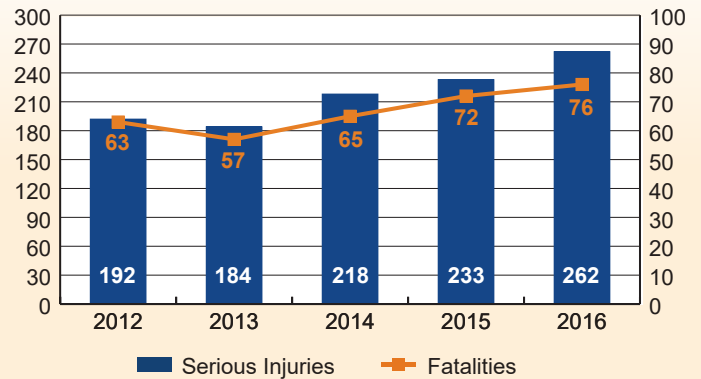




NEVADA'S SEAT BELT PROBLEM

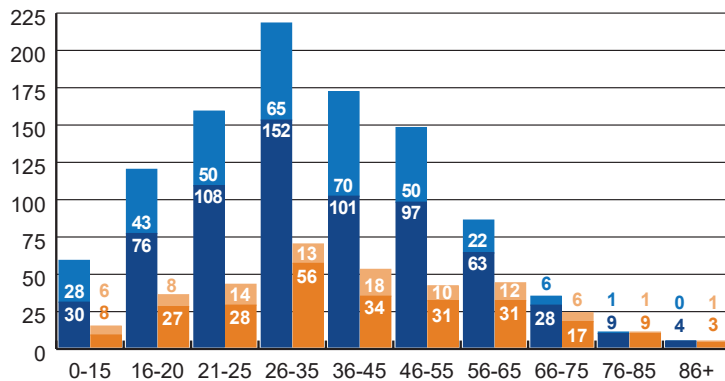
Between 2012 and 2016, 333 unbelted vehicle occupants lost their lives and 1,089 were seriously injured in traffic crashes on Nevada roadways.

The goal of the Nevada Strategic Highway Safety Plan (SHSP) is to reach zero fatalities. This fact sheet provides information on who is involved in unbelted fatal and serious injury crashes, where and when these crashes occurred, and why they happened. It also outlines how the State plans to reduce unbelted fatalities and serious injuries.



WHO?

Male drivers aged 26 to 35 years old are involved in most unbelted fatalities and serious injuries, followed by male drivers aged 21 to 25 and 36 to 45 years old.



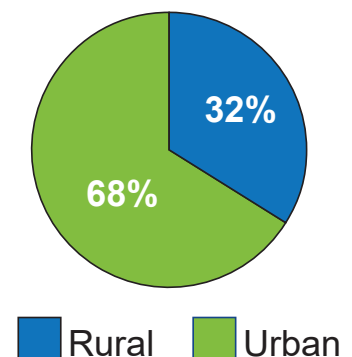
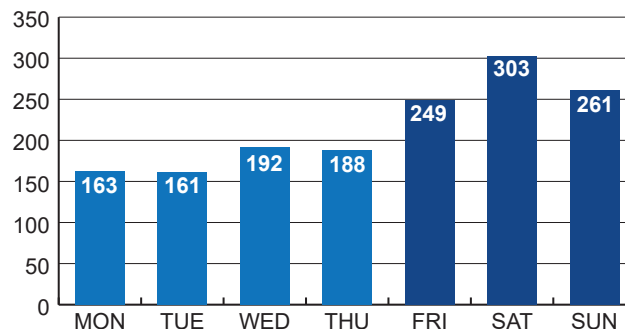
WHERE?

Between 2012 and 2016, almost two-thirds (65 percent) of the unbelted fatalities and serious injuries occurred in **Clark County**. Sixty-eight percent of fatalities and serious injuries occurred on urban roadways.



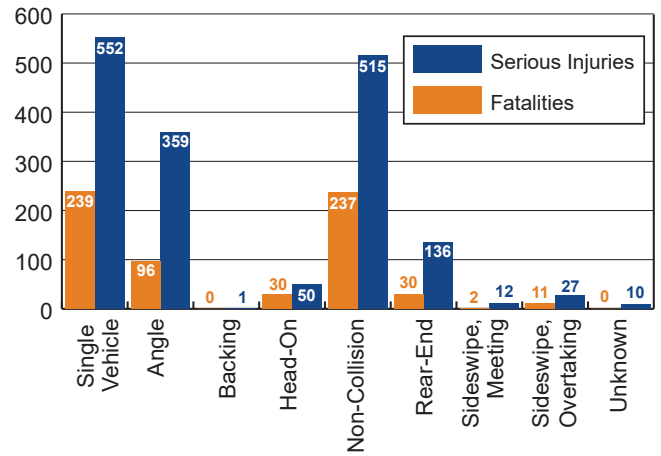
WHEN?

The highest number of unbelted fatalities and serious injuries occurred on Friday through Sunday.



WHY?

A large portion of the unbelted fatalities and serious injuries occurred in single vehicle crashes followed by non-collision crashes. Over half (54 percent) were either totally or partially ejected from the vehicle.



HOW DO WE REACH OUR GOAL?

CRITICAL STRATEGIES TO REDUCE UNBELTED OCCUPANT FATALITIES

The Nevada SHSP identifies strategies with potential to reduce unbelted occupant fatalities. By focusing on these strategies we can begin to reduce the terrible toll caused by driving without using safety belts.

Analyze data, prepare documents and disseminate information to support occupant protection use:

- » Continue to improve the quality, availability, integration, and analysis of UNSOM seat belt related data.
- » Involve UNLV and UNR seat belt use observation data and survey results in prepared documents for dissemination (on Zero Website, etc.). Analyze seat belt observation data and unbelted fatal crash characteristics of nonusers to identify local target groups, identify countermeasures that reach each target group and ensure those countermeasures are implemented within a given time.
- » Recruit representatives from grassroots and diverse communities across the State and establish subcommittees with subject matter experts that focus on specific populations (e.g. teen driving, law enforcement, rural, business outreach subcommittees).
- » Create clearinghouse of education and analysis; publicize to partners.

Maximize proper restraint use with enforcement and public outreach campaigns:

- » Educate younger road users on safe behaviors through school education programs and teen safe driving messages through statewide zero teen safe driving program/competition (Zero Teen Fatalities).
- » Conduct additional public outreach in English and Spanish throughout the year and use of additional non-traditional media venues, i.e. Facebook, MySpace, YouTube, Online Gaming, dynamic message signs (DMS), fast food establishment sponsorships (Wal-Mart in store displays, marquees), etc. (messaging focused on the law and that the seat belt law will be strictly enforced).
- » Use community-oriented policing strategies for the Hispanic community, with the goal of reducing the disproportionate number of Hispanic drivers and victims involved in traffic related collisions.

Analyze data and prepare documents to support occupant protection legislation:

- » Prepare a plan for legislation to pass in 2017 to upgrade Nevada's seat belt law (NRS 484D.495) to allow primary enforcement, consistent with all other traffic laws, as well as providing support to local primary seatbelt laws prior to a state primary law.
- » Prepare a plan for legislation to pass in 2017 to increase the age of children covered under Nevada's child passenger safety law up to at least age eight (or 80 pounds or 56") to be consistent with current best practices.
- » Prepare plan for legislation to pass in 2017 to require seat belt use for young drivers and their passengers as a condition for continued licensure within Nevada's graduated driver licensing system.