

Lifesavers National Conference on Highway Safety Priorities
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Cultivating Strategic Traffic Safety Partnerships

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TrafficSafetyTeam.org

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PHONE DOWN! BUCKLE UP!

Young woman killed in crash at Atlantic and Kernan
News 104.5 WOKV
FHP says she was not wearing a seat belt.

12-year-old killed in Southside crash
Vehicle flips in 3-car crash on Southside Boulevard
News4Jax
According to a report released by the FHP, 12 year old was not wearing her seatbelt.

Troopers looking into I-95 crash
First Coast News
Troopers said the pickup and semi drivers were not wearing seatbelts.

THE ISSUE

Bringing you home safely.

Seat Belt Use Laws

The State of Florida passed a primary enforcement seat belt bill (SB 344) on April 29, 2009 and the Governor signed that bill into law on May 6, 2009, with an effective date of **June 30, 2009**. The new law created an uninterrupted change from secondary enforcement of seat belt violations to primary enforcement.

The State of Florida implemented its first adult seat belt law on **July 1, 1986**. The law was a secondary-law, meaning that, a Florida law enforcement officer could cite a motorist for not wearing a seat belt but only after observing some other violation.

23 Years

Secondary (1986) | Primary (2009)

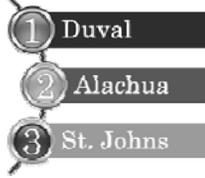
1980 1990 2000 2005 2010 2015

Crashes - Non Seat Belt Usage

- 1,082 crashes
- 95 fatalities
- 987 injuries



Top Counties



Source: Florida Department of Transportation State Safety Office

Bringing you home safely



Seat Belt Usage Rate

Area		2010	2011	2012	2013	2014	2015
District Two	Alachua County	N/A	N/A	85.6	91.7	94.4	94.7
	Duval County	88.9	88.9	89.6	86.4	89.8	90.0
	St. Johns County	N/A	N/A	89.5	87.4	90.7	91.2
Florida*		87.4	88.1	87.4	87.2	88.8	89.4
National		85	84	86	87	87	Not Available

*Weighted
Source: NHTSA National Center for Statistics and Analysis
Florida Department of Transportation Occupant Protection Resource Center

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Community Engagement

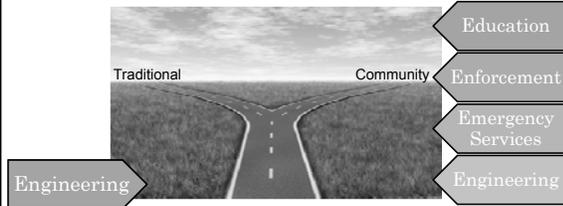
Grassroots Efforts



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Mission and Goal of CTST



Bringing you home safely



Community and Agency Partners



Bringing you home safely



Education



Bringing you home safely



Business Messaging



Bringing you home safely





THE NEXT GENERATION

Bringing you home safely



Car Seat Crusaders



74 Events in 2014
773 Properly Installed Seats
120+ Technicians/Instructors



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