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FOR IMMEDIATE RELEASE

Licking County Safe Communities Program to Kick-off the Click it or Ticket Campaign

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LICKING COUNTY, OHIO - The Licking County Safe Communities coalition has confirmed that 7 of the 9 fatalities that have occurred in Licking County since January 1st did not use a seat belt. The Licking County Safe Communities coalition urges drivers to wear their seat belts. This simple step could have been what saved the lives of the victims in these crashes.

Click It or Ticket (CIOT) is a national seat belt enforcement campaign backed by the National Highway Traffic Safety Administration (NHTSA). The CIOT campaign runs from May 23 to June 5, 2011. The goal of the CIOT campaign is to reach the highest national seat belt usage rate of 85 percent. Coast to coast, day or night, the message is simple - Click It or Ticket.

The primary audience of the CIOT campaign continues to be men ages 18 to 34, which research shows are less likely to wear seat belts. In Licking County, seat belt surveys are conducted twice per year to determine who in Licking County is and is not buckling up. The 2010 data shows that only 76 percent of Licking County drivers are buckling up. This is staggeringly lower than the 85 percent goal set by NHTSA.

Who in Licking County is not buckling up? Out of the nineteen seat belt survey sites observed, the results seem to be pretty clear: men, 15 to 25 year olds, African Americans, and those who drive pick-up trucks.

On Friday, May 20th the Licking County Safe Communities coalition will be kicking off the Click it or Ticket Campaign with a photo opportunity before the Mo-Power event at National Trails Raceway at 9:30 a.m. Local law enforcement agencies will bring their cruisers, motorcycle units and Beat the Heat cruisers for this photo opportunity. During CIOT law enforcement agencies will be out ticketing those who are not buckled up.

ADDITIONAL COMMENTS

The Licking County Health Department is a Safe Communities Grantee of the Ohio Department of Public Safety. The Safe Communities Program was developed by the Ohio Department of Public Safety to establish and expand community partnerships to create safer, healthier communities throughout Ohio. In Licking County, Safe Communities is a partnership with the Licking County Health Department, area law enforcement agencies and businesses to increase safety belt use, increase motorcycle safety and awareness, to decrease impaired driving and to decrease crashes.