


My Law is Secondary

New Approaches to Overcoming this Hurdle
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Impacting Decision Making

- Economic impact
- Personal impact




Business

- Cost of a Crash
 - Unbuckled drivers account for 70% of Nebraska roadway fatalities -- 50% Nationally
 - Cost to employers -- \$16,500 to \$500,000
 - Seat belts reduce fatal and serious injury by 45-60%
- Create a Company Seat Belt Policy
 - Communicate - Governor's Seat Belt Honor Roll
 - Lead by example




Public Awareness Campaigns

- Click It Don't Risk It
 - Nebraska Governor's Seat Belt Honor Roll Program - 2000
 - 2.54" Can Save a Life - 2014
 - What Have You Got To Lose? Teen Seat Belt PSA Contest - 2015






Governor's Seat Belt Honor Roll Program

- Nebraska Governor's Office - Nebraska Office of Highway Safety - National Safety Council, Nebraska
- We target businesses, schools, churches
- Solicit a commitment to a Honor Roll Check (parking lot survey)
- Provide a Honor Roll Kit - includes, safety vests, stickers, educational materials, etc
- Website for enrollment/survey results/educational efforts
- Conduct unannounced survey - 90% compliance automatic Honor Roll
- Less than 90% - 30 days education with second survey





Governor's Seat Belt Honor Roll Program

- Honor Roll recipients recognized at the Governor's Proclamation Ceremony
- 24 recipients in 2014





2.54" Can Save A Life

- Sidewalk Stickers -- 500
 - 5 Omaha neighborhoods
 - 7 cities
- Window Clings - 1,500
 - Across Nebraska
 - Hospitals
 - Schools
 - Businesses



What Have You Got To Lose? PSA Contest

- Teenagers - schools all classes
- 1,000 Movie Themed Posters
- \$2,000 and \$500
- Winners shown in theatre

What Have You Got To Lose? PSA Contest

- 59 Submissions from across Nebraska
- Independent judges scoring
- Social media scoring
- Spent \$2,054 in paid ads

What Have You Got To Lose? PSA Contest

The screenshot displays a social media analytics dashboard. At the top, there are two grids: 'Most Influential' and 'Recent Users', each containing a grid of small profile pictures. Below these are two charts: 'Locations' is a world map with a shaded area in the United States, and 'Demographics' is a pie chart with three segments.

Engage the Media

- Find your media champions
- Educate the media about the importance of including belted vs. unbelted information in stories about crashes

A small American Red Cross logo is located in the bottom right corner of the slide.

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