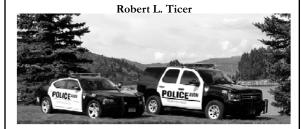
# Buckle Up: Law Enforcement Successes and Challenges (Lifesavers 2014)

### Presented by



# **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/2 013cdotstatewide.pdf





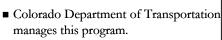




# Strategies to Increase Seat Belt Usage

- 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





- 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%.

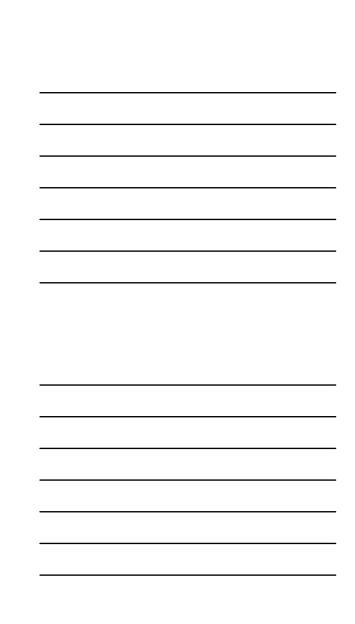
# Law Enforcement Challenge

- 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 Saved by the Belt July 2012 Saved by the Belt July 2012

# Saved by the Belt July 2012





# **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.

# **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.

# 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



# 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

# **Teen Results**

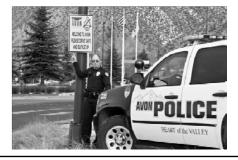
# First Survey

- 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%**
- $\blacksquare$  Summit High School 95.5%
- Battle Mountain High School 92.7%
- Lake County High School 61.2%

# **EDUCATION!**



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# **EDUCATION!**



# Law Enforcement Leadership!

Education, Education Enforcement, Enforcement

2009-1 2010-89 2011-410 2012- 407



2013-365=92.5-95% LIVES SAVED!

# Thank you!

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