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Drowsy Driving



Distracted Driving



Aggressive Driving



Impaired Driving

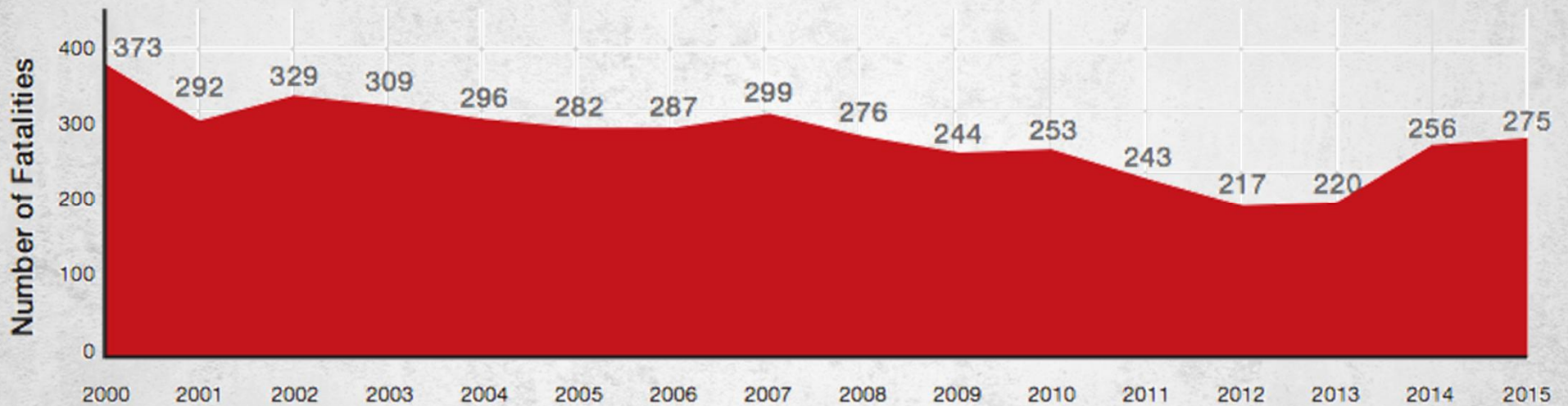


Not Buckling Up

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HOW ARE WE DOING?

