

Traffic Safety Facts

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Buckle Up in Your Truck and Click It or Ticket Programs Increase Seat Belt Use in Arkansas, Louisiana, New Mexico, Oklahoma, and Texas

Background

In 2006 NHTSA's Region 6 (South Central), which includes Arkansas, Louisiana, New Mexico, Oklahoma, and Texas, completed a three-year demonstration project to increase seat belt use titled *Buckle Up In Your Truck* (BUIYT). This project entailed a two-week advertisement campaign immediately before the annual *Click It or Ticket* (CIOT) Mobilization in May when police conducted special high-visibility seat belt enforcement campaigns.

In 2004, the BUIYT advertisement campaign bought television and radio spots to encourage non-belt-users in pickup trucks to buckle up. The first-year ads stressed the usefulness of seat belts in dangerous roll-over-type crashes. All five States switched to an enforcement-centered script starting with the 2005 BUIYT campaign and all five committed more effort toward outreach that delivered a strong enforcement message.

Media/Publicity

Advertising for BUIYT and CIOT focused on buying television air time targeting males between the ages of 18 and 39. The combined States spent \$1.3 million on the BUIYT advertisements and \$2.9 million on CIOT advertisements. Compared to 2005 funding, this was an 18-percent increase in BUIYT advertising and a 4-percent increase in CIOT advertising.

Each State generated earned media through press events, press releases or outreach activities. States provided counts of earned media for the CIOT program but not specifically for BUIYT. During the 2006 CIOT there were more than 70 media events and over 14,500 TV, print, and radio news stories in Region 6.

Enforcement

No citations for seat belt and child restraint violations were documented for BUIYT in years 2004, 2005, or 2006 given that the design of the program included enforcement only during the CIOT enforcement period.

All five States intensified enforcement activity during CIOT. In 2006 approximately 904 enforcement agencies participated in CIOT — 28 percent of all agencies across these States. Across the region, law enforcement agencies issued 75,136 seat belt tickets and 59,085 speeding tickets. Overall, the number of tickets issued during BUIYT each year decreased from 2004 to 2006.

Law Enforcement Actions per 10,000 Population

	SCR		Non-Demo States		National Average	
	2005	2006	2005	2006	2005	2006
Seat Belt	27	21	26	25	25	24
Speeding	15	16	9	10	15	14
DUI	1	1	<1	<1	1	1

Public Awareness of BUIYT

Surveys collected at driver licensing offices throughout the region measured public awareness of the BUIYT and CIOT mobilizations. In 2004 the surveys were administered three times: (1) before the BUIYT mobilization, (2) after the BUIYT mobilization and before CIOT mobilization, and (3) after the CIOT mobilization. In 2005 and 2006 survey collection took place only after each combined BUIYT/CIOT mobilization.

Before the May 2004 mobilization began, approximately two-thirds of survey respondents indicated a recent exposure to seat belt messages. Over 80 percent of respondents indicated that they recently had read, seen, or heard messages about seat belt use after the conclusion of the mobilizations.

Awareness of messages concerning seat belt use in pickup trucks increased over the course of both mobilizations. From baseline 2004 though post-2006, awareness of messages about using seat belts in pickup trucks increased. By the end of the 2006 BUIYT/CIOT mobilization over 50 percent of respondents identified as pickup truck drivers reported recent exposure to messages about wearing seat belts in pickup trucks.

Among all drivers, self-reported experience with seat belt enforcement increased from 27 percent before the 2004 BUIYT/CIOT to 36 percent after the mobilization. By the end of the second BUIYT/CIOT effort in 2005 personal experience with belt enforcement was 31 percent for cars but increased to 42 percent among pickup truck drivers. After the 2006 mobilizations pickup truck occupants reported personal experience decreased significantly, to 35 percent.

Changes in Seat Belt Use

The table below shows results from observational surveys of seat belt use conducted in the weeks before the 2004 BUIYT implementation and in June at the conclusion of CIOT mobilizations (post-2004, post-2005, and post-2006).

Seat Belt Usage by State

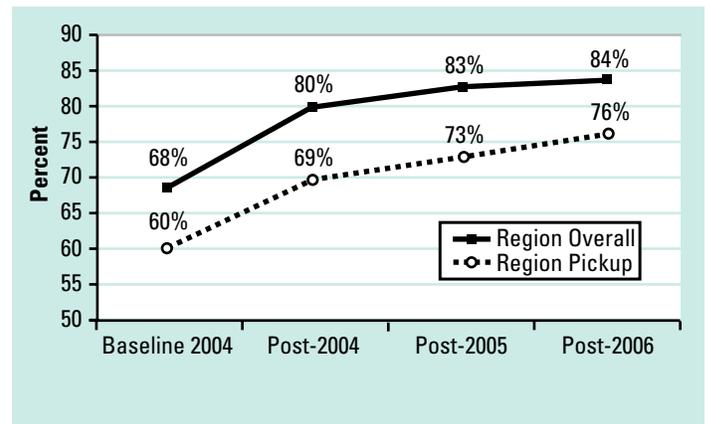
		Baseline 2004	Post 2004	Post 2005	Post 2006
AR	Overall	60%	64%	68%	69%
	Pickup	43%	65%	58%	60%
LA	Overall	67%	75%	78%	75%
	Pickup	60%	69%	72%	71%
NM	Overall	87%	90%	90%	90%
	Pickup	76%	88%	86%	85%
OK	Overall	68%	80%	83%	84%
	Pickup	58%	69%	73%	76%
TX	Overall	88%	83%	90%	90%
	Pickup	81%	79%	86%	86%

Results varied across State and wave. From baseline 2004 to post-2004 seat belt use increased in all States except Texas. Belt use increased among pickup truck occupants in four of five States: Arkansas, Louisiana, New Mexico, and Oklahoma. From post-2004 to post-2005, seat belt use increased in all States except among occupants of pickup trucks in Arkansas and New Mexico. The increases in seat belt use from baseline to post 2005 were greater for occupants of pickup trucks compared to occupants of cars in all States but Oklahoma. From post-2005 to post-2006 seat belt use increased for all States except Louisiana. Seat belt use in pickup trucks increased in three of the five States (Arkansas, Oklahoma, and Texas). From baseline to post-2006, the increase in seat belt use among occupants of pickup trucks was greater than the increase in seat belt use among occupants of cars in all States. Belt use in pickup

trucks improved in all five States with the greatest gains in the States that started with the lowest rates.

The next figure shows use rate by vehicle type for baseline 2004, June 2004, June 2005, and June 2006. Overall occupants use rates are the Section 157 representative statewide use rates. Seat Belt use rates for pickup occupants are from the unweighted raw counts from the statewide surveys. This data shows that belt use improved for both pickup trucks and all vehicle occupants outperforming the average improvements posted nationwide. Belt use in pickups still lags behind that of other vehicle types.

Region-wide Changes in Seat Belt Usage



Summary

Safety-themed pickup truck messages preceded the normal enforcement-centered CIOT for the 2004 mobilization. That changed, beginning in 2005, when enforcement-centered pickup truck advertisements were coupled with enforcement-centered CIOT advertisements. Although the seat belt use rate for cars and pickup trucks increased region-wide, the 8-percent gap between the pickup truck seat belt rate and the overall vehicle seat belt use rate has not changed.

How to Order

To order *May 2006 Click It or Ticket Seat Belt Mobilization: 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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