

Traffic Safety Facts

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Evaluation of the May 2005 *Click It or Ticket* Mobilization

Click It or Ticket (CIOT) is an intense, short-duration, seat belt publicity and enforcement program. The 2005 Mobilization included an unprecedented level of paid advertisements. Nearly \$33 million in targeted State and national advertising was budgeted for placing television and, to a lesser extent, radio advertisements. About \$10 million was spent for a national media buy. A national advertisement specifically carried a message that States were serious about enforcing the seat belt law and told motorists repeatedly to *Click It or Ticket*. Individual States spent an additional \$23 million of grant funding on similar messages typically expressing the same tone of intolerance for seat belt nonusers.

National mobilizations are conducted by the National Highway Traffic Safety Administration and the Air Bag & Seat Belt Safety Campaign of the National Safety Council, in conjunction with thousands of State and local law enforcement agencies. Because more than 30 States currently use the *Click It or Ticket* slogan, national mobilizations are often referred to as *Click It or Ticket* campaigns.

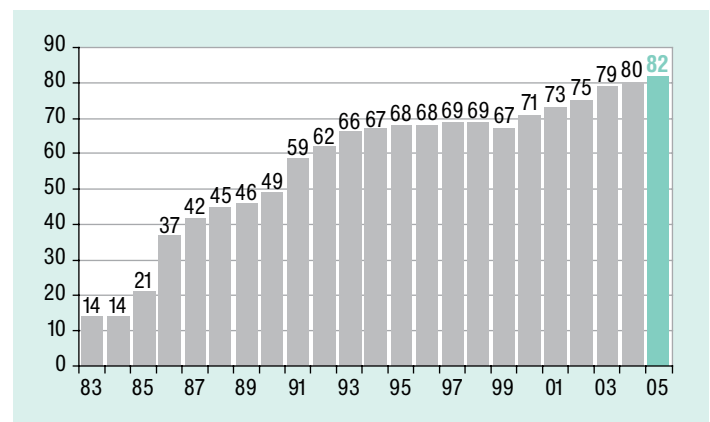
Paid Media Activity

Two major types of media buys occurred for the May 2005 Mobilization. First, States used approximately \$22.9 million in grant funding to purchase local television, radio, and print media advertisements. Second, the Federal Government released roughly \$9.7 million for a national media buy. Media content carried an enforcement-centered message that was clear and to the point (if you are not wearing a seat belt you will receive a ticket). Of the media types, television was predominant and radio was used to a lesser extent.

In May 2005, 19 States in three NHTSA Regions took part in demonstration projects. An additional paid advertisement, *Buckle Up in Your Truck*, targeting seat belt use among pickup truck occupants was aired across five South Central States (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas) and eight Southeastern States

(Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee). In six Great Lakes States (Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin), paid advertisements were also aired targeting belt use in rural areas. These advertisements typically aired for two weeks, immediately before the *Click It or Ticket* advertisement campaign.

Figure 1. Seat Belt Use Rates (1983-2005)



High Visibility Enforcement

Approximately 7,763 law enforcement agencies across the 50 States, the District of Columbia, and two U.S. Territories reported on May mobilization activities. They reported 727,271 seat belt citations during the enforcement period. States with primary seat belt use laws issued seat belt tickets at a greater rate per resident than States with secondary laws.

Seat Belt Use Changes

The chart above shows that the national seat belt use rate rose from 80% to 82% in 2005 as measured by NHTSA's annual representative National Occupant Protection Use Survey (NOPUS). In addition, immediately after the May high-visibility enforcement concluded, the States measured overall front-seat-occupant seat belt use and compared these rates to 2003 and 2004 rates. Table 1 shows from 2004 to 2005 among the 47 States

and the District of Columbia, the number that increased in belt use far exceeded the number that decreased (35 versus 10 States; 2 States remained unchanged).

