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The Beverly Police Department Encourage Buckling Up

Increased Traffic Enforcement During Spring 2009 Click It or Ticket Mobilization

Beverly, MA - The advice is basic: wearing a seat belt saves lives. Yet more than 30 percent of Massachusetts drivers still fail to buckle up. In our continued effort to increase seat belt use, the Beverly Police Department joins over 240 other Massachusetts police departments and the Massachusetts State Police in support of the Spring 2009 *Click It or Ticket* Mobilization. This statewide effort runs from May 11 through May 31 and combines extra traffic enforcement, public information, and community outreach to reduce motor vehicle-related fatalities, injuries and economic loss.

For the *Click It or Ticket* Mobilization, the Executive Office of Public Safety and Security (EOPSS) has provided \$1.3 million in federal highway safety funds.

“This *Click It or Ticket* Mobilization is an opportunity for all of us to remember the importance of buckling up,” said Chief Mark A. Ray of the Beverly Police Department. “Statistics have proven time and time again that seat belts save lives.”

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes, according to the National Highway Traffic Safety Administration. Research has shown that when lap and shoulder belts are used properly, the risk of fatal injury to front seat passengers is reduced by 45 percent, and the risk of moderate to serious injury is reduced by 50 percent.

Since its first *Click It or Ticket* Mobilization in 2002, Massachusetts has seen its seat belt use increase 16% to a record high of 67% in 2007. However, Massachusetts still lags behind the 2007 national seat belt use rate of 83%.

During this mobilization, the Massachusetts State Police and local police departments will strive to encourage voluntary seat belt compliance across the Commonwealth. For more information, go to www.mass.gov/highwaysafety.