



BURBANK POLICE DEPARTMENT

200 North Third Street, Burbank, CA 91502

OFFICIAL NEWS RELEASE



“COAST TO COAST” SEATBELT ENFORCEMENT EFFORT AIMS TO INCREASE CLICK IT OR TICKET PARTICIPATION, SAVE LIVES

SCOTT LACHASSE
CHIEF OF POLICE

DATE: May 22, 2016

From May 23 to June 5, 2016, the Burbank Police Department will participate in the national “Coast to Coast - *Click It or Ticket*” campaign in an effort to save lives through increased seatbelt use. This education enforcement period comes ahead of the Memorial Day holiday, one of the busiest travel weekends of the year.

According to research conducted by the National Highway Traffic Safety Administration, while 88.5% of passenger vehicle occupants buckled-up in 2015, almost 50 percent of occupants of fatal crashes nationwide are not restrained. In California, more than a half million people travel our roadways at grave risk without proper restraints. These facts gravely highlight the need for increased education, awareness and enforcement of seatbelt use.

This year, NHTSA is aiming to increase campaign participation even more by coordinating a “Coast to Coast” seatbelt education and enforcement effort with the California Highway Patrol and local law enforcement. Law enforcement agencies statewide, including Burbank PD, are joining the “*Click It or Ticket*” effort to emphasize the “Coast to Coast” seatbelt safety awareness campaign in all 50 states.

“As law enforcement, we have a special role in helping protect the safety of our citizens,” said Burbank Police Chief Scott LaChasse. “Time after time, we see the deadly results that come from drivers and passengers refusing to wear a seatbelt. Wearing a seatbelt is one of the most important steps in increasing survivability in a crash. Our job is to stop those who are not buckled up, and to keep them from repeating this potentially deadly mistake.”

Burbank PD will write citations with a zero-tolerance approach when it comes to seatbelt violations during this campaign.

“Hundreds of thousands of citizens will be traveling this Memorial Day weekend, as well as throughout the summer vacation season. We want to make sure that people are buckling up to keep themselves and their families safe. It is the greatest defense in a vehicle crash,” said Rhonda Craft, Director of the California Office of Traffic Safety.

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



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