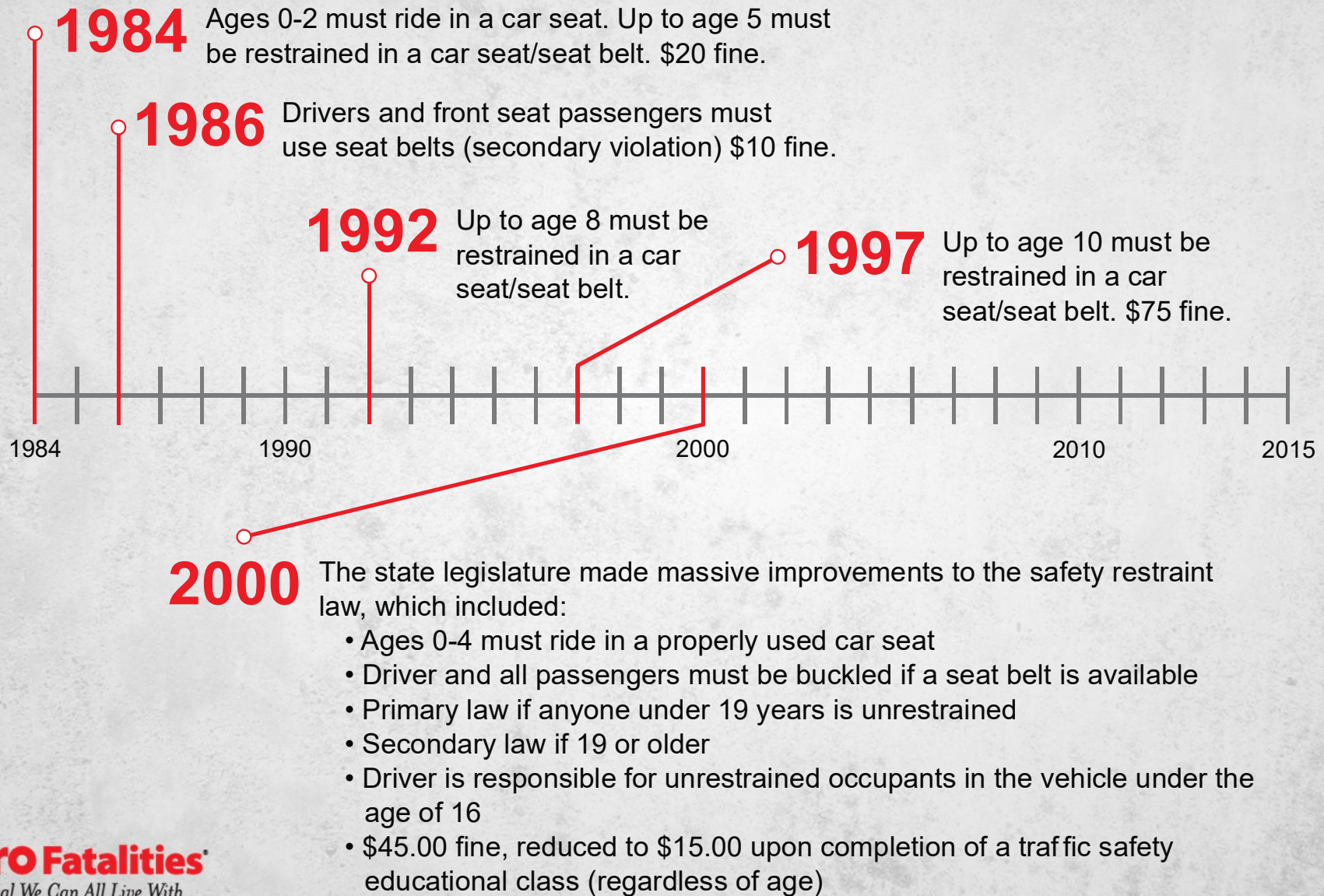


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WHERE WE'VE BEEN



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THREE KEYS

TO PASSING A PRIMARY SEAT BELT LAW

LEADERSHIP

COALITION

MESSAGING





TIMING

BEFORE
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DURING
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AFTER
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LEADERSHIP

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BEFORE The Session

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MESSAGING



- Utah House of Representatives



- Utah Senate

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PENNA POWERS
Social Change

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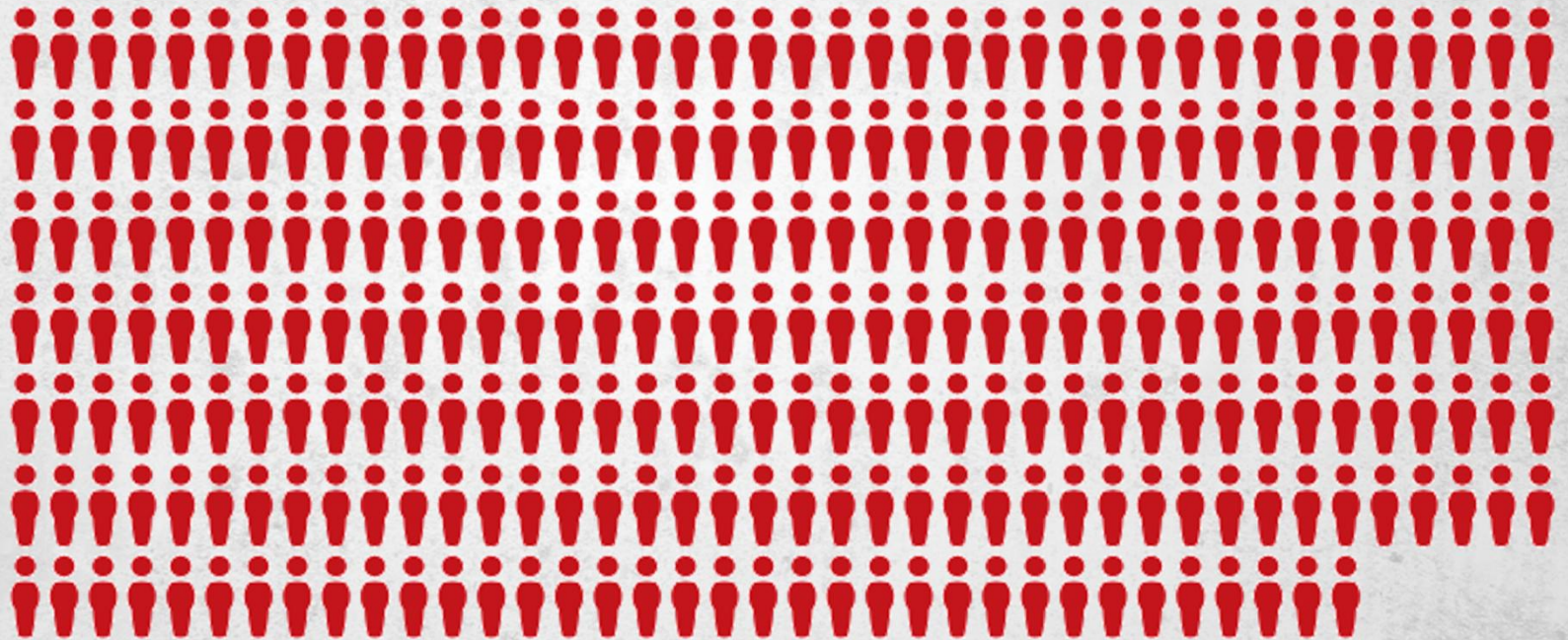
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275 LIVES WERE LOST ON UTAH ROADS IN 2015



