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***Click It or Ticket* Campaign Reminds Drivers to Buckle Up**

**[City, State]** — **[Law enforcement agency]** will join law enforcement agencies across the nation to promote seatbelt use and remind drivers of the lifesaving benefits of buckling up. The *Click It or Ticket* seat belt enforcement campaign runs from May 20 to June 2, 2024.

“Safety on the roads is our top priority,” **[Law enforcement agency]** said. “Make your trip on the road safer by buckling up. Using a seat belt is one of the simplest and most effective ways to reduce injuries and saves lives during a crash.”

Thousands of lives could be saved each year in the U.S. if every person on the road wore a seatbelt. A 2023 survey found that 92% of Wisconsin motorists wear seat belts. This number has seen a slight increase in recent years, but there is room for improvement.

Wisconsin’s primary seat belt law allows law enforcement to stop and cite motorists for failing to wear a seat belt. Penalties are higher for transporting unrestrained children and passengers can also be cited. Failure to fasten a seat belt is among the most common traffic violations in Wisconsin.

One of the focuses of the *Click It or Ticket* campaign is nighttime enforcement. According to the National Highway Traffic Safety Administration, a higher number of unrestrained passenger vehicle occupant fatalities happen at night. In 2022, 57% of passenger vehicle occupants killed at night, between 6 p.m. and 5:59 a.m., were not wearing their seat belts.

“Seat belts save lives, and everyone — front seat and back, child and adult — should make buckling up a habit,” **[Law enforcement agency]** said. “Traveling on the road without a seatbelt is dangerous. Help us spread the message by encouraging friends and family members to fasten their seat belts.”

The *Click It or Ticket* campaign coincides with the Memorial Day holiday weekend, which is the first long holiday weekend of summer. The roads are especially busy during this season, so officers will be out encouraging motorist to wear their seatbelts.

For more information on *Click It or Ticket*, please visit [NHTSA.gov/ClickIt](http://www.nhtsa.gov/clickit).

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