My Law is Secondary	
New Approaches to Overcoming this Hurdle Beverly Relicks President/CEO National Safety Council, Nebraska	

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



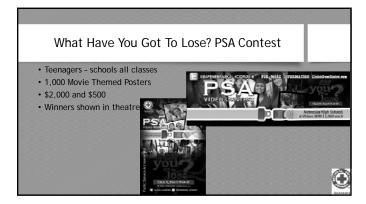
### Governor's Seat Belt Honor Roll Program

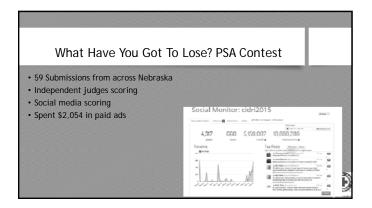
- Honor Roll recipients recognized at the Governor's Proclamation Ceremony
- 24 recipients in 2014





# 2.54" Can Save A Life • Sidewalk Stickers -- 500 • 5 Omaha neighborhoods • 7 cities • Window Clings - 1,500 • Across Nebraska • Hospitals • Schools • Businesses





What	t Have You Got To	) Lose? PSA Conte	t
	Mod Influental Spage  Not influental Sp	Record Users •    Inc.   Inc.   Inc.   Inc.   Inc.	

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