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FOR IMMEDIATE RELEASE

June 3, 2018

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***Click It or Ticket* Campaign Reminds People to Buckle Up for Safety**

Buffalo Grove, IL- The Buffalo Grove Police Department successfully brought awareness to area residents during its annual *Click It or Ticket* high-visibility seat belt enforcement campaign, held May 18 through May 29, 2018, by writing a total of 47 citations for seat belt violations in the process.

Officers also made two DUI arrests and arrested one motorist for driving while on a suspended license. The campaign, which coincided with one of the busiest holiday weekends of the year, was twofold: combine increased enforcement, and a zero-tolerance policy with effective communications to road users on the importance of using seat belts.

“This year’s *Click It or Ticket* campaign was a real success,” said Sergeant Michelle Kondrat. “Through our enforcement efforts, we believe we helped keep community members safe and reminded drivers of the importance of buckling up. Issuing tickets was not our goal; it was a way to remind people of the importance of such a simple action.”

According to the National Highway Traffic Safety Administration (NHTSA), nearly half of the passenger vehicle occupants killed in crashes in 2016 were unrestrained. During this year’s campaign, NHTSA urged law enforcement nationwide to issue seat belt citations to anyone caught in violation of the law—during the day, and especially at night, when 56-percent of those killed are unrestrained. By adding patrols at night, and training officers on specific techniques to catch nighttime violators, the campaign and the nighttime focus made a significant impact.

The national seat belt use rate is currently at 90.1-percent, according to NHTSA’s 2016 data, which is up from 88.5-percent in 2015. The *Click It or Ticket* campaign is for the remaining 9.9-percent—approximately 32 million people who still don’t use seat belts. Thousands of lives could be saved each year if every person was properly restrained on the road.

For more information on the *Click It or Ticket* mobilization, visit www.nhtsa.gov/ciot.

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