

**TO:** All Nebraska Law Enforcement Agencies  
**FROM:** William J. Kovarik, Administrator  
**DATE:** March 31, 2023  
**SUBJECT:** **Click It or Ticket *National Mobilization May 15 – June 4, 2023***

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The most effective way to reduce traffic crash injuries, the severity of injuries, and to save lives is to have all drivers and passengers buckled up in every vehicle. Last year, 135 **(67%)** of the 202 fatally injured passenger vehicle occupants were **not wearing seat belts**. Nebraska's seat belt usage rate fell further to 76%, which is **far below** the national rate of 90.4 percent and is the **4<sup>th</sup> WORST** in the Nation!




This year Nebraska will again be participating in the national "Click It or Ticket" Mobilization. The campaign effort emphasizes child restraint and seat belt law compliance with extensive paid media (radio, television, billboard & social media) messages that support the enforcement. The media campaign will run from May 15 through June 4, 2023.

Once again, we are requesting the participation of your agency to increase traffic enforcement, with an emphasis on seat belt use laws. The traffic enforcement effort is scheduled for May 15 through June 4, 2023.

#### **Highly Visible Enforcement is the Goal**

The key to increasing seat belt usage is high visibility enforcements by utilizing saturation patrols and regular enforcement. Drivers must perceive a risk of being caught and be **issued a citation** when stopped. Radio, television, print ads, and social media are highly encouraged. Local ad copy is available upon request that you can tag with your agency name.

Below are resources to help your agency with completing this mobilization successfully:

-  <https://www.trafficsafetymarketing.gov/get-materials/seat-belts/national-enforcement-mobilization/ciot-peak-kit> Website sponsored by the National Highway Traffic Safety Administration with media kits including talking points, editorials, statistics, and more.
-  <https://dot.nebraska.gov/safety/hso> Website containing Nebraska statistics, facts, links to national websites and the order form for brochures and posters.
-  <https://drivesmartne.org/toolkits/> Website containing advertising copy that you can tag with your name to place in your local market.

#### **Funding Assistance**

If your agency is interested in funding assistance for the mobilization, please complete and submit the mini-grant application attached in your kit and send to [NDOT.HSO@nebraska.gov](mailto:NDOT.HSO@nebraska.gov) by **April 14, 2023**.

#### **Participate Without Funding Assistance**

Everyone is urged to participate even if it is part of your routine enforcement emphasis during this time period. If your agency will be participating without overtime funding assistance, simply complete the

Activity Summary form attached in your kit and email it to [dustin.stewart@nebraska.gov](mailto:dustin.stewart@nebraska.gov) with the details of your activities during this campaign period.

For the planning packet information or questions for the Click It or Ticket mobilization, please contact Dustin Stewart via email or phone at 402-471-3880.