



## NEWS RELEASE

### Commissioner of Health Dr. Gale Burstein

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### **BURSTEIN ENCOURAGES MOTORISTS TO BE SAFE, “CLICK IT OR TICKET”**

*National Campaign to Increase Proper Use of Seat Belts Begins May 21st*

**ERIE COUNTY, NY**— Today, Erie County Health Commissioner Dr. Gale Burstein was joined by Erie County Clerk Chris Jacobs in encouraging motorists to use seat belts properly as part of the national “Click It or Ticket” campaign that runs from May 21 – June 3, 2012. The annual campaign is coordinated by the National Highway Traffic Safety Administration (NHTSA), with law enforcement agencies across the nation conducting intensive, high-visibility enforcement of seat belt laws.

“In Emergency Rooms all over Erie County we see the dangers of not using a restraining device,” **said Health Commissioner Gale Burstein.** “Wearing a seat belt is just plain common sense. One little click can decrease your risk of injury or death in an accident by 50%”

In 2010, approximately 22,000 passenger vehicle occupants died in motor vehicle crashes in the United States, representing 67% of all motor vehicle crash deaths.<sup>1</sup> An additional 2.7 million occupants were treated for injuries in emergency departments in the United States.<sup>2</sup> Using a seat belt is one of the most effective means of preventing serious injury or death in the event of a crash. Seat belts saved an estimated 12,546 lives in 2010. If everyone had been buckled up, approximately 3,300 additional lives could have been saved.<sup>3</sup>

“The ‘Click It or Ticket’ seat belt enforcement initiative plays a vital role in an effort to keep adults and children safe on the roads and highways,” **said Erie County Clerk Chris Jacobs.** “Don’t put your own life at risk, or the life of your family and friends. I encourage all motorists to buckle up.”

“Click It or Ticket” campaign activities in 2012 will continue to focus on young adult men (aged 18-34 years), a group that is less likely to wear seat belts and more likely to be killed in a motor vehicle crash than others. For more information on the 2012 Click It or Ticket campaign, visit NHTSA online at <http://www.nhtsa.gov>.

<sup>1</sup> National Highway Traffic Safety Administration. 2010 motor vehicle crashes: overview. Washington, DC: US Department of Transportation; 2012. Available at <http://www-nrd.nhtsa.dot.gov/pubs/811552.pdf>

<sup>2</sup> CDC. WISQARS (Web-based Injury Statistics Query and Reporting System). Atlanta, GA: US Department of Health and Human Services, CDC. Available at <http://www.cdc.gov/injury/wisqars>.

<sup>3</sup> National Highway Traffic Safety Administration. Lives saved in 2010 by restraint use and minimum-drinking-age laws. Washington, DC: US Department of Transportation; 2012. Available at <http://www-nrd.nhtsa.dot.gov/pubs/811580.pdf>

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