Table 1. Change in Statewide Belt Use (2004-2005)

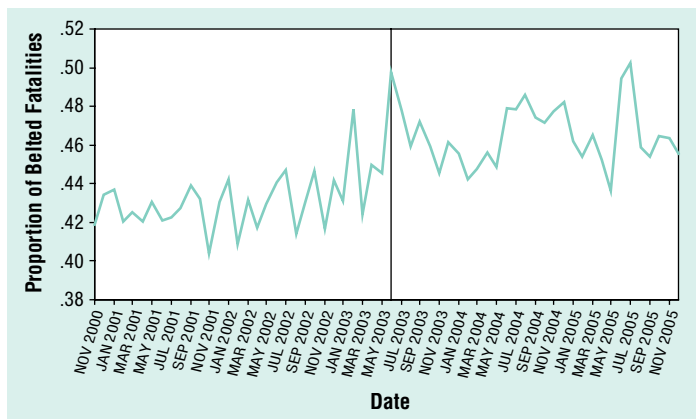
Number of States/Territories reporting by law	Positive	Negative	Unchanged
Total (47)	35	10	2
Primary law (22)	18	3	1
Secondary law (25)	25	17	1

Statewide belt use rates measured in 2005 ranged from a low of 61% to a high of 95% with a median use rate of 82%. The 2005 median use rate for secondary law locations was 9 percentage points lower compared to primary law locations (77% versus 86%). Statewide belt use rates in secondary law States ranged more widely compared to primary law locations (61% to 95% versus 74% to 95% percent).

Fatality Analysis Reporting System Data

Tests of significance were performed to assess the campaign’s effectiveness at the national level through the incidence of seat belt use in NHTSA’s Fatality Analysis Reporting System (FARS). In addition, these data were used to further examine fatalities in targeted counties in the three months surrounding the NHTSA regional demonstration projects in May, June, and July 2003-2005. The time series analysis found a clear increasing trend in proportion belted both before and after the intervention.

Figure 2. U.S. Proportion Belt Use for Fatalities, November 2000 – December 2005



U.S. Department of Transportation
National Highway Traffic Safety Administration

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Figure 2 shows an increase in belt use among fatally injured occupants after CIOT that was greater than the existing increase. The ARIMA estimates that there was a 3.5% monthly increase in belt use among fatalities of front-seat occupants of passenger vehicles after the CIOT campaign compared to before the CIOT campaign.

Discussion

Approximately \$33 million was spent on advertising high-visibility enforcement messages nationwide during the *Click It or Ticket* mobilization. Law enforcement across the Nation issued more than 727,000 seat belt tickets during a two-week enforcement phase. This was an increase compared to what was reported in previous years. Belt use increased in 35 of 47 States and territories.

A demonstration program implemented in the Great Lakes Region found that an additional week of enforcement and media in targeted rural locations improved belt use among rural populations. Demonstration programs in Southeast and South Central Regions that attempted to improve belt use among occupants riding in pickup trucks were not as successful.

These results are strongly confirmed by FARS analyses. Study results found an increase in national belt use rates among fatalities of front-seat occupants of passenger vehicles after the CIOT campaign compared to before the CIOT campaign. Specifically, FARS data confirm the effectiveness of both South Central and Great Lakes programs. A statistically significant effect was not found for Southeast.

This evaluation confirmed that intensive, short-term, and well-publicized high-visibility enforcement can produce gains in seat belt use. Every year, increased seat belt use saves billions of dollars in costs to society, saves lives, and prevents injuries.

How to Order

For a copy of *Evaluation of the May 2005 ‘Click It or Ticket’ Mobilization* (40 pages plus appendices), prepared by Preusser Research Group write to the Office of Behavioral Safety Research, NHTSA, NTI-132, 1200 New Jersey Avenue SE., Washington DC 20590, send a fax to 202-366-7096, or download from www.nhtsa.dot.gov. Linda Cosgrove, Ph.D., was the contract manager for this project.

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