

VIRGINIA CLICK IT OR TICKET 2010 FACT SHEET AND TALKING POINTS

Virginia Launches Statewide Enforcement Effort to Save Lives and Increase Seat Belt Use

In an effort to save more lives on Virginia's roadways this May, local Law Enforcement agencies are partnering with Law Enforcement agencies across Virginia and the nation to buckle down on all motorists not buckled up.

According to DMV: The Virginia Highway Safety Office, in 2009, there were a total of 756 crash related fatalities, of those, 333 of the fatalities were not wearing restraints

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

- **Nighttime drivers** - Of the passenger vehicle occupants who died in motor vehicle crashes between the nighttime hours of 6 PM and 5:59 AM in 2009, two-thirds were not buckled up, compared to half of the passenger vehicle occupants killed during the daytime hours of 6 AM to 5:59 PM.
- **Teens** - In 2009 83% of the passenger vehicle occupants 13 to 15 years old killed in traffic crashes were not buckled up.
- **Young adults** - Among passenger vehicle occupants 25 to 34 who were killed in crashes 65 % were not buckled up.
- **Men** - Men are less likely than women to buckle up. This is especially true of young men. In 2009 71% of male drivers and 36% of male passengers 18 to 34 killed in passenger vehicles were not wearing their seatbelts.
- **Pickup drivers and passengers** - Pickup truck drivers and passengers continue to have lower seat belt usage rates than occupants of other vehicles. In 2009, 70% of pickup truck drivers and 61% of pickup truck passengers who were killed in traffic crashes were not buckled up.
- **Staying inside the vehicle** - In fatal crashes in 2009, only 1 percent of buckled up fatalities were totally ejected from their vehicles, compared to 21 percent of those who were unbuckled.

Buckling Up — Proven Life-Saving Benefits

- **Saved by the belt** — Seat belts, when used by passenger vehicle occupants 5 and older, saved an estimated 13,250 lives in 2008, more than 75,000 lives from 2004 through 2008, and 255,115 lives from 1975 through 2008.
- **Reduced risk** — Seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickup trucks, SUVs, and minivans.
- **Staying inside the vehicle** — In fatal crashes in 2008, 77 percent of passenger vehicle occupants who were thrown from their vehicles were killed. However, only 1 percent of crash victims who were buckled up were totally ejected from their vehicles, compared to 30 percent of those who were unbuckled.
- **Surviving rollovers** — Motorists can increase the odds of survival in a rollover crash in a light truck by nearly 80 percent by wearing their seat belts.

***Click It or Ticket 2010* — Taking Success to the Next Level**

- **National belt use now the highest ever** — Virginia's observed belt usage rate was recorded at an all time high of 82.27 percent. The observed national belt usage rate rose to an all-time high of 84 percent in 2009, a 1-point increase from 2008.
- **A 'round-the-clock campaign** — To convince more nighttime drivers to buckle up, the 2010 mobilization will include both day and night enforcement activities.
- **Local efforts, national reach** — Hundreds of State and local law enforcement and highway safety officials across the Nation will participate in *Click It or Ticket 2010* from May 24 to June 6. Together we can effectively enforce seat belt laws, convince more Americans to buckle up — and ultimately save more lives.