



MEDIA RELEASE



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Chief of Police

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2025 *Click it! or Ticket!* May 19th – June 1st



The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is urging drivers to buckle up ahead of a national *Click It or Ticket* high-visibility seat belt enforcement effort. The national seat belt campaign, which coincides with the Memorial Day holiday, runs from May 19 to June 1, 2025.

"We want seat belt use to be an automatic habit for drivers and passengers alike," said Chief P.J. Trujillo. "It's not just a safe thing to do — it's the law". During the *Click It or Ticket* campaign, we'll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers. Buckling up is the simplest thing you can do to limit injury or save your life during a crash. We see the results of not wearing a seat belt all the time. We see the loss of life. So often, it could have been prevented."

The national seat belt use rate in 2023 was 91.9%, which is good, but it can be better. The other 8.1% still need to be reminded that seat belts save lives. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night.

One of the focuses of the *Click It or Ticket* campaign is nighttime enforcement. NHTSA data shows a higher number of unrestrained passenger vehicle occupant fatalities happen at night. Also, seat belt use differs among females and males. Of the males killed in crashes in 2023, more than half (53%) were unrestrained. For females killed in crashes, 41% were not buckled up.

"If the enforcement effort alerts people to the dangers of unrestrained driving, we'll consider our mission to be a success," said Chief P.J. Trujillo. "If you know a friend or a family member who does not buckle up when they drive, please ask them to consider changing their habits. Help us spread this lifesaving message before one more friend or family member is killed as a result of this senseless inaction. Seatbelts save lives, and everyone — front seat and back, child and adult — needs to remember to buckle up."

For more information on the *Click It or Ticket* seat belt enforcement mobilization, please visit [NHTSA.gov/ClickIt](https://www.nhtsa.gov/ClickIt).

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