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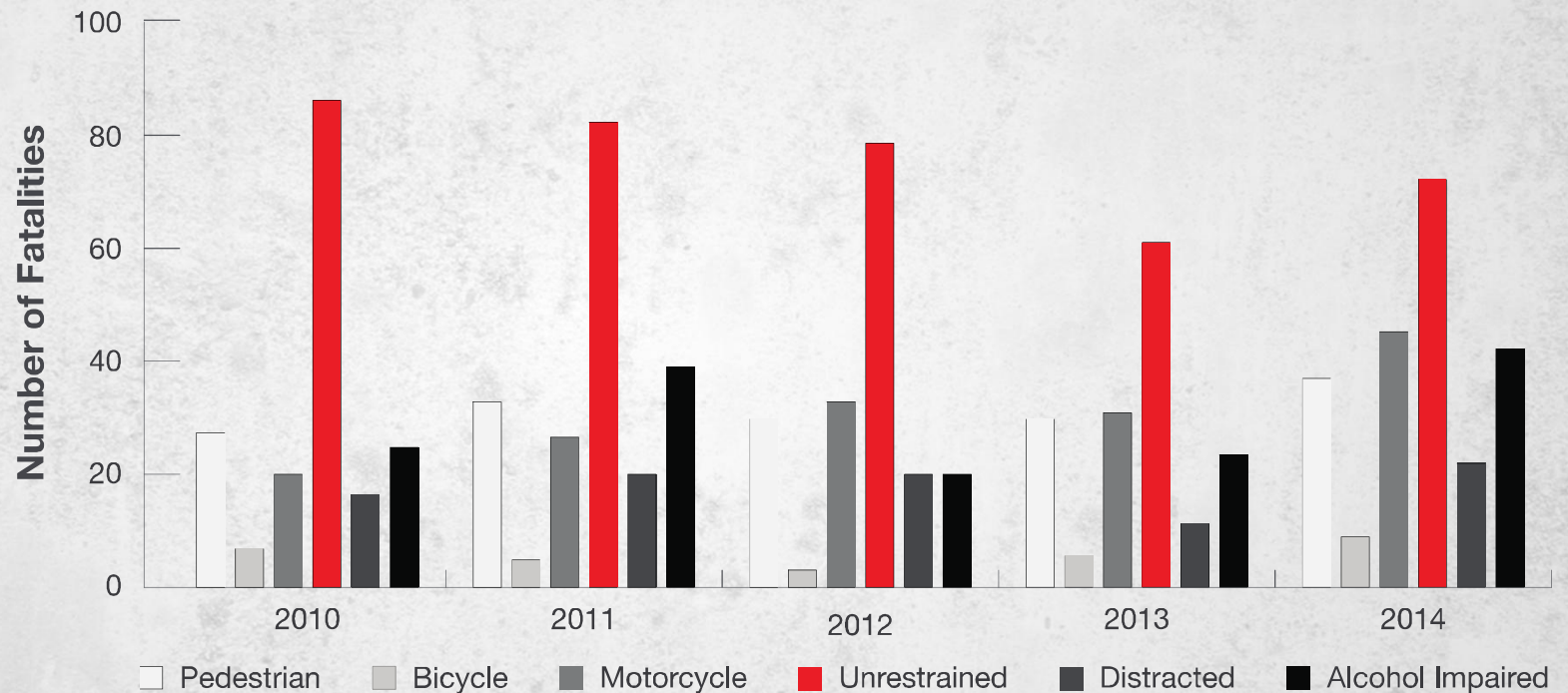
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Contributing Factors



