



NEWS RELEASE

HOWARD COUNTY DEPARTMENT OF POLICE OFFICE OF PUBLIC AFFAIRS

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Police Remind Teen Motorists: “Click It or Get a Ticket”

Annual Campaign Targets Teens and Young Adults Who Are Most Likely to Ride Unbuckled

The Howard County Police Department is participating once again in the nationwide “Click It or Ticket” campaign. The effort is aimed at teens and young adults who are most likely to ride unbuckled. The campaign will be in effect November 17 - 30.

Through this campaign, which is part of *Operation Mobilization ABC: America Buckles Up Children*, police departments across the country will work to increase the national seat belt compliance rate.

Teens and young adults are killed at far higher rates in crashes because of inexperience, risk taking and low safety belt use. Fatality rates for teens are twice that of older drivers and the risk of crashes for teens is four times that of older drivers. In 2000, the estimated economic impact of police reported crashes involving drivers between 15 and 20 years old was \$32.8 billion.

According to the National Highway Traffic Safety Administration (NHTSA), the most effective way to increase safety belt use is through highly visible enforcement, combined with public education. NHTSA estimates that for each percentage point the usage rate increases, another 250 lives are saved.

Due to the significant benefits of safety belt usage, the Howard County Police Department has joined other law enforcement agencies in implementing a “zero tolerance” policy in seat belt and child passenger restraint enforcement. During this campaign, officers will be looking for drivers and passengers who are not using safety belts and will issue citations when appropriate.

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