

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 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 HVE's + TV & Radio PSA's
Cinema Theatre PSA's
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 Seat belt Use

PROGRAM OPPORTUNITIES

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

TIMELINES

April and 1st Week of May for BUIYT / LTTAD
3rd-4th Week of May (Labor Day) for CIOT
3rd and 4th Week of July for Click It in the Rear
CPS Week in September for *Know for Sure*.
1st Week of Oct. – Drive Safely Work Week
November - Thanksgiving Holiday for BUA

IMPLEMENTORS

LHSC, DOTD, LSP
Bridget Gardner, LPSTF
Regional Coalition OP Teams