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EveryOne
C O U N T S

Occupant Restraint



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61 percent of Arizona's motorist fatalities were unbelted. So Buckle Up, Every Trip, Every Time.

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Seatbelts Save Lives

Lives Lost and People Injured:

- 3,437 people died and more than 15,000 were injured in Arizona from 2001-2005 because they were not wearing seatbelts.
- More men (71%) than women (29%) died
- Seat belts, when used are the most effective safety feature in vehicles cutting the risk of death and injury by half (Traffic Safety Facts 2003, NHTSA)
- Fatalities due to lack of restraint use are increasing and belt use is not.
- Our young are dying. The 16-24 year age group accounts for the largest group of fatalities (26%) followed by the 25-34 age group (20%)

Cost:

- The economic impact of crashes in Arizona is in the billions of dollars. For 2005, the Arizona Codes Project estimates cost at \$5.8 billion.



GTSAC and the SHSP

In most areas of life, a zero is an undesirable number, but not when it comes to traffic fatalities. Here, zero is the only acceptable number, because Every One Counts!

The Governor's Traffic Safety Advisory Council (GTSAC) is working together to develop strategies to achieve its goal of Zero Fatalities on Arizona's roadways. Among the Council's accomplishments is the Arizona Strategic Highway Safety Plan (SHSP), which provides a blueprint for state and local transportation agencies developing comprehensive highway safety plans in the context of education, engineering, enforcement and emergency medical service (the 4Es), as well as management and operations. The plan has identified six key emphasis areas: restraint usage, speeding, young drivers, impaired driving, roadway/roadside and data improvement.

SAFE TODAY. SAFER TOMORROW.

Working together to improve traffic safety.

Current Activities of the Restraint Emphasis Area Team

- This group consists of more than 50 individuals, organizations, hospitals and government agencies that are dedicated to increasing public education efforts to increase seat belt usage through out the state by using the State Highway Safety Plan.

Successes include:

- Creation of "Saved by the Belt"
- Research project to determine "why Arizonan's don't wear seatbelts"
- High School "Battle of the Belt" a school based initiative to increase seatbelt use with teens

Strategies Identified in the Strategic Highway Safety Plan

Maximize Restraint Use by All Vehicle Occupants

- Enact a primary seat belt law to increase restraint usage. Arizona could receive additional federal funding with a primary law and the following:
 - Require booster seats for those under age 9
 - Require seatbelts for children over age 9
 - Require children ride in back seat
 - Provide immunity from civil liability for certified CPST
 - Increase the penalties for the non use of restraints- Arizonan's who are cited for non-use of seatbelts are fined \$10
- Conduct short term high visibility seat belt laws enforcement campaigns at selected locations.
- Ensure sustained enforcement in counties with 10% or more of the state's fatalities attributed to non use of occupant restraints.
- Increase the perception that violators will be caught and pay the consequences. Use PR programs and the media to increase the perception.
- Develop educational and public information campaigns for different audiences to support enforcement strategies on restraint usage.

Educate the Public on the Proper Use of Child Restraints

- Conduct high profile child restraint inspection events at various locations across each community.
- Train law enforcement and others to check for proper child restraint usage
- Develop a restraint usage intervention program and determine venues for most appropriate implementation (e.g., Trauma centers, parenting classes)



For more information please contact:

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