



**2019 CLICK IT OR TICKET CAMPAIGN**  
**News Release**

**May 6, 2019**

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**LAW ENFORCEMENT REMINDS PUBLIC:**

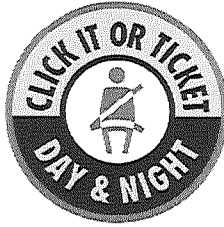
***CLICK IT OR TICKET* CAMPAIGN STARTS MAY 20**

Ward, Arkansas— As the Memorial Day holiday approaches, Ward Police Department is reminding all drivers of the importance of seat belt use. This annual campaign is part of the U.S. Department of Transportation’s National Highway Traffic Safety Administration’s national *Click It or Ticket* high-visibility enforcement effort that runs from May 20 to June 2, 2019. Aimed at enforcing seat belt use to help keep families safe, the national seat belt campaign runs concurrent with the busy travel season.

“During the *Click It or Ticket* campaign, we’ll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers,” said Lt. Eric Sims. “We cannot overstate the importance of wearing a seat belt. It’s the law, but it’s more than that: By far, buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life. So often, it could have been prevented with the simple click of a seat belt.”

For this year’s *Click It or Ticket* seat belt mobilization effort, NHTSA is asking all states to participate in the kickoff event, *Border to Border* (B2B), a one-day national seat belt awareness event on May 20 that is coordinated by participating state highway safety offices and their respective law enforcement liaisons. The B2B program aims to increase law enforcement participation by coordinating highly visible seat belt enforcement and providing seat belt fact sheets for drivers at heavily traveled, highly visible state border checkpoints.

According to NHTSA, in 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent of passenger vehicle occupants killed at night (6 p.m.-5:59 a.m.) were not wearing their seat belts. That’s why one focus of the *Click It or Ticket* campaign is nighttime enforcement. Participating law enforcement



agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In the City of Ward, the maximum penalty for a seat belt violation is \$90.00.

Almost twice as many males were killed in crashes as compared to females, with lower belt use rates, too. Of the males killed in crashes in 2017, more than half (51%) were unrestrained. For females killed in crashes, 39 percent were not buckled up.

“If the enforcement crackdown wakes people up to the dangers of unrestrained driving, we’ll consider our mission to be a success,” said Lt. Eric Sims. “If you know a friend or a family member who does not buckle up when they drive, please ask them to consider changing their habits. Help us spread this lifesaving message before one more friend or family member is killed as a result of this senseless inaction. Seat belts save lives, and everyone—front seat and back, child and adult—needs to remember to buckle up—every trip, every time.”

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

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