

# MICHIGAN TRAFFIC SAFETY MATERIALS CATALOG

2014

**FORWARD-FACING CAR SEATS**  
Keeping your toddler safe

Children **ages 2-4** should ride in a forward-facing car seat.

**GIVE YOURSELF A BOOST!**  
Boost your Budget!

A hot car can be deadly! Always be sure to buck down. It's cooler than you think to buck your baby in the back seat!

**where's the 21st?**

**Drunk driving is a costly crime.**

Keep your thumbs on the wheel and cash in your pocket.

**txt back L&R**

Texting while driving is against the law in Michigan. A ticket will cost \$100 the first time and \$200 for each subsequent offense.

**IT'S THE LAW.**

If a driver, front-seat passenger, or passenger younger than 16 is not properly buckled up—you can be ticketed and

pay up to **\$65**  
in fines, costs, and fees.

**BUCKLE UP!**



**OMG TXT DRV TCKS \$100**

First offense \$100  
Second offense \$200

**Kelsey's Law**  
Put your phone in park

**ATTENTION PARENTS AND TEENS**  
Level 1 and Level 2 Licenses holders under the Graduated Driver Licensing program are prohibited from using a cell phone while driving.

Violations will be a civil infraction and fees associated with the original ticket may be up to \$243. No points will be assessed.

Exceptions are:  
 • Reporting a traffic crash, medical emergency, or serious fuel-based  
 • Reporting a situation if the person believes his or her personal safety is in jeopardy  
 • Reporting or starting the preparation or removal of a motorist or a  
 • Using a voice-operated system integrated into the vehicle



**Be a Safe Cyclist**

**Under 21?**  
If you have alcohol in your possession, you can get in trouble with the law.

**MOVE OVER!**  
Michigan's Emergency Vehicle Caution Law

**BUCKLE UP!**

**Help Your Child Grow Up Safely**

Is your child 4'9"?

Michigan law requires children younger than age 8 or shorter than 4'9" to be properly buckled in a car seat or booster seat.

**Car Seat Basics**

**Got your CY?**

MEET YOUR MOTORCYCLE EMPOWERMENT AND YOUR SAFETY

**Under 21?**

If you have alcohol in your possession, you can get in trouble with the law.

**WALK WISELY**

Always, always, always check before you walk away.

**where's the 21st?**

**WALK WISELY**

**BOOSTER SEATS**  
Keeping your child safe

Children should ride in a booster seat until they are **age 8 or 4'9" tall.**

**BOOSTER SEATS**  
Children over age 4 are safer riding in a booster seat rather than in a seat belt alone.

New shoes. Seat belt ticket. New shoes. Seat belt ticket. Tough choice.

**Start Seeing**

**School Buses are Like Traffic Signals**

**Start Seeing**

**MOTORCYCLE**

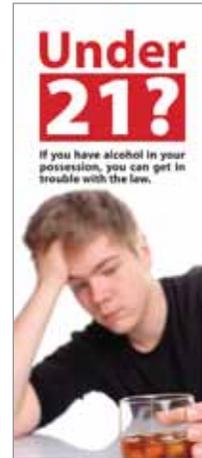
**Motorcycle**

## ALCOHOL/DRUNK DRIVING



### DRUNK DRIVING IS A COSTLY CRIME BROCHURE

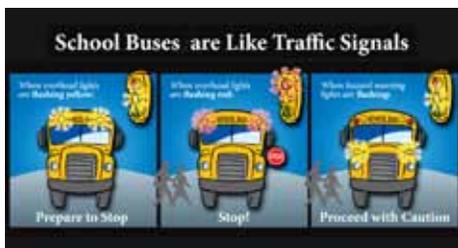
It's a crime for a driver to have a blood alcohol content of .08 or greater. This flyer outlines the costs and consequences of a drunk driving arrest and offers alternatives to getting behind the wheel after drinking. **(2130)** Also available in Arabic **(2131)** and Spanish. **(2132)**