**Fatality Analysis Reporting System (FARS) data*

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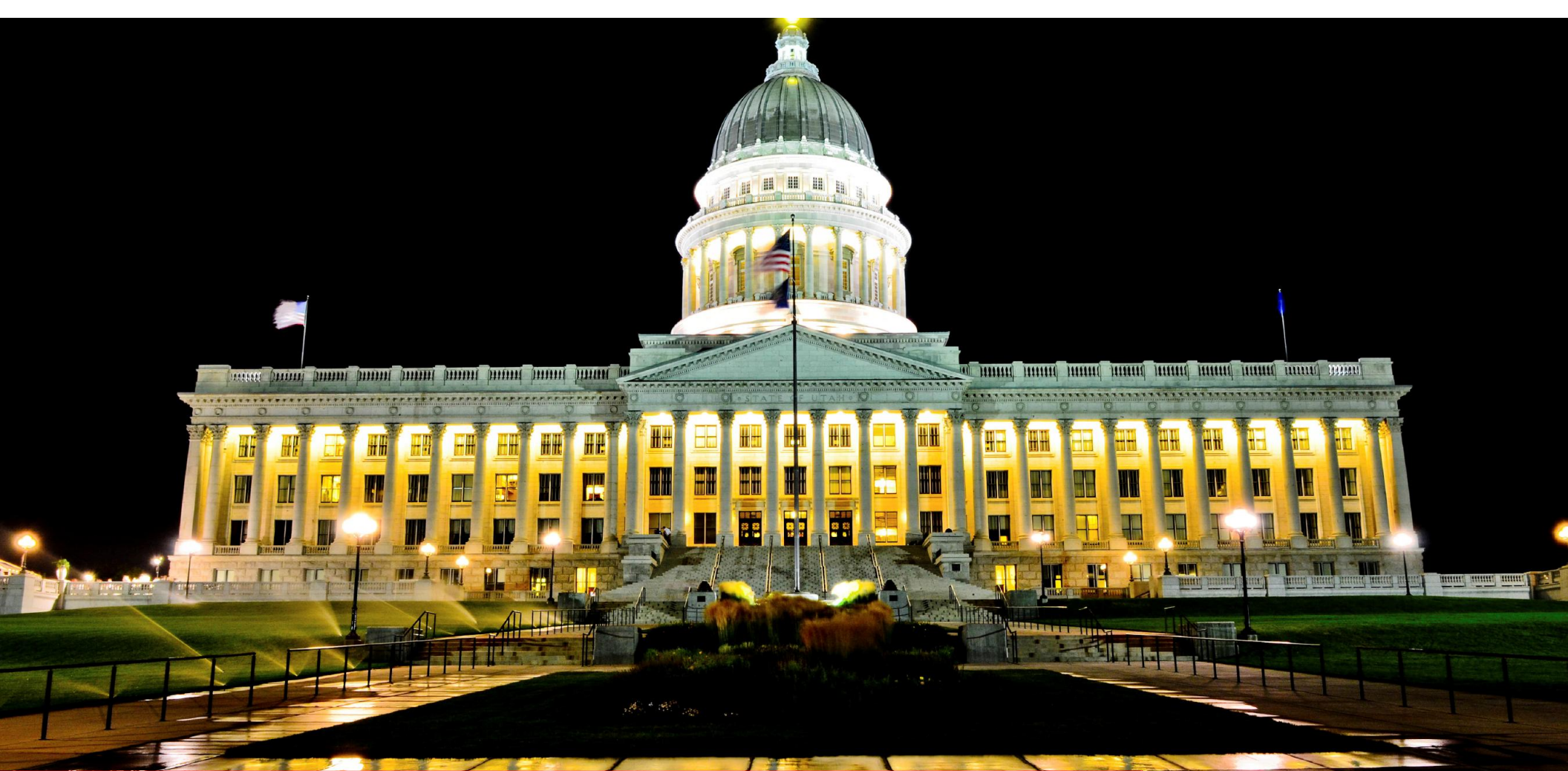
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2015 GENERAL SESSION

