

## **NHTSA Announces 2022 Click It or Ticket Enforcement Mobilization**

**May 12, 2022 | Washington, DC**

The National Highway Traffic Safety Administration today announced the launch of the annual *Click It or Ticket* national seat belt enforcement mobilization with the goal of reminding drivers that seat belts save lives.

A \$10 million paid media campaign will run May 16 through June 5, 2022, featuring radio, TV, and digital ads in both English and Spanish. The public awareness campaign will coincide with special enforcement efforts May 23-June 5, during which state and local law enforcement agencies across the country will be issuing tickets to drivers who choose not to buckle up. The work of our nation's law enforcement officers plays an important role in preventing and reducing traffic-related fatalities. NHTSA is committed to promoting equity in enforcement and impartial treatment of all people because the public must feel safe from harm on the road. Knowing that the law will treat them fairly is essential to this goal.

"As we continue to see an increase in traffic deaths across the country, risky driving behaviors, like failing to wear a seat belt, continue to be a contributing factor," said Dr. Steven Cliff, NHTSA Deputy Administrator. "This campaign is designed to remind drivers that a seat belt is truly your best defense in a crash. *Click It or Ticket* isn't about citations; it's about saving lives."

The paid media campaign will target drivers who, according to research data, are less likely to wear seat belts. In 2020, more than half of all young adults ages 18 to 34 killed in crashes were completely unrestrained. Men make up the majority of those killed in crashes, representing 67% of all passenger vehicle occupant deaths in 2020. Data show 55% of men killed in crashes were unrestrained, compared to 43% of women killed in crashes.

This year's enforcement mobilization will once again be kicked off, on May 23rd, by the Border to Border initiative, a one-day national seat belt awareness event with states participating nationwide.

Contact:

**NHTSA**

**NHTSA Media**

[NHTSAmidia@dot.gov](mailto:NHTSAmidia@dot.gov)

[202-366-9550](tel:202-366-9550)