

# Press Release- Village of Elwood

2020 CLICK IT OR TICKET CAMPAIGN



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## CLICK IT OR TICKET CAMPAIGN BEGINS NOVEMBER 16



### WITH BORDER TO BORDER KICKOFF EVENT

**Elwood, Illinois** – On November 16, Elwood Police Department will be teaming up with law enforcement agencies nationwide for a *Border to Border* (B2B) law enforcement event to kick off the annual *Click It or Ticket* seat belt campaign which runs through November 29. The U.S. Department of Transportation’s National Highway Traffic Safety Administration is asking all states to participate in B2B, a 1-day national seat belt awareness event coordinated by participating state highway safety offices and their respective law enforcement liaisons. The B2B initiative aims to increase law enforcement participation by coordinating highly visible seat belt enforcement and providing seat belt fact sheets for drivers at heavily traveled, highly visible state border checkpoints.

According to NHTSA, in 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 56 percent of passenger vehicle occupants killed at night (6 p.m.-5:59 a.m.) were not wearing their seat belts. That’s why one focus of the *Click It or Ticket* campaign and the B2B kickoff event is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night.

“The Border to Border component of the *Click It or Ticket* campaign is so important because it raises awareness about seat belt safety and reminds people that seat belts aren’t optional,” said Chief Fred W. Hayes. “Even in the middle of a pandemic the Thanksgiving holiday is predicted to be one of the busiest travel weekends of the year. People are being encouraged to stay home but some families will be heading out to spend time with their loved ones, so it’s imperative we get the word out about the importance of seat belts.”

Seat belts save lives every day. They can only save lives, however, if they’re used, and there are still many people in America who don’t buckle up. Wearing a seat belt can reduce the risk of a fatal injury by 45% (NHTSA, 2017). This is why our community needs to know that wearing a seat belt can make the difference between life and death.

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

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