

Buckle Up: Law Enforcement Successes and Challenges (Lifesavers 2014)

Presented by  
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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>



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**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

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## Click it or Ticket



- Colorado Department of Transportation manages this program.
- Rural Click it or Ticket Campaign March 31-April 7.
- May Mobilization May 19-June 1.

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

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## 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/NationalLawEnforcementChallenge/tabid/345/Default.aspx#Public>



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## 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



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**Saved by the Belt July 2012**



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**Saved by the Belt July 2012**



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**Saved by the Belt July 2012**



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**Saved by the Belt July 2012**



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**Saved by the Belt July 2012**



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



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### **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 92.5%-95% usage.

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### **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-Zero Robberies
- 2012-2014-Lowest number of burglaries
- 2011-2014-Lowest number of vehicle theft.
- 2011-2014-Lowest number of assaults.

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### **Let the Teens Educate**

- Central Mountains Teen Seat Belt Challenge 2012-2013
- Four High Schools in Three Counties-Lake, Summit, and Eagle Counties.
- Pre-Post Surveys



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

- 6 prizes awarded based on points earned in each of the following 4 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 (25% of total score)
- Best final presentation (25% of total score)
  - First Place - \$1,000
  - Second Place - \$750
  - Third Place - \$500
  - Fourth Place - \$250
  - Fifth Place - \$250
  - Sixth Place - \$250

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**Teen Results**

**First Survey**

- Summit High School - 88%
- Battle Mountain High School - 87.7%
- Eagle Valley High School - 78.4%
- Lake County High School - 69.9%

**Final Survey**

- Eagle Valley High School - **96.4%**
- Summit High School - 95.5%
- Battle Mountain High School - 92.7%
- Lake County High School - 61.2%

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**EDUCATION!**




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## EDUCATION!



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## Law Enforcement Leadership!

Education, Education, Education  
Enforcement, Enforcement, Enforcement



2009-1  
2010-89  
2011-410  
2012- 407  
2013-365=92.5-95% LIVES SAVED!

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## Thank you!

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