
POLICE DEPARTMENT

MEDIA RELEASE 19-006

For Additional Information, Contact:
Sarah Millard, Director of Strategic Communications
Officer: 608-364-6726

Beloit Police Department to Participate in *Click It or Ticket* Campaign

May 23, 2019 - The City of Beloit Police Department announces its participation in the *Click It or Ticket* seat belt campaign, which will take place through June 2, 2019.

According to NHTSA, in 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent of passenger vehicle occupants killed at night (6 p.m.-5:59 a.m.) were not wearing their seat belts. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In the City of Beloit, the maximum penalty for a seat belt violation is \$10 for adults and \$98.80 for a child restraint violation. The Wisconsin state fine for a child restraint violation is \$175.30.

“The *Click It or Ticket* campaign is so important because it raises awareness about seat belt safety during the time period when seat belts are least used,” said Sgt. Christian Dalton. “With an increased number of cars flooding the streets due to the Memorial Day holiday, it’s imperative we get the word out about the importance of seat belt safety.”

Almost twice as many males were killed in crashes as compared to females, with lower belt use rates, too. Of the males killed in crashes in 2017, more than half (51%) were unrestrained. For females killed in crashes, 39 percent were not buckled up.

“If the enforcement crackdown wakes people up to the dangers of unrestrained driving, we’ll consider our mission to be a success,” said Dalton. “If you know a friend or a family member who does not buckle up when they drive, please ask them to consider changing their habits. Help us spread this lifesaving message before one more friend or family member is killed as a result of this senseless inaction. Seat belts save lives, and everyone—front seat and back, child and adult—needs to remember to buckle up—every trip, every time.”

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

###