zero Fatalities®

A Goal We Can All Live With

A UDOT and DPS Program
Drowsy Driving
Distracted Driving
Aggressive Driving
Impaired Driving
Not Buckling Up
HOW ARE WE DOING?
WHERE WE’VE BEEN

1984
Ages 0-2 must ride in a car seat. Up to age 5 must be restrained in a car seat/seat belt. $20 fine.

1986
Drivers and front seat passengers must use seat belts (secondary violation) $10 fine.

1992
Up to age 8 must be restrained in a car seat/seat belt.

1997
Up to age 10 must be restrained in a car seat/seat belt. $75 fine.

2000
The state legislature made massive improvements to the safety restraint law, which included:
- Ages 0-4 must ride in a properly used car seat
- Driver and all passengers must be buckled if a seat belt is available
- Primary law if anyone under 19 years is unrestrained
- Secondary law if 19 or older
- Driver is responsible for unrestrained occupants in the vehicle under the age of 16
- $45.00 fine, reduced to $15.00 upon completion of a traffic safety educational class (regardless of age)
THREE KEYS TO PASSING A PRIMARY SEAT BELT LAW

LEADERSHIP

COALITION

MESSAGING
TIMING

BEFORE The Session

DURING The Session

AFTER The Session
**BEFORE The Session**

**DURING The Session**

- Utah House of Representatives

**AFTER The Session**

- Utah Senate
BEFORE
The Session

During
The Session

AFTER
The Session

LEADERSHIP

COALITION

MESSAGING

Zero Fatalities
A Goal We Can All Live With
UDOT and DPS Program
BEFORE
The Session

DURING
The Session

AFTER
The Session

275 LIVES WERE LOST ON UTAH ROADS IN 2015

LEADERSHIP
COALITION
MESSAGING
Contributing Factors

*Fatality Analysis Reporting System (FARS) data
BEFORE
The Session

2015 GENERAL SESSION

DURING
The Session

AFTER
The Session
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.
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.
Since 1998, the number of deaths caused by vehicles on Utah roads has decreased by 28% per year. While barriers are great first steps to buckle up by making sure to serve to protect children when barriers aren't encouraged, an individual gets through.

An estimated $7 million in emergency hospital charges are paid, but most could be prevented if proper restraint is used.

Utah’s Workers Compensation Fund

114 lost time from work

= $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.
BEFORE
The Session

DURING
The Session

AFTER
The Session

SUPPORT FOR A PRIMARY LAW

LEADERSHIP

COALITION

MESSAGING

Support

Oppose

Urban Men
Urban Women
Rural Men
Rural Women
**CONCESSIONS MADE AS PART OF THE LAW**

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

**Objective:** Coordinate efforts among supporting groups and agencies.

**Strategy:** Unify communication, education and enforcement efforts.
DATA IS CRITICAL
UTAH SAFETY
RESTRAINT ENFORCEMENT GUIDE
Utah Traffic Code 41-6a-1803

BUCKLE UP
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

LEADERSHIP

COALITION

MESSAGING

UTAH PRIMARY SEAT BELT LAW

<table>
<thead>
<tr>
<th>Violation of Law</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
<td>Written warning to driver</td>
<td>Citation may be issued to driver</td>
</tr>
<tr>
<td>Passenger(s)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ages 16 and Older</td>
<td>Written warning to passenger(s)</td>
<td>Citation may be issued to passenger(s)</td>
</tr>
<tr>
<td>Passenger</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ages 8 to 15</td>
<td>Written warning to driver</td>
<td>Citation may be issued to driver</td>
</tr>
<tr>
<td>Passenger Under 8 without Booster/Car Seat</td>
<td>Written warning to driver</td>
<td>Citation may be issued to driver</td>
</tr>
<tr>
<td>Penalty</td>
<td>Written warning to driver</td>
<td>Maximum fine: $45 Non-moving violation, no points assessed</td>
</tr>
<tr>
<td>Exceptions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Pre-July 1966 vehicles without seat belts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Written verification from a licensed physician</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• All other seat belt positions are occupied</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Only applies to seating position required to have seat belts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Children under 8 who are 57 inches tall or taller are exempt from the requirement to be in a child restraint</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seat Belt Safety Course</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
### BEFORE The Session

<table>
<thead>
<tr>
<th><strong>400120537</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IEKD</strong></td>
</tr>
<tr>
<td><strong>EIDK</strong></td>
</tr>
</tbody>
</table>

**Age:** 89  
**DOB:** 06/22/1925  
**SEX:** MALE  
**SSN:** 512152121  
**ADDRESS:** 45454  
**WAHSATCH, UT 84044**

**Alerts:**  
Ignition Interlock Device cite under 41-6a-518.

### DURING The Session

**CLASS:** A  
**ISSUED:** 04/02/2014  
**EXP:** 11/18/2018  
**RES:** Other A - No Restrictions, Limited-other Ignition Intermittent  
**END:** NONE  
**OPER STAT:** SUSPEND FAIL TO APPEAR/COMPLY  
**CDL STAT:** True  
**HAIR:** BRO  
**HGT:** 510  
**WGT:** 150  
**EYE:** BRO

### AFTER The Session

**Severity:** WARNING  
**Violation:** FAIL WEAR SEAT BELT OR USE CHILD RESTRAINT DEVICE

<table>
<thead>
<tr>
<th><strong>Arrests:</strong> 0</th>
<th><strong>Convictions:</strong> 1</th>
<th><strong>Felony:</strong> No</th>
<th><strong>Registered Sex Offender:</strong> No</th>
</tr>
</thead>
</table>

**Insurance:** Error connecting to Insurite

**Military:** No  
**Convicted - No Insurance:** No

**Alias Names:**
- SHIZO, FOR
- DAVEYLOO, DLTESHER M
- DLTTEST, DUN BULL
- DLTTEST, BENNY BULL
- DLTTEST, DUN BULL
- DLTTEST, BENNY BULL
- DLTTEST, DUN BULL
- DLTTEST, DAVID

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**Zero Fatalities**  
A Goal We Can All Live With

A UDOT and DPS Program
BEFORE The Session

DURING The Session

AFTER The Session

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 time 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 simple 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%.

