

## 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