

VISION ZERO

Zero fatalities. Zero excuses.

FOR IMMEDIATE RELEASE

June 28, 2021

For more information: NDDOT Safety Public Information Program Manager, 701-328-2598 or law enforcement contact information provided upon request.

Summer H.E.A.T. continues with *Click it or Ticket*

Jamestown, ND - Law enforcement agencies statewide will participate in *Click it or Ticket* July 1 to Aug. 19. The enforcement campaign and extra patrols are part of summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) to prevent deaths on North Dakota roads.

Seat belts save lives and are the single most effective safety device to prevent death and injury in a motor vehicle crash. Preliminary crash fatalities in 2021 are trending higher than last year with 41 fatalities as of June 17, 2021. Of these fatalities, 55% were unbelted where seat belts were present in the vehicle.

“Whether you are traveling down the block or across the country, make sure you buckle up. It’s easy to do and wearing it will make sure you’re around to enjoy all the things that make summers in North Dakota great,” said Oakes Police Chief Matt O’Brien.

According to the North Dakota Department of Transportation, increased traffic on the roadways during the summer leads to an increased number of crashes and fatalities. Failure to wear a seat belt results in more motor vehicle fatalities in North Dakota than any other factor.

This reminder is a part of the Summer H.E.A.T. strategy and [Vision Zero](#) initiative to eliminate motor vehicle crash fatalities and serious injuries on North Dakota roads. Summer H.E.A.T. will take place through August to encourage everyone to wear a seat belt, use appropriate child passenger safety seats, follow all posted speed limits, and drive sober and distraction-free.

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