



2023 THANKSGIVING BUCKLE UP. EVERY TRIP. EVERY TIME.

FACT SHEET

The Thanksgiving holiday is the kickoff to the busiest season of the year. With all the rushing around and holiday travel, it's a great time to remind drivers and passengers to buckle their seat belts. To keep drivers and their passengers safe, [Local Organization] is partnering with the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) to urge all individuals to prioritize seat belt safety throughout the holiday weekend. We are working together to remind everyone to *Buckle Up. Every Trip. Every Time.* Review the following facts and information to see how seat belts can save your life.

- During Thanksgiving weekend, millions of Americans will hit the roads, eager to spend time with family and friends. It's one of the busiest travel times of the year, and unfortunately, that may mean more crashes.
- NHTSA is reminding everyone that seat belts save lives with the campaign slogan *Buckle Up. Every Trip. Every Time.* Buckling up is your best defense against injury or death in a crash.

Make this Thanksgiving different from years past.

- In 2021, there were 26,325 passenger vehicle occupants (in passenger cars, pickup trucks, vans, or SUVs) killed in traffic crashes in the United States. Half (50%) of those who were killed were not wearing seat belts.
- The facts don't lie: Forty-nine percent of all front-seat passenger vehicle occupants killed in crashes in 2021 were unrestrained, and 57% of those killed in the second row were unrestrained.
- During the Thanksgiving holiday weekend in 2021 (6 p.m. on Wednesday, November 24, to 5:59 a.m. on Monday, November 29), there were 361 passenger vehicle occupants killed in traffic crashes across the nation. Half (50%) were unrestrained.
- No matter the time of day, driving without a seat belt is deadly. During the 2021 Thanksgiving weekend, 52% of passenger vehicle occupants killed in crashes at night were unbuckled, and 46% of those killed in daytime crashes also were unbuckled.
- Younger adults 18-34 continue to be overrepresented in fatal crashes and seat belt non-use. In 2021, more than half (59%) were completely unrestrained – one of the highest percentages for all age groups.
- Males make up the majority of those killed in motor vehicle traffic crashes. In 2021, 66% of the 26,325 passenger vehicle occupants who were killed were male. Males also wear their seat belts at a lower rate than females do – 54% of males killed in crashes in the same year were unrestrained, compared to 42% of females killed in crashes.



- If you're ejected from a vehicle in a crash, odds are that you will not survive. In 2021, 8 out of 10 (83%) of the passenger vehicle occupants totally ejected from vehicles in crashes were killed. Wearing your seat belt is the most effective way to prevent ejection; in 2021, only 1% of passenger vehicle occupants wearing seat belts were ejected in fatal crashes, compared to 26% of those who were unrestrained.
- Air bags are designed to work with seat belts, not replace them. In fact, if you don't wear your seat belt, you could be thrown into a rapidly opening frontal air bag; a movement of such force could injure or even kill you.
- In 2021, drivers with no passengers buckled up at a rate of 89.9% whereas 92.4% of drivers with at least one passenger buckled up. Whether traveling alone or with passengers this Thanksgiving, buckling your seat belt is one of the most effective ways to prevent crash-related injuries or death.
- Surviving your Thanksgiving drive this year — and making it to next Thanksgiving — can be as simple as buckling up. In the last decade, seat belts saved the lives of more than 100,000 people in the United States. Those people are thankful they wore their seat belts. Are you ready to safeguard your life throughout the Thanksgiving holiday weekend? *Buckle Up. Every Trip. Every Time.*

Drive safely this Thanksgiving. For more information, please visit www.trafficsafetymarketing.gov/get-materials/seat-belts/buckle/thanksgiving-weekend.