

## **NOTICE OF PROPOSED GUIDANCE DOCUMENT**

### **Law Enforcement Action Kit – Fact Sheet/Talking points for annual “Click It or Ticket” seat belt campaign from June 22 – July 5, 2020**

Pursuant to Wis. Stat. s. 227.112, the Wisconsin Department of Transportation is hereby seeking comment on a fact sheet for local law enforcement agencies to be used in conjunction with the annual Click It or Ticket seat belt mobilization from June 22 – July 5, 2020, a proposed guidance document impacting state statute 347.48 related to seat belts.

### **PUBLIC COMMENTS AND DEADLINE FOR SUBMISSION**

Comments may be submitted to the Wisconsin Department of Transportation for 21 days at:

1. The WisDOT website: <https://wisconsindot.gov/Pages/home.aspx>
2. <https://trust.dot.state.wi.us/act369/?id=OPA654&uri=file:W/Rob/2020/Guidance/LEAKFacsheet654&division=OPA>
3. Mailing written comments to:

Office of Public Affairs  
Wisconsin Department of Transportation  
4822 Madison Yards Way  
PO Box 7910  
Madison, WI 53707-7910

### **WEBSITE LOCATION OF FINAL GUIDANCE DOCUMENT**

The final version of this guidance document will be posted at [wisconsindot.gov](https://wisconsindot.gov) to allow for ongoing comment.

### **AGENCY CONTACT**

[DOTOPAGuidanceDocs@DOT.WI.GOV](mailto:DOTOPAGuidanceDocs@DOT.WI.GOV)



## Click It or Ticket FACT SHEET/TALKING POINTS

From the Wisconsin DOT, Division of State Patrol,  
Bureau of Transportation Safety

June 22 to July 5, 2020

### *Safety belts save lives and prevent serious injuries*

- Consistent safety belt use is the single most effective way to protect motor vehicle occupants from being injured or killed in a crash. Air bags are an important safety enhancement, but only seat belts can prevent motorists from being ejected or thrown around violently inside a vehicle during a crash.

### *More people are buckling up but there's room for improvement*

- The good news is Wisconsin's safety belt use rate is at its highest ever - 90.2%. Still, too many motorists fail to buckle up and are needlessly injured and killed in crashes. In 2019, 44% of car and light truck occupants killed in WI traffic crashes were unbuckled.
- Looked at another way: currently in WI, about 10 percent of motorists fail to buckle up. Yet this relatively small group accounts for nearly half of the drivers and passengers killed in car/truck crashes in WI every year.

### *Teens, truck drivers among those least likely to buckle up*

- Traffic crashes are the leading cause of death for teens and young adults nationwide.
- Teens are needlessly killed or injured in large part due to dangerous driving behaviors such as failure to buckle up, tendency to be easily distracted, and lack of experience behind the wheel.
- Observational surveys indicate the people least likely to wear a safety belt in Wisconsin are male drivers of commercial motor vehicles and pick-up trucks.

### *WI seat belt laws*

- Last year (2019) marked the 10-year anniversary of Wisconsin's "primary enforcement" seat belt law (allows law enforcement to stop/cite a motorist solely for not buckling up). Drivers can also be cited for every unbuckled passenger in their vehicle.
- Since the primary enforcement law took effect on June 30, 2009, Wisconsin's seat belt use rate has increased from 74 percent (in 2009) to over 90 percent (today). Last year (2019) in Wisconsin, there were 41,654 traffic convictions for failure to wear a safety belt.