



Click It or Ticket Talking Points

We invite you to use the following talking points to help easily share the importance of always wearing a seat belt. If you would like any additional information, please email us at dottrafficgrp@nd.gov.

Wearing a seat belt is the number one thing any driver or passenger can do to protect themselves in a motor vehicle crash. It is your best defense in any motor vehicle crash. It's also the law.

Seat belt use in North Dakota ranks below the national average. While nationally, 91.9% of drivers report wearing their seat belts, only 78.5% of North Dakotans do. For your own safety and for those you love, everyone in a vehicle needs to buckle up every trip, every time.

Good drivers can be hit by bad drivers, intoxicated drivers, distracted drivers, or be caught off-guard by road conditions. The best protection from other drivers is to wear a seat belt every trip, every time, no excuses.

In North Dakota in 2023, 47% of traffic deaths where seat belts were available were not wearing seat belts. These aren't numbers - these are people impacted by motor vehicle crashes. Devastating tragedies can be avoided by buckling up every seat, every trip, every time.

If you die in a crash, your loved ones will be faced with overcoming the emotional and economic impact of losing you. It's important to remember that whether you do it for yourself or a loved one, everyone needs to buckle up every seat, every trip, every time. It's your best defense in any motor vehicle crash.

The risk of getting into a serious motor vehicle crash is just as great on a short trip. Most motor vehicle crashes occur within 25 miles of home and in areas where the speed limit is 40 mph or less. In fact, did you know that a crash at only 12 mph can be fatal? It's important to wear a seat belt every seat, every trip, every time.

Every driver and vehicle occupant in North Dakota can help us meet the Vision Zero goal by taking personal responsibility when travelling on the road. This means wearing a seat belt at all times and transporting children in child passenger safety seats appropriate for the child's age, height, and weight.

Over the past five years (2019-2023), more than half (53%) of the people killed in a motor vehicle crash, where seat belts were available, were not buckled at the time of the crash. And 79% of the unbelted fatalities were males.

Did you know your chances of being killed are four times greater if you are thrown from a vehicle? If you are ejected, you are more likely to be killed from flying through the windshield, striking the ground or another surface, or from another vehicle hitting you than by the initial collision. It's really easy to avoid this. Simply wear your seat belt every seat, every trip, every time.

The goal of zero fatalities is not only attainable, but also vital. When it comes to your life, or the lives of your family and friends, what other number is acceptable?