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***Click It or Ticket* Seat Belt Safety Campaign Reminds Drivers:
Buckle Up May 19 - June 1, and Every Day**

Allison, Iowa The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is urging drivers to buckle up ahead of a national *Click It or Ticket* seat belt safety campaign. The national high-visibility seat belt enforcement effort, which coincides with the Memorial Day holiday, runs May 19 to June 1, 2025.

"Seat belt use should be an automatic habit for drivers and passengers alike," said **Deputy Menken**. "It's not just a safe thing to do – it's the law. During the *Click It or Ticket* campaign, we'll be working with our fellow law enforcement officers across local and state lines to ensure the message gets out to drivers and passengers. Buckling up is the simplest thing a driver can do to limit injury or save a life during a crash. We see the results of not wearing a seat belt all the time. So often, it could have been prevented."

The national seat belt daytime use rate in 2023 was 91.9%, which is good – but it can be better. The other 8.1% still need to be reminded that seat belts save lives. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night.

One of the focuses of the *Click It or Ticket* seat belt high-visibility campaign is nighttime enforcement. NHTSA data shows a higher number of unrestrained passenger vehicle occupant fatalities happen at night. Also, seat belt use differs among females and males. Of the males killed in crashes in 2023, more than half (53%) were unrestrained. For females killed in crashes, 41% were not buckled up.

"If the enforcement effort alerts people to the dangers of unrestrained driving, we'll consider our mission to be a success," said **Deputy Menken**. "We are asking friends and family to remind each other to buckle up when they drive, and to consider changing their habits if they don't. Help us spread this lifesaving message before one more friend or family member is killed as a result of this senseless inaction. Seat belts save lives, and everyone – front seat and back, child and adult – needs to remember to buckle up."

For more information on the *Click It or Ticket* seat belt high-visibility enforcement campaign, please visit [NHTSA.gov/ClickIt](https://www.nhtsa.gov/ClickIt).

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