### UNDER 21? BROCHURE (UPDATED)

It's illegal for anyone under 21 to buy, possess, or transport alcohol. Zero tolerance and minor in possession laws and their penalties are outlined. **(2160)** Also available in Arabic **(2161)** and Spanish. **(2162)**

## BICYCLE, BUS, AND PEDESTRIAN SAFETY



### SCHOOL BUSES ARE LIKE TRAFFIC SIGNALS FLYER

What do the different flashing lights on a school bus mean? This flyer gives a brief and illustrated explanation on what motorists are required to do when the lights are activated. **(5000)**



### SCHOOL BUSES ARE LIKE TRAFFIC SIGNALS POSTER

This poster gives brief and colorfully illustrated explanations on what motorists are required to do when the different school bus lights are activated. **(5100)**



### BE A SAFE CYCLIST BROCHURE (UPDATED)

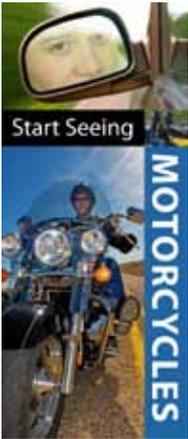
Following traffic laws, wearing a bike helmet correctly, and being visible are some of the key things bicyclists can do to ensure their safety. **(8010)** Also available in Arabic **(8011)** and Spanish. **(8012)**



### WALK WISELY FLYER

When a pedestrian is struck by a vehicle, over 80 percent of the time the pedestrian is killed or seriously injured. Safety tips that can help prevent serious injury or death when walking near traffic are provided. **(8000)** Also available in Arabic **(8001)** and Spanish. **(8002)**

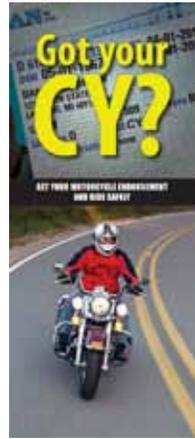
## MOTORCYCLE SAFETY



### START SEEING MOTORCYCLES

BROCHURE

Motorcycles are growing in popularity, and motorists need to be aware they are sharing the road with these smaller and more vulnerable vehicles and their riders. **(6500)**



### GOT YOUR CY? BROCHURE (UPDATED)

For anyone considering riding a motorcycle, this brochure explains requirements for a motorcycle endorsement on a driver's license. It also includes information on responsible riding and protective gear. **(6600)**



### SHARE THE ROAD POSTER

This poster serves as a reminder that motorists and motorcyclists must be prepared to share the road. **(6700)**

## SEAT BELTS



### BUCKLE UP FLYER

Michigan's seat belt law is strictly enforced by law enforcement. Information about the law, fine, and how proper seat belt use can save your life is included. **(1460)** Also available in Arabic **(1461)** and Spanish. **(1462)**



### NEW SHOES OR A SEAT BELT TICKET POSTER

This poster, aimed at teens, illustrates how the money for a \$65 seat belt ticket could be better spent. **(9800)**



### THE PREGNANT WOMAN'S GUIDE TO BUCKLING UP FLYER (NEW)

The top five questions pregnant women ask about seat belt use are answered in this flyer. **(9600)** Also available in Arabic **(9601)** and Spanish. **(9602)**

## TEEN DRIVING



### KELSEY'S LAW FLYER (NEW)

Level 1 and 2 license holders are prohibited from using a cell phone while driving. This flyer provides information about the penalties for and exemptions to this law. **(1300)**



### FIRST & 10 BROCHURE (NEW)

Teen driving laws have changed. This brochure provides information about passenger and nighttime driving restrictions and the penalties for violating these laws. **(1310)**

## TRAFFIC SAFETY



### THUMBS ON THE WHEEL FLYER

It's against the law to text while driving. Learn about the three main types of distraction and the penalties for disobeying this law. (3000)



