

“But My Law is Secondary! New Approaches to Overcoming This Hurdle” (Lifesavers 2015)

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State of Colorado

- Secondary Seat Belt Law State
 - 2013 Seat Belt Survey by CO State Univ=82.1% use rate. Trucks Lowest at 73.0%. Vans Highest at 86.9%.
- <http://www.coloradodot.info/library/surveys/2013cdotstatewide.pdf>



Don't let....

- “The fine is too small”
- “We only have a secondary law”
- “There are no points”
- Political pressures
- Minimizing the offense

STOP YOU!

Strategies to Increase Seat Belt Usage

- Click it or Ticket
- Law Enforcement Challenge
- Saved by the Belt Programs
- Primary Seat Belt Ordinances (local)
- Media/Education
- Enforcement
- Law Enforcement Leadership

Click it or Ticket

- Colorado Department of Transportation manages this program.
- Rural Click it or Ticket Campaign.
- May Mobilization.

Since Click it or Ticket began in 2002-State Belt Usage has climbed from 72% to 82.1%.



Law Enforcement Challenge

- National Law Enforcement Challenge through the IACP and Colorado Association of Chiefs of Police.
- Focus on Speed, DUI, and Occupant Protection
- Policy & Guidelines; Training of Officers; Incentives & Recognition; Public Information & Education; Enforcement Activity; Effectiveness of Efforts.
- Recognized at the IACP Conference.
- <https://www.theiacp.org/About/Awards/NationalLawmentChallenge/tabid/345/Default.aspx#Public>



Saved by the Belt Program

- Award Program to recognize drivers and passengers whose lives are saved or injuries significantly reduced because they were wearing a safety belt at the time of a crash.
- Must not be the driver of the “at fault vehicle.”
- Community Presentations and significant media exposure=Community Awareness/Education



Saved by the Belt July 2012



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Saved by the Belt July 2012



Saved by the Belt July 2012



Saved by the Belt July 2012



**Saved by the Belt for
Officers Too!**



Primary Seat Belt Ordinances

- July 2011-Avon Town Council enacted a Primary Seat Belt Ordinance.
- Prior to change-Usage rate floundered in the low to mid 80%.
- Latest surveys indicate 91%-95% usage.

**Incorporating Seat Belt Enforcement
in Crime Fighting in Avon Colorado**

- Data Driven Approach to Crime and Traffic Safety (DDACTS).
- 2010-2014-Lowest number of car crashes
- 2011-2014-Two Robberies
- 2012-2014-Lowest number of burglaries
- 2011-2014-Lowest number of vehicle theft.
- 2011-2014-Lowest number of assaults.

Let the Teens Educate

- Central Mountains Teen Seat Belt Challenge-4th Annual in 2015.
- Peer to Peer-Schools Competing Against Schools!
- Six High Schools in Four Counties-Lake, Summit, Eagle, and Pitkin. 2014
- Pre-Post Surveys



Activities

- \$250.00 Activity Fund
- Kick-off Event
- T-Shirt Contest
- Metal Street Signs
- Pledge Banner
- Social Media Campaign
- Final Presentation



Central Mountains Regional Emergency Medical and Trauma Advisory Council (CMRETAC)

- Prizes awarded based on points earned in each of the following categories:
 - Highest ending buckle up rate (25% of total score)
 - Most improved buckle up rate (25% of total score)
 - Best overall seat belt challenge campaign, success of activities, and student participation (50% of total score)
 - First Place - \$1,000 Traveling Trophy
 - Second Place - \$750
 - Third Place - \$500
 - Fourth Place - \$250
 - Fifth Place - \$250
 - Sixth Place - \$250

2013-2014 Teen Results

	Fall 13	Spring 14
■ Summit High School	96.6%	98.5%
■ Salida High School	55.5%	93.6%
■ Eagle Valley High School	83.3%	89.5%
■ South Park High School	69.9%	64.2%
■ Buena Vista High School	78.3%	77.3%
■ Aspen High School	80.0%	85.0%

EDUCATION!



EDUCATION!



Law Enforcement Leadership!

Education, Education, Education
Enforcement, Enforcement, Enforcement

2009-1
2010-89
2011-410
2012- 407
2013-365
2014- 316=91%



LIVES SAVED!

Thank you!

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