



# Click It or Ticket National Mobilization



## 2009 Flash Drive Kit Contents

*Enhance Enforcement With New Data, Tools, and Resources*

Coming May 18–31, 2009: *Click It or Ticket*  
***Are You Ready?***

This 2009 *Click It or Ticket* flash drive kit gives you instant and portable access to the latest seat belt information and graphics from the National Highway Traffic Safety Administration. Take advantage of these special resources to plan, develop, and implement a *Click It or Ticket* campaign that best meets the needs and requirements of your State and local communities.

### This year's flash drive kit includes:

- **Fact Sheet** — Learn about the latest national data and trends including high-risk groups, and apply that knowledge to your own enforcement efforts.
- **State-by-State Maps & Data Breakdowns** — Find out where your State ranks in unrestrained passenger vehicle occupant fatalities and tailor your mobilization strategy and tactics with local data and maps.
- **Crime Crash Clock** — Make a stronger case for increased belt enforcement with this compelling up-to-date graphic that compares the frequency of crime to motor vehicle crashes.
- **2009 Quick Facts** — Demonstrate to law enforcement how officer participation in the high-visibility *Click It or Ticket* mobilization is integral to increasing seat belt use and saving lives.
- **Earned Media** — Promote your *Click It or Ticket* enforcement activities to local media with a sample press release, talking points, and a history of the *Click It or Ticket* mobilization.

### Enforce belt laws. Increase use. Save lives.

In 2008, the national observed seat belt use rate reached a high of 83 percent. Worn correctly, seat belts reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickups, SUVs, and minivans. Unfortunately, far too many people still don't take belt laws seriously. And far too many people die as a result. Let's work together this May 18–31 to send a strong and clear message to all motorists: *Click It or Ticket*.

For more on the 2009 *Click It or Ticket* mobilization,  
visit [www.nhtsa.gov](http://www.nhtsa.gov) today.