

SAFETY Network

May 2015

Michigan.gov/ohsp



Michigan's primary enforcement seat belt law turns 15

Michigan's primary enforcement seat belt law has saved more than 2,650 lives since it took effect on March 10, 2000. While observing the measure's 15th anniversary, it is worth remembering how far our state has come and how much work remains.

Before the law was enacted, the seat belt compliance rate in Michigan was just 70 percent. The Michigan Office of Highway Safety Planning (OHSP) launched a massive, statewide public information campaign in early 2000 to alert motorists the law was changing. Thanks to the *Click it or Ticket* campaign, Michigan quickly made and retained gains in seat belt usage. By the law's first anniversary, belt use had climbed to 83.5 percent. Just a few years later, Michigan became the first state east of the Mississippi to achieve a 90 percent seat belt use rate. That number soared to a record 98 percent by 2009.

In addition to public information strategies, the state's law enforcement community has continued periodic, high-visibility enforcement efforts. Emphasizing the enforcement of impaired driving and

seat belt laws remains the most promising means to reduce traffic deaths and injuries. That's why seat belt enforcement zones are conducted on roadways where crash problems are prevalent or belt use is low. Educational messages, when coupled with periodic, high-visibility enforcement, bring about meaningful and lasting behavior change.

The ongoing enforcement programs to reduce fatal and serious crash injuries and increase seat belt use have made a difference. It is crucial that we continue our multi-faceted strategy to encourage compliance. Every 1 percent increase in seat belt use saves 10 lives and prevents 100 serious injuries.

Michigan's current seat belt use rate is more than 93 percent. The state has come a long way since 1985 when only 25 percent of motorists wore their seat belts. Unfortunately, people continue to die and sustain serious injuries on Michigan's roads. That is unacceptable.

These deaths and injuries motivate us to implement cutting-edge countermeasures



Governor John Engler signed Michigan's primary enforcement seat belt law on May 26, 1999. The measure took effect in March 2000.

for traffic safety. Our goal is to increase seat belt use to 98 percent by the end of 2016.

Thanks to partners like you, we can continue to increase seat belt use and save even more lives during the next 15 years and beyond.

WHERE CAN I LEARN MORE ABOUT SEAT BELTS?

It's important to continue sharing the message that all drivers and passengers need to buckle up every trip. Seat belts increase the chances of surviving a crash by nearly 50 percent.

You can help spread the word. There is a wealth of free information available to Michigan residents about seat belts and many other traffic safety initiatives in our state. Free traffic safety materials published by OHSP are a great resource.

It's easy to order informative brochures, flyers, posters, and other traffic safety-related items. Check out the OHSP catalog. For additional details visit our website at Michigan.gov/ohsp or email trafficsafety@michigan.gov.

We appreciate everyone who helps us spread the word about safety belt use.





SAFETY Network



Click it or Ticket to be featured summer long

Baseball fans may see more than a great game this summer in downtown Detroit. OHSP is teaming up with Comerica Park to include *Click It or Ticket* messaging as part of efforts to increase seat belt use this year. Select games will feature the

Click It or Ticket message on the LED ribbon board in the stadium, special home plate signage, messages in the parking garage, and even a seat belt-themed public service announcement.

What's new in safety belt enforcement?

There will be dramatically increased law enforcement participation in the May seat belt mobilization. The expanded approach will cover the state's 83 counties and continue throughout the summer.

This year, the size and scope of the stepped up enforcement effort will extend statewide with more than 150 state, county, and municipal law enforcement agencies working together to enforce traffic safety laws.

Based on a 2014 pilot study with the Michigan State Police, OHSP is also implementing an enforcement strategy to increase the visibility of seat belt enforcement on the highway using electronic

message boards and seat belt enforcement zone signs. This modified zone enforcement strategy is designed for municipal, county, and state police that have highway/freeway jurisdiction.

Two seat belt direct observation surveys are planned for the summer, one following the end of the May seat belt mobilization and a second after the Labor Day drunk driving and seat belt crackdown.

While enforcement lasts all summer, specific periods have been scheduled for:
 May 18–May 31, 2015 (seat belt)
 July 1–July 12, 2015 (impaired driving and seat belt)

Media events highlight May mobilization effort

From May 18-31, the Michigan State Police, sheriff's offices and police departments will conduct stepped up seat belt enforcements as part of the annual *Click It Or Ticket* campaign.

To kick off the May mobilization, four media events are scheduled for 10 a.m. on May 18. The locations are:

- **Spartan Statue at Michigan State University**, corner of Kalamazoo Street and Chestnut Road, East Lansing.
- **Grand Haven Lighthouse**, 1001 S. Harbor Drive, Grand Haven.
- **Jefferson Chevrolet**, 2130 East Jefferson Avenue, Detroit.
- **Marquette Welcome Center**, 2201 US-41, Marquette.

