traffic Safety Administration found an estimated 84 percent of civilians used seat belts in calendar year 2011.
- USACR/Safety Center: While the percentage of Soldiers using seat belts is high, those not using seat belts represent the number two indiscipline casual factor in fiscal 2013 off-duty accidents through August, accounting for 28 percent of all PMV-4 fatal accidents, according to Army safety officials.
- National belt use reached a record high of 86 percent in 2012.
- NHTSA: In 2011, a total of 21,253 occupants of passenger cars, pickup trucks, vans and sport utility vehicles died in motor vehicle crashes nationwide, with 52 percent of them NOT wearing their seat belts at the time of the fatal crash.

For additional information, visit:

<http://www.nhtsa.gov/nhtsa/2013ciot>
<http://www.nhtsa.gov/>
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“In 2011, a total of 21,253 occupants of passenger cars, pickup trucks, vans and sport utility vehicles died in motor vehicle crashes nationwide, with 52 percent of them NOT wearing their seat belts at the time of the fatal crash,” Strickland added. “These numbers show that it is critical for us to continue building on our successes through a combination of good laws, effective enforcement and public education and awareness.”

Click It Or Ticket is a major seat belt safety campaign from NHTSA and is described by the agency as ‘the most successful seat belt enforcement campaign ever, helping to increase the national seat belt usage rate.’”

The primary audience for awareness campaigns of all types is targeted at men ages 18-34, which research shows are less likely to wear seat belts.

Unfortunately, more than more than half the people killed in civilian vehicle accidents in 2011 were not wearing seat belts.

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