

An education tool to save lives!

In 2015, the North Dakota Department of Transportation developed an interactive seat belt education tool to share with schools, community groups and law enforcement. This is a highly portable 18-inch square “hologram board” which projects a 3-D illustration of a pickup truck rollover crash. The illustration changes views as the board is turned.

Why a rollover crash? North Dakota crash data shows that rollovers are more likely to cause fatal injury than any other crash. The majority of rollover fatalities are not wearing a seat belt. Nearly 81 percent of those who died in single vehicle rollovers in 2017 were unbelted and approximately 82 percent of those unbelted fatalities were totally or partially ejected from the vehicle. The hologram board is designed to show drivers and passengers what happens to belted versus unbelted occupants during a rollover crash—a life-saving lesson.

A video showing the hologram board can be found at VisionZero.ND.gov.

A hologram board, with carrying case, talking points and lighting system, can be checked out for your use at no charge. To reserve use of the hologram board, contact Ashlee Doan at adoan@nd.gov or call **701-328-2598**.



Viewpoint 1: Traveling on a road, a pickup passenger is wearing a seat belt, while the driver is not.



Viewpoint 2: The driver swerves, loses control and the pickup leaves the roadway.



Viewpoint 3: Due to overcorrection, the truck rolls. The driver begins to exit the vehicle through the window due to the force of the roll.



Viewpoint 4: The truck completes at least one roll. The driver is ejected and lays near the vehicle. The passenger, however, is still restrained in their seat, unharmed.

VISION ZERO

Zero fatalities. Zero excuses.

NDDOT
North Dakota
Department of Transportation