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ANTICIPATE ARGUMENTS

A primary law just gives law enforcement a reason to pull people over.

The legislature already imposes numerous requirements for the privilege of driving on Utah highways. Over the years, the legislature has adopted 413 primary traffic laws, a primary seat belt law would be number 414.

If law enforcement wants to pull a driver over, they already have 413 reasons to do so. This is about safety and educating the public about important role seat belts play.

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I would not like to be pulled over for not buckling up between farms in the winter (when it's difficult to buckle up).

The seat belt law is only applicable to public roads. If you are traveling on private roads between farms, there is no requirement for you to buckle up.

UPS trains their drivers to buckle up at each stop. A single UPS driver can make up to 180 stops in a single day and they buckle up at each stop without impacting efficient package delivery.

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ENGINEERING SAFER ROADS

Since 1998, the number of deaths caused by vehicles on Utah roads has decreased. While barriers are great first steps to buckle up by making sure they would serve to protect cars when barriers aren't encountered, an individual gets

A HEALTHY UTAH BUCKLES UP

An estimated \$7 million in emergency hospital charges. Of those charges, more could be prevented if l

SAFE DRIVING IS SERIOUS BUSINESS

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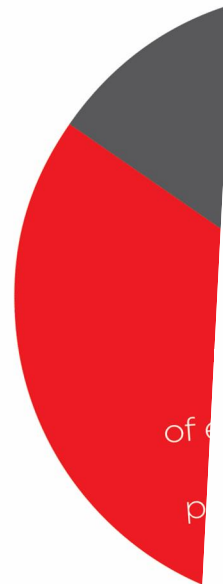
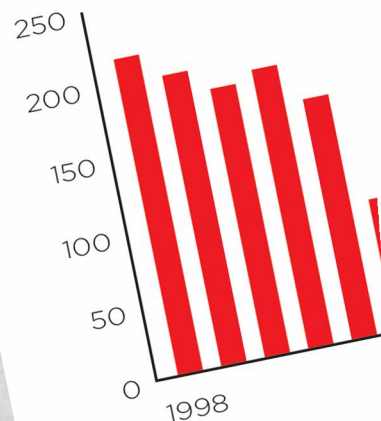
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CROSSING
(199



Utah's Workers Compensation Fund



= \$3,638,310

In 2012, Utah's Workers Compensation Fund received 456 claims involving motor vehicle crashes. Of these claims, 114 involved lost time from work. These 114 lost time claims alone account for a predicted total expenditure of \$3,638,310.

