

## **NEWS RELEASE**

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**Contact:**

Diana L. Klink  
757.514.4104  
757.359.1845

Tim Kelley  
757.514.4103

### **Suffolk Police Department Wins Seat Belt Award**

SUFFOLK, VA (October 5, 2011) The Virginia Department of Motor Vehicles and the Virginia Highway Safety Office has recognized the City of Suffolk Police Department for their efforts in helping Suffolk reach the highest seat belt usage for agencies of comparable size in the Portsmouth (VA) Region.

During the state wide "Click It or Ticket" campaign, which ran from May 22 through June 5, 2011, a pre-survey was conducted at a specific location. After two weeks of public service announcements and heavy enforcement, a post survey was conducted at that same location. During the campaign period, the department wrote 288 summonses for no seat belt violations and 41 summonses for no child safety seat violations.

At the end of the campaign, the state seat belt average usage was measured to be 81.8% while the seat belt usage in the City of Suffolk was measured at 89%.

**Click It or Ticket** is a high visibility enforcement program designed to raise safety belt usage and save people from death and serious injury on the streets and highways.

The program uses stepped-up enforcement, along with educational radio messages recorded personally by chiefs and sheriffs, to send a strong message that safety belts save lives.

The **Click It or Ticket** campaign is currently used in 18 other states and the District of Columbia. In previous Click It or Ticket campaigns, the occupant restraint usage rate increased by more than 10 percent, meaning that thousands of previously unbuckled drivers and passengers began using safety belts and child safety seats.

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