



Click It or Ticket Talking Points

We invite you to use the following talking points to help easily share the importance of 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, 90.1% of drivers report wearing their seat belts, only 79.3% 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. *(ND Crash Summary 2017)*

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.

Of those motor vehicle fatalities that were seat belt eligible in North Dakota in 2017, 55% were not wearing a seat belt. These aren't numbers - these are people impacted by motor vehicle crashes. Devastating tragedies can be avoided by buckling up every trip, every time. *(North Dakota Department of Transportation)*

The top three reasons North Dakotans will wear a seat belt are fear of losing a loved one, not wanting to be killed in a crash, and preventing injury to one's own passengers in a crash. It's important to remember that whether you do it for yourself or a loved one, everyone needs to buckle up every trip, every time. It's your best defense in any motor vehicle crash. *(NDDOT 2017 Resident Survey)*

The risk of getting into a serious motor vehicle crash is just as great on a short trip. The majority of 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 trip, every time. *(Seat Belt Myths)*

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 and height.

Beyond protecting people from death, seat belts can keep those in a motor vehicle crash from being knocked unconscious or into others in the vehicle. By avoiding this, those in a crash are more likely to be able to get out of the vehicle more quickly and with the least amount of injury. *(Seat Belt Myths)*

Did you know your chances of being killed are four times greater if you are thrown from a vehicle? In fact, 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 trip, every time. *(Seat Belt Myths)*

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? We're aiming for zero fatalities because every life matters.