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

RIP RIP RIP RIP

Over the last five years, almost half of all people (45%) who died on Utah’s roads weren’t buckled.

Excludes pedestrians, bicyclists, bus passengers and motorcycle riders.

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 buckled, 87% of children also ride with a seat belt. Be an example and buckle up.

LEADERSHIP

COALITION

MESSAGING

zero Fatalities
A Goal We Can All Live With

A UDOT and DPS Program

CLICK IT UTAH
UTAH SEAT BELT USE:

- **2013:** 82%
- **2014:** 83%
- **2015:** 87%
WHAT ARE WE UP AGAINST?

Who are the

13%

who still don’t get the message that seat belts save lives?
BEFORE The Session

2015 UTAH SEAT BELT USE:

DURING The Session

90.4%

AFTER The Session

84.6%

LEADERSHIP

COALITION

MESSAGING

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A UDOT and DPS Program
BEFORE
The Session

DURING
The Session

AFTER
The Session

2015 UTAH SEAT BELT USE:
WOMEN

92.8%
81.9%
2015 UTAH SEAT BELT USE: MEN

BEFORE The Session

DURING The Session

AFTER The Session

LEADERSHIP

COALITION

MESSAGING

87.1% 74.6%
BEFORE
The Session

DURING
The Session

AFTER
The Session

THE INFLUENCER

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.

My loved one pledges to always buckle up.

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

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

“My wife saved my life just by telling me to buckle up.”

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

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.

LEADERSHIP

COALITION

MESSAGING

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A UDOT and DPS Program
BEFORE The Session

DURING The Session

AFTER The Session

THE INFLUENCER

LEADERSHIP

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MESSAGING

Rio 2016

The Influencer

Leadership

Coalition

Messaging

Zero Fatalities
A Goal We Can All Live With
A UDOT and DPS Program
GETTING THE WORD OUT

BEFORE The Session

DURING The Session

AFTER The Session

LEADERSHIP

COALITION

MESSAGING

BUCKLE UP
UTAH'S LAW TO SAVE LIVES

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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

<table>
<thead>
<tr>
<th>Seat Belt Use by Vehicle Type in Utah, 2016-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
</tr>
<tr>
<td>All Vehicles</td>
</tr>
<tr>
<td>SUV</td>
</tr>
<tr>
<td>Vans</td>
</tr>
<tr>
<td>Cars</td>
</tr>
<tr>
<td>Trucks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% Female Belted</th>
<th>% Male Belted</th>
<th>% Total Belted</th>
<th>% Total Belted</th>
<th>% Point Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box Elder</td>
<td>96.3</td>
<td>92.6</td>
<td>94.2</td>
<td>90.6</td>
</tr>
<tr>
<td>Cache</td>
<td>94.9</td>
<td>88.9</td>
<td>92.2</td>
<td>92.0</td>
</tr>
<tr>
<td>Carbon</td>
<td>91.0</td>
<td>84.6</td>
<td>87.7</td>
<td>85.0</td>
</tr>
<tr>
<td>Davis</td>
<td>96.0</td>
<td>91.1</td>
<td>93.7</td>
<td>91.3</td>
</tr>
<tr>
<td>Grand</td>
<td>91.2</td>
<td>86.1</td>
<td>88.2</td>
<td>88.2</td>
</tr>
<tr>
<td>Iron</td>
<td>81.2</td>
<td>78.4</td>
<td>79.7</td>
<td>76.0</td>
</tr>
<tr>
<td>Millard</td>
<td>90.6</td>
<td>93.6</td>
<td>92.2</td>
<td>87.1</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>92.1</td>
<td>86.6</td>
<td>88.8</td>
<td>92.4</td>
</tr>
<tr>
<td>San Juan</td>
<td>81.4</td>
<td>79.2</td>
<td>80.2</td>
<td>67.6</td>
</tr>
<tr>
<td>Sanpete</td>
<td>82.4</td>
<td>72.2</td>
<td>77.3</td>
<td>68.1</td>
</tr>
<tr>
<td>Sevier</td>
<td>86.4</td>
<td>74.9</td>
<td>79.8</td>
<td>74.0</td>
</tr>
<tr>
<td>Summit</td>
<td>93.5</td>
<td>88.2</td>
<td>90.5</td>
<td>89.6</td>
</tr>
<tr>
<td>Tooele</td>
<td>94.4</td>
<td>87.7</td>
<td>90.6</td>
<td>86.0</td>
</tr>
<tr>
<td>Uintah</td>
<td>78.2</td>
<td>69.4</td>
<td>73.1</td>
<td>71.1</td>
</tr>
<tr>
<td>Utah</td>
<td>91.5</td>
<td>85.8</td>
<td>88.6</td>
<td>89.9</td>
</tr>
<tr>
<td>Washington</td>
<td>85.9</td>
<td>84.1</td>
<td>84.9</td>
<td>83.2</td>
</tr>
<tr>
<td>Weber</td>
<td>95.3</td>
<td>90.0</td>
<td>92.3</td>
<td>92.1</td>
</tr>
<tr>
<td>Total</td>
<td><strong>91.8</strong></td>
<td><strong>86.7</strong></td>
<td><strong>89.0</strong></td>
<td><strong>88.8</strong></td>
</tr>
</tbody>
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