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## Media Advisory

### **Nevada Department of Public Safety, Office of Traffic Safety Announces the Results of Annual Day Time Seat Belt Use Survey**

**(Carson City, Nevada) Seat Belt use in Nevada is 90.5% this year** as measured by the annual Day Time Seat Belt Use Observational Survey conducted by UNLV researchers during the *Click It or Ticket* mobilization campaign May 21-June 3, 2012. This survey is conducted annually to determine Nevada's statewide seat belt use and other related demographics. The 2011 seat belt use in Nevada was measured at 94.1%. The difference in rate may be attributable to the different survey methodologies used in 2011 versus 2012, where the methodology was changed to meet new federal requirements. Specifically, the selection of survey counties changed from a population-based to a fatality-based criterion.

High-visibility enforcement such as the *Click It or Ticket* mobilization has contributed to increasing the national belt usage rate from 58 percent in 1994 to an observed usage rate of 84 percent in 2011 according to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA). Similarly, Nevada's seat belt usage has increased from 74% in 2002 to the current 90% since it implemented its statewide *Click it or Ticket* campaign. Belt use saves thousands of lives across America each year; in 2010 alone, seat belts saved an estimated 12,546 lives nationwide, **and an estimated 95 lives in Nevada, where an additional 15 lives could have been saved with 100% restraint use.**

**Last year Nevada lost 62 lives from motor vehicle crashes where occupants were not buckled up.**

The national *Click it or Ticket* mobilization may be over for this year, but that is no excuse to stop using your seat belt. Nevada law enforcement agencies enforce seat belt and other traffic laws continually throughout the year. Don't forget to buckle up, and please encourage those around you to buckle up, every trip, every time.

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The use of safety belts has been identified as the single most effective means of reducing fatal and serious injuries in motor vehicle crashes. Seat belts are effective by protecting occupants from ejection, one of the most severe results of a motor vehicle crash. Victims ejected from motor vehicles are four times more likely to die. Take two seconds to buckle up.

For more on the national *Click It or Ticket* mobilization, please visit [www.nhtsa.gov](http://www.nhtsa.gov).

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