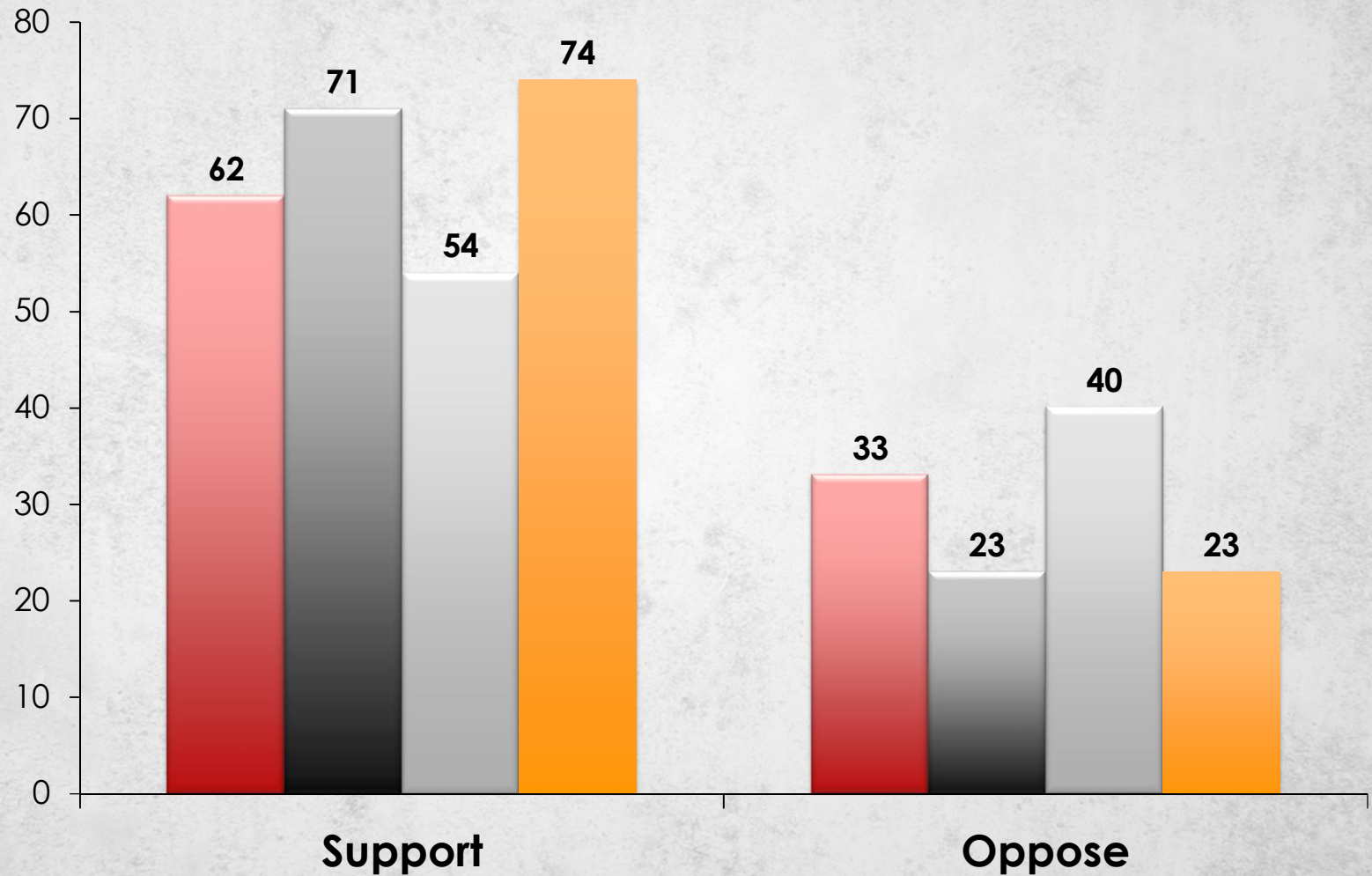
Many of the injuries that lead to these claims stem from improper restraint while driving.

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SUPPORT FOR A PRIMARY LAW



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■ Urban Men ■ Urban Women ■ Rural Men ■ Rural Women

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CONCESSIONS MADE AS PART OF THE LAW

- Written warning upon 1st offense.
Citation on 2nd offense
- Option to waive \$45 citation if take 30
minute online course
- Sunset after 3 years

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SET CLEAR GOALS, OBJECTIVES AND STRATEGIES

- Goal:** To make the law permanent.
- Increase usage 10% by July 1, 2016
 - Decrease the number of seat belt-related fatalities and serious injuries

LEADERSHIP

Objective: Coordinate efforts among supporting groups and agencies.

COALITION

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Strategy: Unify communication, education and enforcement efforts.

