

NEBRASKA

Good Life. Great Journey.

DEPARTMENT OF TRANSPORTATION

State Headquarters
1500 Highway 2
PO Box 94759
Lincoln, NE 68509-4759
Communication Office: 402-479-4512
dot.nebraska.gov



Pete Ricketts, Governor

FOR IMMEDIATE RELEASE

NDOT Highway Safety Office Kicks Off Fall Seat-Belt Campaign

October 17, 2018 (Lincoln, Neb.) — Noting that 70 percent of all unbelted fatalities happen at night, NDOT's Highway Safety Office kicked off an awareness campaign last week to promote increased seat-belt usage, especially after dark. As part of the campaign, 15 daily delivery trucks sport a customized wrap with an image and language supporting seat-belt usage, as do fuel-pump toppers at 50 Lincoln area gas stations.

The campaign serves as a great reminder that by wearing seat belts and properly buckling children into age- and size-appropriate car seats and booster seats, people can reduce the risk of serious injury and death in a crash by half. Reducing crash-related injuries and fatalities is significant for many reasons. For every person killed in a crash, eight more are hospitalized and 99 more are treated and released.

According to the most recent statistics, 86 percent of Nebraskans use seat belts, which is less than the national average of 90 percent.

#NDOT#

Contact:

Vicki Kramer, (402) 479-4512
Jeni Campana, (402) 479-4357
NR27-zt



A specially wrapped delivery truck pulls away from a kick-off event Oct. 11 for the fall awareness campaign to increase seat-belt usage in the state, especially at night.

