

Traffic Safety Facts

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The 2006 *Buckle Up in Your Truck* and *Click It Or Ticket* Campaigns Increase Seat Belt Use in Southeastern States

Buckle Up in Your Truck (BUIYT) is an intense advertisement and enforcement campaign designed to increase seat belt use among pickup truck occupants and immediately precedes the national *Click It or Ticket* (CIOT) high-visibility seat belt enforcement mobilization. In 2005, NHTSA's Region 4, which includes Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee, held a two-week television and radio advertisement campaign to encourage pickup truck drivers to buckle up, which immediately preceded CIOT media and enforcement. In 2006, the BUIYT program added one week of enforcement immediately following the advertising campaign and immediately preceding the CIOT enforcement period. Unlike 2005, when there were two weeks of CIOT enforcement, in 2006 there was an additional week of BUIYT enforcement (concurrent to the first week of CIOT advertisement campaign) and two weeks of CIOT enforcement.

Paid Media Activity

Three BUIYT ads were developed. One version was an enforcement-centered message, and the other two were safety-oriented messages. Each State's choice of BUIYT ads reflected its sensitivity to political and community support for this program. Because Georgia's law exempts seat belt use in pickup trucks, it did not use an enforcement-centered BUIYT message in 2005, and did not take part in the 2006 BUIYT program. Due to pending changes in belt laws, Kentucky and Mississippi opted for the safety-oriented message. Alabama, Florida, North Carolina, South Carolina, and Tennessee used the enforcement version of the ad.

Across the region, the 2006 BUIYT advertisement campaign emphasized more enforcement. Two of 8 States used the enforcement-centered message in 2005, and this rose to 5 out of 7 States in 2006.

BUIYT/CIOT Dollars Spent on Ad Campaign

	BUIYT	CIOT	Total
2005	\$2,300,000	\$4,600,000	\$6,900,000
2006	\$3,000,000	\$3,300,000	\$6,300,000

In 2006, these 8 States spent approximately \$3 million on BUIYT advertisements and \$3.3 million on CIOT advertisements, which was approximately 11¢ per resident for both advertisements. Reporting expenditures per capita permits us to compare different media markets more directly. Region 4 spent more on media than States that did not conduct NHTSA seat belt demonstration programs (5¢) and the Nation as a whole (6¢). Most of the media buys were for television and radio advertisements, which was typical of previous mobilizations and of the Nation. The dollars spent placing CIOT advertisements in 2006 were comparable to the 2005 figure. The 2006 BUIYT advertisement purchase was greater than the 2005 purchase.

Every State generated earned media through press events, press releases, or outreach activities. During the BUIYT program, about 22 media events were held and over 600 TV, radio, and print news stories appeared. The CIOT period had 666 media events and over 2,700 news stories appear on TV, radio, and in print.

High-Visibility Enforcement

Over three-fourths (77%) of the law enforcement agencies in the Southeast Region participated and reported on the 2006 CIOT. These agencies reported issuing 38,493 seat belt citations during the BUIYT mobilization and 113,255 seat belt citations during the CIOT mobilization. The number of seat belt citations issued during the combined BUIYT/CIOT increased 10 percent from 2005 to 2006.

BUIYT/CIOT Law Enforcement Activity in the Southeast Region

Enforcement Action	2005	2006*
Seat Belt Citations	103,060	151,748
Unrestrained Child Citations	6,473	11,558
Speeding Citations	179,741	298,942
DWI Arrests	11,005	17,846

* Georgia included in CIOT total

Public Awareness

Driver licensing offices administered surveys before the BUIYT publicity began and after the CIOT mobilization to examine changes in motorists' awareness and perception over time. Awareness of seat belt messages significantly increased over the course of BUIYT and CIOT. By the end of the 2006 May mobilization, three out of four survey respondents said they had seen or heard seat belt messages. Awareness of messages about seat belt use and riding in a pickup truck increased significantly across the time of BUIYT and CIOT.

The proportion of respondents exposed to messages concerning law enforcement increased significantly over the course of the campaign. Awareness of these messages increased at a greater rate for pickup truck motorists compared to passenger car motorists. The proportion of respondents indicating personal experience with enforcement of seat belt use also increased significantly over the course of both campaigns.

Belt Use

Over the course of the BUIYT program, the disparity in belt usage between cars and pickup trucks decreased nationwide. Most of that decrease occurred in 2006, the second year of the campaign.

Southeast Regionwide Belt Use Rate

	2004	2005	2006	Change (2004-06)
Passenger Car*	72.8%	73.4%	77.7%	+4.9
Pickups**	61.7%	64.0%	69.2%	+7.5

* Weighted statewide use rate; Georgia excluded

** Averages based on raw counts; States weighted 1:1; Georgia excluded

Results from the 2006 BUIYT and CIOT campaign varied across the States. The following table provides individual State use rates from observational surveys conducted in April (pre) and June (post) 2006. All the States that had pre- and post-belt use data showed an increase in belt use in passenger cars. Five of 7 States showed an increase in belt use in pickup trucks. Mississippi measured the largest increase in pre- to post-belt use with an increase of 10 percentage points for passenger cars and 11.3 percentage points for pickup trucks. In addition to the combined BUIYT/CIOT campaigns, the implementation of a new primary seat belt law in May 2006 in Mississippi likely played an important role in that increase.

2006 Observational Survey Results

	Passenger Cars		Diff.	Pickup Trucks		Diff.
	April 2006	June 2006		April 2006	June 2006	
Primary Law						
Mississippi*	66.3%	76.3%	10.0%	58.9%	70.2%	11.3%
South Carolina	73.6%	75.7%	2.1%	57.5%	63.8%	6.3%
Alabama	82.0%	84.6%	2.6%	71.0%	77.0%	6.0%
Tennessee	80.2%	82.1%	1.9%	65.0%	69.4%	4.4%
Kentucky*	n/a	71.1%	n/a	52.9%	52.6%	-0.3%
North Carolina	90.2%	91.2%	1.0%	81.4%	78.9%	-2.5%
Secondary Law						
Florida	77.8%	84.6%	3.6%	64.4%	72.4%	8.0%

* Kentucky passed primary enforcement seat belt legislation in 2006. Mississippi implemented a new primary enforcement seat belt law in May 2006. Mississippi and Kentucky used a nonenforcement-centered BUIYT advertisement.

Summary

The combined BUIYT and CIOT campaign increased overall belt use in all States. Increases were achieved in both primary and secondary law states. Awareness of the campaign was high, especially among the target group.

Belt use among occupants in pickup trucks improved more compared to overall occupants across the region. The added week of enforcement and the strong enforcement message during the 2006 BUIYT campaign seemed to contribute to the positive effects observed. Enforcement activity, such as measured by number of citations, was comparable to the rest of the nation, but that was conducted over a longer period of time (three weeks versus two weeks). The combined effort of BUIYT and CIOT likely contributed to the success of this campaign.

How to Order

To order *May 2006 Click It or Ticket Seat Belt Mobilization Evaluation: Final Report* (61 pages plus appendices), prepared by Preusser Research Group, write to the Office of Behavioral Safety Research, NHTSA, NTI-130, 1200 New Jersey Avenue SE., Washington, DC 20590, fax 202-366-7394, or download from www.nhtsa.dot.gov. John Siegler, Ph.D., was the Contracting Officer's Technical Representative for this project.



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