



SEAT BELT USAGE AND TEENAGERS TARGETED

TDOT's Governor's Highway Safety Office (GHSO) and the Tennessee Department of Safety have joined with Tennessee agencies as well as other states to enforce several programs seeking to save lives and increase highway safety this summer. The main area of concentration is encouraging motorists to buckle-up with a focus on rural areas, teenage drivers and those traveling at night.

U.S. die in motor vehicle crashes and mile for mile teenagers are involved in three times as many fatal crashes as all other drivers. Programs sponsored by TDOT's GHSO that target these young drivers and get them involved in the seat belt message could one day save their lives.

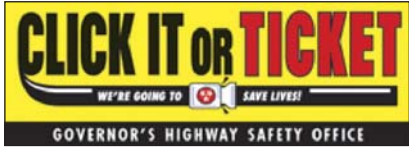
Click It or Ticket – Rural Roads Enforcement Campaign

According to studies, fatal crashes in rural areas account for more than half of all traffic fatalities even though only approximately a quarter of the U.S. population lives in rural areas. Findings also showed that during 2008, sixty-two percent of the 776 passenger vehicle deaths in Tennessee occurred in a rural area.

During May the GHSO and rural law enforcement agencies added a special rural roads enforcement campaign to the traditional *Click It or Ticket* activities. Eleven police and sheriff's offices located in rural regions of the state joined the life saving efforts.

Click It AND Ticket Launches in TN High Schools

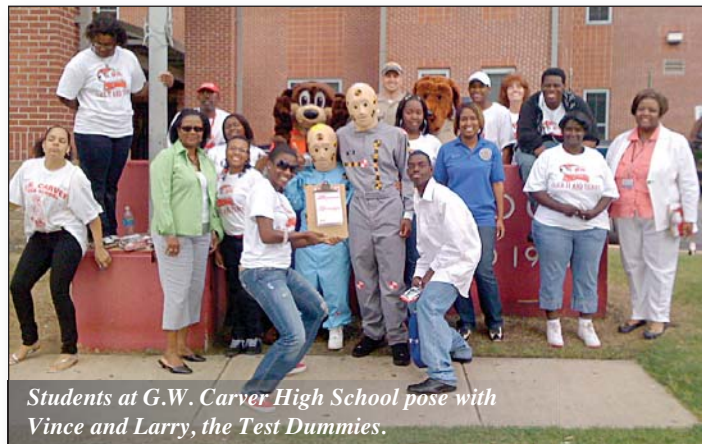
A new spin on the tried and true *Click It or Ticket* program is *Click It AND Ticket* where high school kids get a ticket for wearing their seat belts in observations at their schools to be used for a gift card drawing.



Since research indicates that traffic crashes are the leading cause of death for teenagers, the GHSO began a program in three Tennessee high schools to help save lives and encourage teens to buckle-up in May. *Click It AND Ticket* kicked off in May at Smyrna High School, G.W. Carver High School in Memphis and David Crockett High School in Jonesborough. GHSO hosted the program along with State Farm Insurance and the Community Anti-Drug Coalitions Across Tennessee (CADCAT).

During the program volunteers conducted seat belt observations at the schools and students or parents wearing their seatbelts are given tickets to enter a drawing for prizes. Because the penalty for not wearing a safety belt in Tennessee is \$10, volunteers draw ten tickets and award \$10 gift cards to ten students. In addition, one student from each school wins a \$100 gift card.

Statistics also show that every year thousands of teens in the



Students at G.W. Carver High School pose with Vince and Larry, the Test Dummies.



Student participants in Click It AND Ticket at David Crockett High School with Vince and Larry, the Test Dummies.



Smyrna High School students ticket their fellow students for wearing their seat belts.