

It only takes two seconds, Click It or Ticket!

A Call to Action

Contact: Rudynah Capone, Louisiana Center for Transportation Safety LASafetycenter@la.gov

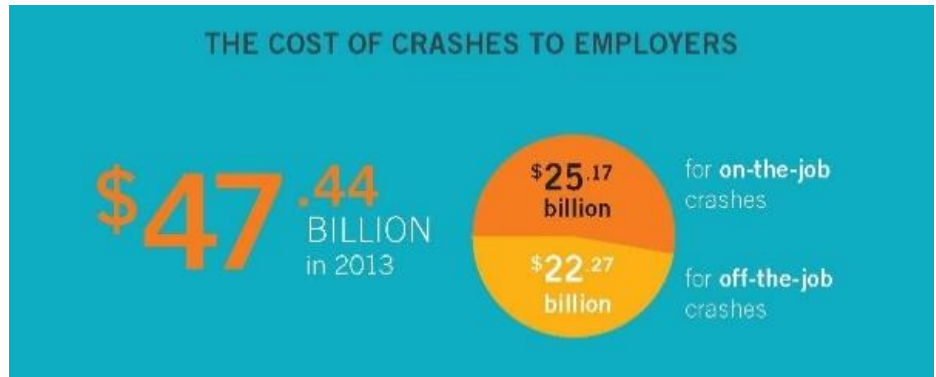
(Infographics source: NETS "Cost of Crashes 2015 Report")

The Louisiana Center for Transportation Safety (LCTS) or the Safety Center, housed at the Louisiana Transportation Research in LSU Campus in Baton Rouge, shares this call for action to employers, government officials and community leaders. You must have heard it more than once—safety is everybody's business, and speaking of which, you have an opportunity to support the state's traffic safety goal of reaching Destination Zero Deaths on Louisiana's roadways www.destinationzerodeaths.com.

To start off, simply remind everyone to buckle up. It only takes two seconds, yes, just two, to fasten your seat belt. Wearing a seat belt saves lives, reduces injuries, and is good business, too.

According to the National Highway Traffic Safety Administration (NHTSA), wearing a seat belt reduces risk of serious injury or death by about 50%. Also, the Network of Employers for Traffic Safety (NETS) recently released a report titled "Cost of Motor Vehicle

Crashes to Employers 2015" that highlights ways businesses can help save lives and money through roadway safety education in the workplace. Protecting employees from motor vehicle crashes could be a profitable investment. Employers could possibly pay for crashes that happen both on and off the job. The report, funded by NHTSA, revealed costs totaling \$47.44 billion back in 2013, 57% of it was for on-the job crashes.



DRIVER BEHAVIOR HAS A DIRECT EFFECT ON EMPLOYER CRASH COSTS



SPEEDING

\$8.4

BILLION



DISTRACTED
DRIVING

\$8.2

BILLION



ALCOHOL

\$6

BILLION



NOT WEARING
SEAT BELT

\$4.9

BILLION

While you educate everyone to buckle up, law enforcement officers are also doing their part to make sure everybody follows Louisiana's primary law on seat belts. **From May 23 to June 5, 2016**, cops will crack down day and night to enforce **Click It or Ticket (CIOT)**. The CIOT is one of the efforts that Louisiana largely supports to reach the goal of zero deaths as envisioned in the statewide Strategic Highway Safety Plan (SHSP). In case you are not aware yet, there are nine SHSP regional safety coalitions in the state that you and your agency can be part of.

Here's what you can do to respond to this call for action:

1. **Implement a seat belt policy in your own organization.** Just by simply asking your employees and colleagues to buckle up, you are potentially saving a life and reducing your costs!
2. **Become part of the cutting edge effort to conduct a six-week "2 seconds 2 click" campaign initiated by NETS.** A free toolkit is available. <http://2seconds2click.org/sixweekcampaign.html>
3. **Support the Click it or Ticket campaign.** Louisiana still has work to do to increase seat belt compliance rate. We're at 85.9% based on the observational survey done by LHSC in 2015, which is still below the national average of 88.5%.
<http://www.lahighwaysafety.org/occupant.html>
<http://www.trafficsafetymarketing.gov/ciot>
4. **Contact the regional safety coalition coordinator in your region and find out how to join the Destination Zero Deaths initiative** <http://destinationzerodeaths.com/strategic>

"State law requires all vehicle occupants to wear a seat belt. It is also important to point out that wearing a seatbelt is the easiest, most effective thing your employees can do to minimize the risk of injury in the event of a motor vehicle crash. Whether your agency has fleet vehicles or not, increasing seat belt use by your employees can have a positive impact not only on the health and safety of your employees but also on your bottom line," said the Safety Center Director Dortha Cummins, who also co-chairs the statewide Occupant Protection Emphasis Area Team for Louisiana's SHSP.

The **Safety Center** is the coordinating and outreach arm for Louisiana's Destination Zero Deaths Initiative. Email LASafetycenter@la.gov for more information.

###