### THUMBS ON THE WHEEL POSTER

It's against the law to text while driving. This poster helps promote Michigan's ban on texting while driving and includes information about the penalties. (3010) Also available in Arabic (3011) and Spanish. (3012)



### MOVE OVER! BROCHURE (UPDATED)

Michigan's emergency vehicle caution law was designed to keep emergency personnel safe when working along the side of roadways. This brochure provides details about the law and informs motorists when they need to move over or slow down. (9140)



### WATCH FOR DEER ALL YEAR

BROCHURE (NEW)

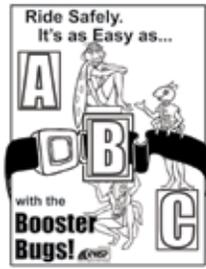
About 50,000 vehicle-deer crashes occur each year in Michigan, mainly in the fall. This publication contains tips for motorists on how to avoid vehicle-deer crashes and what to do if the crash is unavoidable. (9500)



### DISTRACTIONS, UNDERAGE DRINKING: LIFE CAN CHANGE IN A SECOND DVD (NEW)

This DVD includes PowerPoint presentations and videos on underage drinking and distracted driving, speaker notes, and a video depicting a dramatization of a distracted driving crash. It is designed to help educate teens and young adults about the dangers of underage drinking and distracted driving. *Limit 1.* (9950)

# CHILD PASSENGER SAFETY



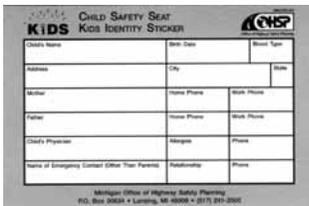
**BOOSTER BUG** COLORING BOOK  
Learning about riding safely is as easy as A, B, C with the Booster Bugs in this coloring book promoting use of booster seats and seat belts. (2400)



**BOOSTER BUG** STICKER  
The Booster Bugs are featured on this colorful round sticker children will love to collect. (2412) Stickers come in sheets of 12.



**CHILD PASSENGER SAFETY THROUGH THE AGES** POSTER  
This poster defines the stages children progress through to ride safely in motor vehicles. (2420)



**KID IDENTITY** STICKER  
Designed to be affixed to the back of a car seat, these stickers provide vital information about the child—name, address, allergies, emergency contact—to be used by emergency medical service workers in the event of a traffic crash. (2430)



**REAR-FACING CAR SEAT** FLYER  
Children should ride in a rear-facing car seat up to age 2. This flyer contains valuable tips for correct installation of this type of car seat. (2470) Also available in Arabic (2471) and Spanish. (2472)



**FORWARD-FACING CAR SEAT** FLYER  
Children ages 2-4 should ride in a forward-facing child safety seat. This flyer contains valuable tips for correct installation of this type of car seat. (2480) Also available in Arabic (2481) and Spanish. (2482)



**BOOSTER SEAT** FLYER  
Children are required to ride in a car or booster seat until they are 8 years old or 4'9". (2490) Also available in Arabic (2491) and Spanish. (2492)



**HELP YOUR CHILD GROW UP SAFELY** POSTER  
This life-size poster promotes the use of booster seats until a child reaches 4'9" tall and is designed to illustrate just how tall children should be before moving into seat belts alone. *Limit 2.* (2495)



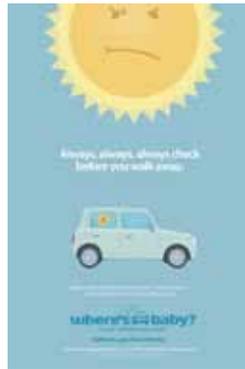
**CHILD CAR SEAT LATCH SYSTEM** FLYER  
The LATCH—Lower Anchors and Tethers for Children—System is designed to make car seat installation easier, without using seat belts. Learn how the LATCH system works and how to determine if your vehicle has it. (2510) Also available in Arabic (2511) and Spanish. (2512)

