



FOR IMMEDIATE RELEASE
May 8, 2008

Contact: Officer Mark McCullough
San Diego Police Department
(858) 495-7822
(619) 818-4860

SAN DIEGO POLICE DEPARTMENT CRACKING DOWN ON BUCKLING UP *Click It or Ticket Aims to Boost Seat Belt Use*

San Diego, Calif. – The San Diego Police Department will be aggressively enforcing the state's occupant protection laws as part of California's 2008 *Click It or Ticket* mobilization, taking place May 12 through June 1. The campaign relies on heavy enforcement and public education as a means to help California achieve the highest seat belt use rate in the nation. California currently has the nation's fourth highest seat belt use rate at 94.6 percent.

"We want to make sure that all drivers and passengers buckle up on every ride, day and night," said Chief William Lansdowne. "Our officers will be on the lookout for those who are not buckled up and for teens and children not riding properly restrained. We will not accept excuses or give warnings. It's *Click It or Ticket*."

California has a primary seat belt law that requires that every passenger in the car, including the driver, wear a seat belt at all times. If stopped and found to be in violation, law enforcement will issue citations without warning. Tickets for first seat belt violations range from \$80 to \$91 for adults and \$330 to \$401 for children under age 16, depending on the county.

"We're doing well with nearly 95 percent buckling up, fourth highest in the nation," said Christopher J. Murphy, Director of the California Office of Traffic Safety. "That's 1.5 million more people protected from death and injury by using seatbelts since the *Click It or Ticket* campaign started in 2005. But we can do better yet. I urge everyone to always buckle up."

While the buckle up rate for adults has continued to climb in recent years, California's teen seat belt use rate lags behind the general population. In 2007, California's teen seat belt use rate was 88.9 percent, well below the state rate of 94.6 percent for the same year.

More than 280 law enforcement agencies statewide will be participating in this year's *Click It or Ticket* mobilization. Additionally, agencies are encouraged to conduct nighttime patrols in an effort to boost compliance at night.

Funding for officer overtime to support California's *Click It or Ticket* campaign was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.