



## Lower Township Police Department

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### Press Release

FOR IMMEDIATE RELEASE

Date: 05-19-2011

## **Seat Belt Enforcement and Education Campaign to be Conducted Locally as Part of Nationwide *Click It or Ticket* Mobilization May 23 – June 5, 2011**

Lower Township Law Enforcement officers from the Lower Township Police Department will be cracking down on unbuckled motorists and their passengers as part of the national "Click it or Ticket" campaign.

Beginning May 23 and running through June 5, the annual initiative includes high visibility law enforcement seat belt checkpoints and saturation patrols, as well as local and national publicity designed to ensure that drivers and passengers recognize the life-saving value of seat belts.

"using a seat belt is the simplest way for a driver and his or her passengers to protect themselves when traveling," said Gary Poedubicky, Acting Director of the New Jersey Division of Highway Traffic Safety. "Motor vehicle occupants who buckle-up increase their chances of surviving a crash by as much as 75 percent."

Last year, the front seat belt usage rate in New Jersey rose for the 14<sup>th</sup> consecutive year to 93.73%. Poedubicky noted that while front seat belt usage rates continue to increase in New Jersey, law enforcement and safety officials want to ultimately see a 100 percent compliance rate.

"New Jersey has a strong front seat belt usage rate, but there is still work to do," he said. "To meet our goal, we must continue both enforcement and public outreach efforts that educate all motor vehicle occupants about the importance of buckling up, every ride."

Poedubicky added that the campaign will also focus on rear seat passengers as well. Legislation requiring adult back seat passengers to buckle up became law last year. Currently, adult back seat belt use stands at only 27 percent.

During the 2010 "Click It or Ticket" campaign, 406 police agencies participated in the two-week initiative. As a result of the effort, law enforcement officers issued 35,671 seat belt citations, 5832 speeding summonses and made 592 drunk driving arrests.

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