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DATA IS CRITICAL



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**UTAH SAFETY
RESTRAINT ENFORCEMENT GUIDE**
Utah Traffic Code 41-6a-1803



UTAH'S LAW TO SAVE LIVES

Utah Department of Public Safety - Highway Safety Office
Phone 801-366-6040 | Fax 801-366-6044
www.highwaysafety.utah.gov

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UTAH PRIMARY SEAT BELT LAW

Violation of Law	First Offense	Second Offense
Driver	Written warning to driver	Citation may be issued to driver
Passenger(s) Ages 16 and Older	Written warning to passenger(s)	Citation may be issued to passenger(s)
Passenger Ages 8 to 15	Written warning to driver	Citation may be issued to driver
Passenger Under 8 without Booster/Car Seat	Written warning to driver	Citation may be issued to driver
Penalty	Written warning to driver	Maximum fine: \$45 Non-moving violation, no points assessed
Exceptions	<ul style="list-style-type: none">• Pre-July 1966 vehicles without seat belts• Written verification from a licensed physician• All other seat belt positions are occupied• Only applies to seating position required to have seat belts• Children under 8 who are 57 inches tall or taller are exempt from the requirement to be in a child restraint	
Seat Belt Safety Course	Fine is waived upon completion of an online 30-minute seat belt safety course. Contact the Utah Safety Council at 801-746-7233, toll free 800-933-5943 or online at utahsafetycouncil.org .	

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400120537

IEKD
EIDK

Age: 89

DOB: 06/22/1925

SEX: MALE

SSN: 512152121

ADDRESS: 45454

WAHSATCH, UT 84044

CLASS: A

ISSUED: 04/02/2014 EXP: 11/18/2018

RES: Other A - No Restrictions, Limited-other Ignition Inte

END: NONE

OPER STAT: **SUSPEND FAIL TO APPEAR/COMPLY**

CDL STAT: True

HAIR: BRO

HGT: 510

WGT: 150

EYE: BRO

Alerts:

Ignition Interlock Device cite under 41-6a-518.2

Severity:

WARNING

Violation:

FAIL WEAR SEAT BELT OR USE CHILD RESTRAINT DEVICE

LEADERSHIP

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Arrests:

0

Convictions:

1

Felony:

No

Registered Sex Offender:

No

Insurance:

Error connecting to Insurite

Military:

No

Convicted - No Insurance:

No

Alias Names:

SHIZO, FOR

DAVEYLOO, DLTESTER M

DLTEST, DLN BULL

DLTEST, BENNY BULL

DLTEST, DLN BULL

DLTEST, BENNY BULL

DLTEST, DLN BULL

DLTEST, DAVID

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GETTING THE WORD OUT




BUCKLE UP

UTAH'S LAW TO SAVE LIVES


The Law: All passengers must wear seat belts and children ages 8 or younger must be properly restrained in a car or booster seat.

Remember, seat belts save lives. If you or anyone in your vehicle aren't properly restrained, you can be issued a \$45 citation. A seat belt fine is waived upon completion of an online, 30-minute seat belt safety course. Contact the Utah Safety Council at 801-746-SAFE (7233), toll free 800-933-5943 or online at utahsafetycouncil.org.



SEAT BELTS

are the single most effective traffic safety device for preventing death and injury.



Wearing a seat belt also helps the driver stay in the driver seat and helps maintain control of the vehicle.

In a crash, unbuckled passengers can become a projectile and increase the risk of hurting or killing others in the car by

40%



Over the last five years, almost half of all people (45%) who died on Utah's roads weren't buckled.
Excludes pedestrian, bicycle, bus occupant and motorcycle fatalities.



3 out of 4 people who are ejected during a fatal crash die from their injuries.



When the driver is unbuckled, 76% of children also ride unbuckled. When the driver is belted, 87% of children also ride with a seat belt. Be an example and buckle up.

For proper seat belt and car seat usage, go to:

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ut.zerofatalities.com



CLICK IT
UTAH
Everyone Buckled Up

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UTAH SEAT BELT USE:

2013: 82%

2014: 83%

2015: 87%

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WHAT ARE WE UP AGAINST?

Who are the

13%

who still don't get the message
that seat belts save lives?

