



City of  
**OAKLAND**  
California

**Media Contact:**

Officer Johnna Watson  
Officer Marco Marquez  
Media Relations Office  
(510) 238-7230  
OPDMedia@oaklandnet.com

News from: **Oakland Police Department**



**For Immediate Release**

May 23, 2016

**New “Coast to Coast” Seat Belt Enforcement Effort  
Aims to Increase Click-It or Ticket Participation,  
Save Lives**

*Oakland, CA* – From May 23 to June 5, 2016, local law enforcement personnel will participate in the national Click-It or Ticket campaign in an effort to save lives through increased seat belt use. This education enforcement period comes ahead of the Memorial Day holiday, one of the busiest travel weekends of the year.

According to research conducted by the National Highway Traffic Safety Administration, while 88.5 percent of passenger vehicle occupants buckled up in 2015, almost 50 percent of occupants of fatal crashes nationwide are not restrained. In some states, the rate is as high as 70 percent unrestrained in fatal crashes. In California, more than a half million people travel our roadways at grave risk without proper restraints. These facts gravely highlight the need for increased education, awareness and enforcement and awareness of seat belt use.

This year, NHTSA is aiming to increase campaign participation even more by coordinating a “Coast to Coast” seat belt education and enforcement effort with the California Highway Patrol and law enforcement around the I-10, I-40, I-70 and I-80 corridors. Additionally, law enforcement agencies statewide are joining the Click-It or Ticket effort to emphasize the “Coast to Coast” seat belt safety awareness campaign in all 50 states.

In 2014, nearly half of the 21,022 passenger vehicle occupants killed in crashes nationally were unrestrained, according to NHTSA. During the nighttime hours of 6:00 PM to 5:59 AM, that number increased to 57 percent of those killed. Law enforcement agencies will write citations day and night, with a zero-tolerance approach.

For more information on the Click-It or Ticket campaign, please visit [www.nhtsa.gov/ciot](http://www.nhtsa.gov/ciot).

# # #