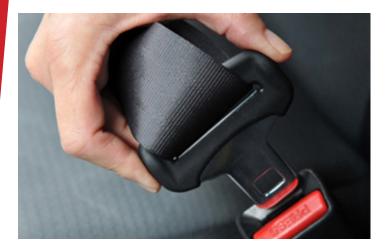
Occupant Protection Emphasis Area



The Challenge

Based on the statewide annual observational survey, seat belt use in Louisiana continues to climb, with a record 85.9 percent of drivers and front-seat passengers using seat belt in 2015, an increase of 1.8 percent over 2014. While the overall seat belt use increases, there are still some motorists not using seat belts. Males and minorities still lag behind, as do pickup truck occupants. The rise in seat belt use is attributed to Louisiana's participation in national campaigns like "Click It or Ticket" and "Buckle Up in Your Truck" coupled with nighttime public information and enforcement campaigns. But there is certainly more work to do. This challenge calls for a continued coordination of efforts by LHSC, LSP, law enforcement officers, regional traffic safety coalitions and local agency partners throughout the state.

The Marketing/Media Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing and high-visibility enforcement (HVE) in order to get the message out to targeted audiences as follows:

- Male pickup truck drivers aged 25-34
- African American front seat occupants
- Rear seat passengers especially in rural communities
- Government and Private Company Employers
- Parents and Caregivers
- Young Drivers aged 15-24

CORE MESSAGES

Click It or Ticket.
Buckle Up America. Every Trip. Every Time.
Buckle Up In Your Truck
Live To Truck Another Day
Rear Seat, Click It Louisiana!
Know For Sure If Your Child is
in the Right Car Seat

TARGET AUDIENCES

Male Pickup Truck Drivers aged 25-34 Young Drivers aged 15-24 Parents and Caregivers of Children Employers Moviegoers

STRATEGIES

Weekend HVEs + TV & Radio PSAs Cinema Theatre PSAs Dynamic Message Signs Child Passenger Safety Seat Inspections Paper and Electronic Press Releases Social Media Norming School Open Houses Seatbelt Rollover Demo at Events Rewarding Drivers for Seatbelt Use

PROGRAM OPPORTUNITIES

Saved By the Belt Sudden Impact Rock the Belt Employer Seatbelt Policies I Got Caught Wearing a Seatbelt Sudden Impact

TIMELINES

April/May - BUIYT / LTTAD May (Memorial Holiday) - Click It or Ticket 3rd Week of September - CPS/Right Car Seat 1st Week of October - Drive Safely Work Week November - Thanksgiving CIOT/Buckle Up

IMPLEMENTORS

LHSC, DOTD, LSP Louisiana Passenger Safety Task Force Regional Coalition OP Teams