August 21–September 7, 2015 (impaired driving and seat belt)

The grant-funded enforcement strategy is based on many factors, including an extensive review of crash data resulting in fatal and serious injuries involving unrestrained occupants and alcohol.





SAFETY Network

Making Michigan memories this summer

Many families will build wonderful memories this summer as they explore Michigan's incredible natural resources. There is something for everyone—lakes, rivers, sand dunes, beaches, parks, trails, and more than a thousand campgrounds.

To increase safety awareness as travelers enjoy these destinations, we are partnering with the Michigan Department of Natural Resources (DNR).

We're excited about collaborating and sharing safety messages with key audiences. OHSP has identified young men, especially those who drive trucks, as the least likely to wear a seat belt. This is also a group that frequents state parks, marinas, and campgrounds.

As part of the joint effort, the DNR will have banners at state parks promoting the *Summer of Safety* campaign. Rangers

will provide campers with a traffic safety checklist developed by OHSP.

We're also teaming up with the DNR on some informative materials to be included in license renewal letters. The envelope stuffers will feature messages about park recreational passports and a reminder to buckle up.

For those enjoying the Michigan outdoors this season, here are some safety tips to remember:

- Buckle up. Everyone. Every trip. Every time.
- On roads, lakes, or trails—never operate a vehicle or boat while impaired.
- Don't text or talk on your cell phone while driving—even hands-free.
- Motorcycle riders should wear high visibility safety gear and a helmet.

- Before a party begins, make a plan to get home safely. Designate a sober driver, take a cab, or spend the night.
- Never leave children alone in a car as the temperature inside the vehicle can quickly turn deadly.
- Bicycle riders should always ride with traffic and follow the rules of the road.





SAFETY Network



Tools available to help promote safety

Some excellent educational tools are available to help promote the importance of seat belt use. Seat belt convincers and rollover simulators can be a key part of safety presentations at high schools, fairs, drivers' education programs, or community events.

The seat belt convincer is a self-propelled automobile seat with safety restraints affixed to a light-weight, easily maneuverable single-axle trailer. It is capable of simulating 5 to 7 mph crashes. The convincer allows the rider to experience the surprising amount of force generated by such a low speed collision and the benefit that a seat belt can provide.

The rollover simulator is a compact pickup truck cab affixed to a two-axle low profile trailer. It features a single acceleration and positive braking control system to spin the cab, simulating a rollover crash. The simulator demonstrates the devastating consequences occupants face when ejected from a vehicle during a rollover.

Here are some Michigan contacts for equipment on loan:

**ALLEGAN CITY POLICE—
CONVINCR ONLY**
Janelle Clement
(269) 673-2115

**GAYLORD POLICE DEPARTMENT—
ROLLOVER ONLY**
Chief Joseph Fitzgerald
(989) 732-1777

**OFFICE OF HIGHWAY SAFETY
PLANNING (MARQUETTE)—
CONVINCR ONLY (FOR USE IN U.P.
COUNTIES ONLY)**
Jamie Dolan
(906) 225-7036

**WAYNE COUNTY SHERIFF'S OFFICE—
CONVINCR & ROLLOVER**
Lieutenant Gary Palucki
(734) 721-7211

**INGHAM COUNTY SHERIFF'S OFFICE—
CONVINCR & ROLLOVER**
Deputy Kay VanElls
(517) 676-8444, ext. 8953

Saved by the Belt program recognizes safe motorists

The Saved by the Belt program gives law enforcement agencies the opportunity to reward safe motorists and spread the word about the importance of seat belt use.

To reward drivers or passengers whose seat belt use saved their lives, complete the following easy steps after the crash:

- Fill out the nomination form. Have the nominee complete the "Nominee Information" section.
- Send the form to OHSP at P.O. Box 30634, Lansing, MI 48909 or fax it to (517) 241-2501.
- Please send photos (if available) and a UD-10 crash form along with the application.

The following criteria will be used to issue awards:

- The crash must be serious (more than a fender bender).
- No drugs or alcohol involved on the part of the candidate.
- Seat belt must be worn properly (not coded "restraint use unknown").

Qualifying candidates will receive a certificate and small token of appreciation. The certificates can be mailed to the agency for presentation to the recipient, or OHSP can mail them directly to the recipient. Presentations can also be made during a local Traffic Safety Committee meeting.



If you have questions or need additional information, contact Alyson Kechkaylo of the Michigan Office of Highway Safety Planning at (517) 241-2546.