



## ***CLICK IT OR TICKET***

### **LAW ENFORCEMENT WELCOME LETTER**

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is proud to work with local and state law enforcement across the country to protect road users and help save lives. The Memorial Day holiday weekend is an especially dangerous time on America's roads, as it is the first long holiday weekend of summer. To keep our nation's roads safe during this busy season, NHTSA will be conducting the national *Click It or Ticket* seat belt enforcement mobilization from May 20-June 2, 2024.

A successful campaign relies on our partnership with you, our law enforcement counterparts. NHTSA has developed assets to help your team lead effective, lifesaving efforts in your communities. Please use this campaign material to help spread the word about seat belt safety, and to let your officers and the public know that high-visibility seat belt enforcement is coming in May – at all hours, day and night.

During this year's campaign, participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement. We hope to turn the unrestrained fatality stats around during the *Click It or Ticket* mobilization, with an increased focus occurring between the nighttime hours of 6 p.m. and 5:59 a.m. Your unit's support and participation will help save lives around the clock, but especially at night when there are typically more violations and fatal crashes.

#### **Material Available for You at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov)**

- **NHTSA Law Enforcement Welcome Letter:** The *Click It or Ticket* national mobilization is only possible with the dedication of law enforcement officers. Use this welcome letter message to remind your team members why we're ramping up seat belt enforcement.
- **Key Dates for *Click It or Ticket* Mobilization:** Share these important dates internally so your team is aware of key campaign dates and can strategize accordingly.
- **Earned Media:** Customize and use the sample news releases and talking points, available in English and Spanish, for the *Click It or Ticket* campaign to get the word out to the public, or use the samples as guides to create your own promotional and educational material.



- **Crime Crash Clock:** See why the *Click It or Ticket* mobilization is a cause worthy of your organization's time. This simple and powerful graphic compares the frequency and consequences of crimes and crashes.
- **NHTSA Reports:** NHTSA uses data and years of research to develop and recommend enforcement and outreach efforts. Check out the statistics on occupant protection; you'll be reminded why the *Click It or Ticket* mobilization is vital to highway safety.

### **Your Highways, Your Tools, Your Efforts**

We at NHTSA have seen the results of past *Click It or Ticket* law enforcement mobilizations, and we know it is a demonstrated, effective way to save lives across the United States. Ultimately, we need the help of your law enforcement teams. These are your local roads, your state highways, and your communities. We save more lives when we work together nationwide to address tough highway safety issues. At [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov), you'll find the resources on the [Click It or Ticket webpage](#) to make your high-visibility seat belt enforcement campaign a success. Help us keep every friend, family member, and stranger from becoming another statistic. Let's continue to save lives together.