

NEWS RELEASE

Winter Park Police Department

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Click It or Ticket To Help Save Lives

For more information:

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Once again, the Winter Park Police Department will participate in the national *Click It or Ticket* campaign in an effort to save lives through increased seat belt use. Aimed at enforcing seat belt use to help keep you and your family safe, the national seat belt campaign will take place May 21st through June 3rd. This enforcement period runs concurrent with the Memorial Day holiday, one of the busiest travel weekends of the year.

According to the National Highway Traffic Safety Administration (NHTSA), the national seat belt use rate was up to 90.1 percent in 2016. The *Click It or Ticket* campaign is for the remaining 9.9 percent – some 32 million people who still do not use seat belts. In 2016, nearly half (48%) of the passenger vehicle occupants killed in crashes were unrestrained. During nighttime hours (6 p.m. to 5:59 a.m.) the percentage of people killed increased to 56 percent. Law enforcement agencies will write citations day and night, with a zero-tolerance approach.

Regrettably, seat belt discussions too often overlook the proper use of child safety seats. Kids must be buckled as well. NHTSA estimates that when used correctly, child safety seats reduce the risk of fatal injury by 71% for infants and by 54% for toddlers. You can install your child seat with the assistance of certified personnel at the Winter Park Police Department by appointment at no cost.

The Winter Park Police Department encourages everyone to wear their seatbelts and use proper child safety equipment at all times, but is asking drivers to have a heightened sense of awareness not just during the enforcement campaign. Remember from May 21st to June 3rd: It's Click It or Ticket. Buckle up and encourage your loved ones to do the same. You'll save **\$114**, and may even save a life.

For more information on the *Click It or Ticket* mobilization, please visit www.nhtsa.gov/ciot.