## CHILD PASSENGER SAFETY CONTINUED



### CAR SEAT BASICS FLYER (NEW)

This flyer covers how a child should ride safely from birth through the teen years. Information about the four steps for riding safely, common car seat mistakes, and tips for purchasing car seats are included. **(9700)** Also available in Arabic **(9701)** and Spanish. **(9702)**



### WHERE'S BABY? LOOK BEFORE YOU LOCK POSTER (NEW)

This poster reminds parents and caregivers to always check their vehicles for children before walking away to prevent heatstroke deaths. **(9900)**



### WHERE'S BABY? LOOK BEFORE YOU LOCK FLYER (NEW)

Tips to help parents and caregivers remember not to leave a child in a vehicle are provided in this informational flyer. **(9910)**

The Michigan Office of Highway Safety Planning (OHSP) publishes brochures, flyers, posters, and other items about important traffic safety laws and best practices. Topics include car seats, bicycles, drunk driving, motorcycles, pedestrians, school bus, and seat belt safety.

These materials are available free of charge to Michigan organizations and residents. Quantities, unless otherwise noted, are limited to 250 per item. Only one order per month will be accepted per customer. Please allow 2-4 weeks to receive your items.

For more information, call (517) 636-4256 or e-mail [trafficsafety@michigan.gov](mailto:trafficsafety@michigan.gov).



P.O. Box 30634, Lansing, MI 48909 • [Michigan.gov/ohsp](http://Michigan.gov/ohsp)

# CLICK IT THE CRICKET & VINCE AND LARRY®

OHSP offers unique ways for groups and organizations to promote traffic safety—Click It the Cricket and Vince and Larry® costumes.

A member of the Booster Bugs and the famous crash test dummies are available for loan, free of charge, for events on a first-come, first-served basis. The costumes must be used to promote seat belt and car seat use.

Click It the Cricket comes with up to 250 coloring books and stickers while Vince and Larry® come with up to 250 trading cards to be handed out during the event.

Borrowers must agree to ship the costume back at their expense by a date specified at the time of the loan. Approximate shipping cost is \$25-\$40.

**Submit this form by:**

**Fax:** (517) 636-5347

**E-mail:** [trafficsafety@michigan.gov](mailto:trafficsafety@michigan.gov)

**Mail:** Michigan State Police  
Departmental Services Division  
Highway Safety Resource Materials Unit  
7461 Crouner Drive, Lansing, MI 48913

For more information, call (517) 636-4256.

Choose which costume (only one costume per event)

Click It the Cricket       Vince and Larry®

\_\_\_\_ Number of stickers and coloring books needed  
(Click It the Cricket only)

\_\_\_\_ Number of trading cards needed (Vince and Larry® only)

NAME: \_\_\_\_\_ ORGANIZATION NAME: \_\_\_\_\_

ADDRESS (No P.O. Boxes): \_\_\_\_\_

CITY: \_\_\_\_\_ MI ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

COSTUME IS NEEDED FOR AN EVENT ON THIS DATE: \_\_\_\_\_



*Click It the Cricket*



*Vince and Larry®*

# TRAFFIC SAFETY MATERIALS ORDER FORM

NAME: \_\_\_\_\_ ORGANIZATION NAME: \_\_\_\_\_

ADDRESS (No P.O. Boxes): \_\_\_\_\_

CITY: \_\_\_\_\_ MI ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

DATE NEEDED BY: \_\_\_\_\_

All items are free, with a limit of 250 each for brochures, coloring books, flyers, and stickers. Posters are limited to 25 each unless otherwise noted. Please indicate the amount of each item ordered. These materials are only available to Michigan residents. Allow 2-4 weeks for orders to be processed.

