



2008 National *Click It or Ticket* Mobilization Law Enforcement Action Kit

**The Enforcement Mobilization Is Coming:
May 19 – June 1, 2008!**

We Need YOUR Support

All across the Nation, it is the law enforcement officers in the field and on the front lines who do the hard work of cracking down on seat belt violators during each new *Click It or Ticket* mobilization. Without strong enforcement, all the advertising and talk will amount to nothing.

Thousands Saved by Enforcement

An estimated 15,383 lives were saved by seat belt use in 2006; during the five-year period from 2002 through 2006, seat belts are estimated to have saved the lives of 76,000 people. These people never could have been saved by seat belts were it not for **your** dedicated efforts to enforce belt laws.

New *Click It or Ticket* Electronic Action Kit

To assist you in promoting the 2008 *Click It or Ticket* mobilization locally and in targeting low belt usage areas within your local communities, the National Highway Safety Administration (NHTSA) has developed this Law Enforcement Action Kit (LEAK) — and delivered it to you on a flash drive to make it easy for you to access anytime, anywhere. This year's Kit includes:

- **State Maps** — Get a bird's eye view of where unrestrained passenger vehicle occupant fatalities are occurring in your State.
- **Crime Crash Clock** — View a comparison of the frequency of traffic crashes versus criminal offenses.
- ***Click It or Ticket* 2008 Quick Facts** — Learn about seat belt use nationally and how you can help with this handy one-page fact sheet.
- **Earned Media** — Promote *Click It or Ticket* to local media with a sample Press Release, Op-Ed, and Fact Sheet and Talking Points; or use these materials as samples to develop your own earned media tailored to the specific needs of your local community.
- **High School Material** — Increase awareness of both *Click It or Ticket* and seat belt safety benefits among teens with resources designed for educators and students.

Enforce Belt Laws, Save Lives, Make a Difference

To make the 2008 *Click It or Ticket* mobilization effective at increasing belt usage, we need **YOU**. Please join with law enforcement officers across America in supporting this important national safety initiative. Together we can increase seat belt use and save more lives.

**For additional 2008 *Click It or Ticket* resources, information, and an
UPDATED point-of-contact list, please visit www.nhtsa.gov today.**