



**JOIN THE UTAH HIGHWAY SAFETY OFFICE  
IN MAKING OUR ROADS SAFE  
THIS THANKSGIVING WEEK**

## **Declare Zero Tolerance for Unbuckled Motorists**

Thanksgiving week is one of the busiest travel times of the year and we are asking the law enforcement community to join us in making sure all motorists traveling on Utah's roadways arrive at their destinations safely. During the week of **November 23-30, 2009**, the Click It or Ticket campaign will be working to increase the use of seatbelts and child safety seats by encouraging all law enforcement agencies to declare zero tolerance for drivers and passengers who ride unbuckled.

Seatbelts save lives and they are the best defense against crash-related injuries and fatalities. While reminding motorists to buckle up is the primary message this Thanksgiving season, it will not be the only message we want motorists to hear. The 10 most common driving mistakes motorists make in Utah include (1) speeding; (2) not wearing a seatbelt; (3) driving drowsy; (4) driving while impaired/drunk; (5) driving distracted; (6) following too closely; (7) failing to yield right of way; (8) unsafe lane travel; (9) improper turn; (10) running red lights and stop signs. We want to remind everyone that these behaviors can prevent them from making it home safely to share the joy of the holidays with their families.

Your past support of Click It or Ticket has helped us increase our safety belt use rate from 67.4% in 1999 to 86.1% in 2009. Unfortunately, our work is not finished yet. Motor vehicle crashes continue to be the leading killer of people to age 44 and more than 300,000 Utahns still continue to ride unbuckled every day.

We are inviting you to join in the effort to have **ZERO FATALITIES** on our roadways this season by declaring zero tolerance for unbuckled motorists and other unsafe driving behaviors. Unfortunately, federal funds for overtime will not be available to agencies during the Thanksgiving Mobilization. We are asking you to help us by encouraging your officers to aggressively enforce all traffic safety laws during the holiday season while on regular duty. In addition, we encourage you to contact your local media and help us spread the message that law enforcement officers across Utah want everyone to make it safely to their holiday destinations.

To help kick-off the campaign, the Utah Department of Public Safety's Highway Safety Office will be conducting a media event on **Tuesday, November 24<sup>th</sup> at 10:00 a.m. at the Salt Lake International Airport**. The event will take place in the International Terminal and will emphasize the importance of buckling up and driving safely. Whether people are traveling in-state, out-of-state or flying to visit family it is important to remember to follow all safety precautions.

For more information on the Click It or Ticket Campaign or to order educational materials, please visit our Web site at [www.highwaysafety.utah.gov](http://www.highwaysafety.utah.gov) or contact Keri Gibson at (801) 243-7571 or by email at [kgibson@utah.gov](mailto:kgibson@utah.gov). The Web site will have links to the National Thanksgiving Planner, fact sheets and information on the top 10 driving mistakes in Utah.