## ALCOHOL MATERIALS

- \_\_\_ 2130 Drunk Driving is a Costly Crime brochure
- \_\_\_ 2131 Drunk Driving is a Costly Crime brochure (Arabic)
- \_\_\_ 2132 Drunk Driving is a Costly Crime brochure (Spanish)
- \_\_\_ 2160 Under 21? brochure
- \_\_\_ 2161 Under 21? brochure (Arabic)
- \_\_\_ 2162 Under 21? brochure (Spanish)

## BICYCLE, MOTORCYCLE, BUS, AND PEDESTRIAN SAFETY

- \_\_\_ 5000 School Buses are Like Traffic Signals flyer
- \_\_\_ 5100 School Buses are Like Traffic Signals poster
- \_\_\_ 6500 Start Seeing Motorcycles brochure
- \_\_\_ 6600 Got your CY? brochure
- \_\_\_ 6700 Share the Road poster
- \_\_\_ 8000 Walk Wisely flyer
- \_\_\_ 8001 Walk Wisely flyer (Arabic)
- \_\_\_ 8002 Walk Wisely flyer (Spanish)
- \_\_\_ 8010 Be a Safe Cyclist brochure
- \_\_\_ 8011 Be a Safe Cyclist brochure (Arabic)
- \_\_\_ 8012 Be a Safe Cyclist brochure (Spanish)

## CHILD PASSENGER SAFETY

- \_\_\_ 2400 Booster Bug coloring book
- \_\_\_ 2412 Booster Bug sticker
- \_\_\_ 2420 Child Passenger Safety Through the Ages poster
- \_\_\_ 2430 Kid Identity sticker
- \_\_\_ 2470 Rear-Facing Car Seat flyer
- \_\_\_ 2471 Rear-Facing Car Seat flyer (Arabic)
- \_\_\_ 2472 Rear-Facing Car Seat flyer (Spanish)
- \_\_\_ 2480 Forward-Facing Car Seat flyer
- \_\_\_ 2481 Forward-Facing Car Seat flyer (Arabic)
- \_\_\_ 2482 Forward-Facing Car Seat flyer (Spanish)
- \_\_\_ 2490 Booster Seat flyer

- \_\_\_ 2491 Booster Seat flyer (Arabic)
- \_\_\_ 2492 Booster Seat flyer (Spanish)
- \_\_\_ 2495 Help Your Child Grow Up Safely poster (Limit 2)
- \_\_\_ 2510 Child Car Seat LATCH System flyer
- \_\_\_ 2511 Child Car Seat LATCH System flyer (Arabic)
- \_\_\_ 2512 Child Car Seat LATCH System flyer (Spanish)
- \_\_\_ 9700 Car Seat Basics flyer
- \_\_\_ 9701 Car Seat Basics flyer (Arabic)
- \_\_\_ 9702 Car Seat Basics flyer (Spanish)
- \_\_\_ 9900 Where's Baby? Look Before You Lock poster
- \_\_\_ 9910 Where's Baby? Look Before You Lock flyer

## SEAT BELTS

- \_\_\_ 1460 Buckle Up flyer
- \_\_\_ 1461 Buckle Up flyer (Arabic)
- \_\_\_ 1462 Buckle Up flyer (Spanish)
- \_\_\_ 9600 Pregnant Woman's Guide to Buckling Up flyer
- \_\_\_ 9601 Pregnant Woman's Guide to Buckling Up flyer (Arabic)
- \_\_\_ 9602 Pregnant Woman's Guide to Buckling Up flyer (Spanish)
- \_\_\_ 9800 New Shoes or a Seat Belt Ticket poster

## TEEN DRIVING

- \_\_\_ 1300 Kelsey's Law flyer
- \_\_\_ 1310 First & 10 brochure

## TRAFFIC SAFETY

- \_\_\_ 3000 Thumbs on the Wheel flyer
- \_\_\_ 3010 Thumbs on the Wheel poster
- \_\_\_ 3011 Thumbs on the Wheel poster (Arabic)
- \_\_\_ 3012 Thumbs on the Wheel poster (Spanish)
- \_\_\_ 9140 Move Over brochure
- \_\_\_ 9500 Watch for Deer All Year brochure
- \_\_\_ 9950 Distractions, Underage Drinking: Life Can Change in a Second DVD (Limit 1)