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Click It or Ticket Campaign Starts May 22 Law Enforcement Will Show Zero Tolerance (17-075)

May 18, 2017 | 2:25 PM

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San Francisco, CA – As summer kicks off and families hit the road for vacations, the San Francisco Police Department and the California Office of Traffic Safety are reminding motorists to Click It or Ticket. Aimed at enforcing seat belt use to help keep you and your family safe, the national seat belt campaign will take place May 22 through June 4, concurrent with one of the busiest travel and holiday weekends of the year. According to the National Highway Traffic Safety Administration (NHTSA), nearly half of the 22,441 passenger vehicle occupants killed in crashes in 2015 were unrestrained. During nighttime hours, that number soared to 57 percent of those killed. That’s why one focus of the Click It or Ticket campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In 2015, 545 Californians were killed because they did not buckle their seat belts according to NHTSA. Nationally, almost twice as many males were killed in crashes as compared to females, with lower belt use rates, too. Of the males killed in crashes in 2015, more than half (52%) were unrestrained. For females killed in crashes, 42 percent were not buckled up. For more information on the Click It or Ticket mobilization, please visit: <http://www.nhtsa.gov/ciot>.

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