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2015 UTAH SEAT BELT USE:



90.4%



84.6%

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2015 UTAH SEAT BELT USE: WOMEN



92.8%



81.9%

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2015 UTAH SEAT BELT USE: MEN



87.1%



74.6%

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IF YOU LOVE SOMEONE, TELL THEM TO BUCKLE UP.

It's a simple fact—seat belts save lives. Sure, it's the law, but the real reason to buckle up is because you love your family and friends. Always make sure your seat belt is fastened properly and ask everyone in your car to buckle up.



BUCKLE UP TO PROTECT OTHERS

In a crash, an unbuckled passenger can become a projectile and cause harm, or even death to others in the vehicle. In fact, unbuckled passengers increase the risk of injury or death to other belted passengers by 40 percent.



BUCKLE UP TO CONTROL YOUR VEHICLE

Even the best driver can be thrown off by the poor decisions of others on the road. By always wearing your seat belt, you can be sure that you'll remain in the driver's seat, and in control, should any situation catch you by surprise.

PLEDGE TO BUCKLE UP TODAY

If you believe buckling up can save a life, then do something. Make a pledge with those you love to always wear a seat belt. Remember, if you love someone, tell them to buckle up.

I pledge to always buckle up! _____

My loved one pledges to always buckle up! _____

Pledge online to show your support and win prizes at zerofatalities.com.

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BUCKLE UP TO BE A HERO

Children, teens and even adults need good examples of safe driving. Seat belts are the single most effective traffic safety device for preventing death and injury in a crash. So make things clear. Your car, your rules: everyone buckles up.

MARCO'S STORY



For more on Marco's miraculous story, visit zerofatalities.com.

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For more information on car & booster seats go to clickitutah.org.

PLEDGE TO BUCKLE UP TODAY

If you believe buckling up can save a life, then do something. Make a pledge with those you love to always wear a seat belt. Remember, if you love someone, tell them to buckle up.

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GETTING THE WORD OUT



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Post-2015 Update

- Primary Seat Belt law permanently extended when sunset provision eliminated under HB 265, 2017 General Session
 - Opportunity arose to secure permanent PBL extension when legislature eliminated Utah's annual vehicle safety inspection program
 - No organized opposition to making PBL permanent, even from legislators that actively worked against the bill in 2015

Seat Belt Use Results

Utah's seat belt use has increased 6.7% since May 2015 passage of primary seat belt law

Seat Belt Use by Vehicle Type in Utah, 2016-2018

	2018	2017	2016	% Change
All Vehicles	89.0	88.8	87.9	+1.1%
SUV	91.6	90.9	92.4	-0.8%
Vans	93.4	93.4	90.4	+3.0%
Cars	90.3	90.4	90.2	+0.1%
Trucks	81.6	81.5	76.6	+5.0%

Table 3: Seat Belt Use by County and Gender in 2018, Utah
(including 2017 use rate by county and % point change)

	2018			2017	
County	% Female Belted	% Male Belted	% Total Belted	% Total Belted	% Point Change
Box Elder	96.3	92.6	94.2	90.6	+3.6
Cache	94.9	88.9	92.2	92.0	+0.2
Carbon	91.0	84.6	87.7	85.0	+2.7
Davis	96.0	91.1	93.7	91.3	+2.4
Grand	91.2	86.1	88.2	88.2	+0
Iron	81.2	78.4	79.7	76.0	+3.7
Millard	90.6	93.6	92.2	87.1	+5.1
Salt Lake	92.1	86.6	88.8	92.4	-3.6
San Juan	81.4	79.2	80.2	67.6	+12.6
Sanpete	82.4	72.2	77.3	68.1	+9.2
Sevier	86.4	74.9	79.8	74.0	+5.8
Summit	93.5	88.2	90.5	89.6	+0.9
Tooele	94.4	87.7	90.6	86.0	+4.6
Uintah	78.2	69.4	73.1	71.1	+2.0
Utah	91.5	85.8	88.6	89.9	-1.3
Washington	85.9	84.1	84.9	83.2	+1.7
Weber	95.3	90.0	92.3	92.1	+0.2
Total	91.8	86.7	89.0	88.8	+0.2

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