

AFRICAN-AMERICAN TOOLKIT
BUCKLE UP AMERICA

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:30 Radio
“African-Americans Buckle Up”

ANNCR:

Sadly, in 2008, twice as many African-American men than women died in traffic crashes. About one out of four of these young men, who were 15 to 34 years old, were not wearing a seat belt during the crash.

Too many African-Americans are dying. It’s time for these preventable fatalities to stop.

Whether you are traveling around the corner or across the country, wearing your seat belt is one of the best ways to ensure you make it to your destination safely.

If you love them, encourage family and friends to buckle up, every trip, every time.

You can make a difference. Buckle up America.
Visit www.trafficsafetymarketing.gov/bua/index.cfm.