

From the Minnesota Network of Employers for Traffic Safety



Extra seat belt enforcement on Minnesota roads, October 8-28, 2010



Law enforcement agencies around the state are gearing up for a *Click It or Ticket* seat belt enforcement campaign which will run from October 8-28, 2010. Use the proven influence of the workplace to support this effort and the safety of your workers.

Did you know?

- Buckling up every time is one of the easiest and most effective ways to keep your employees healthy and on the job.
- 40 percent of lost work hours are the result of traffic-related injuries.
- Motor vehicle crashes cost employers \$60 billion annually in:
 - lost productivity
 - absenteeism
 - insurance costs
 - workers' compensation
 - property damage

What can you do?

Many companies don't think they have a problem with employee motor vehicle safety. The only way to find out is to take a good, hard look and determine how frequently your employees are experiencing crashes. Select a designated period of time and find out the number and types of absences your company has experienced. Look for trends that may help you determine the best times of year to promote seat belt use.

Whatever the size of your company, you can take steps to promote seat belt use. A few possibilities:

- Develop and implement policies that support seat belt use.
- Conduct a seat belt check day. Check drivers and passengers as vehicles enter and leave the parking lot. Reward seat belt users with a simple prize on the spot.
- Establish a "Saved by the Belt" program, recognizing employees who were involved in crashes and were buckled up. Publicize their stories internally and through an awards program.
- Support the efforts of local law enforcement: send a letter of support during the enforcement campaign; put a "Buckle Up" message on business marquees or reader boards; reinforce the campaign with internal e-mail messages.
- Print and post the employee handout on the facing page.
- Find more details and strategies on the [Minnesota NETS Web site](#) or contact Minnesota NETS Coordinator [Lisa Kons](#) at 651-228-7330/800-444-9150.

More About Minnesota NETS and What We Can Do For You

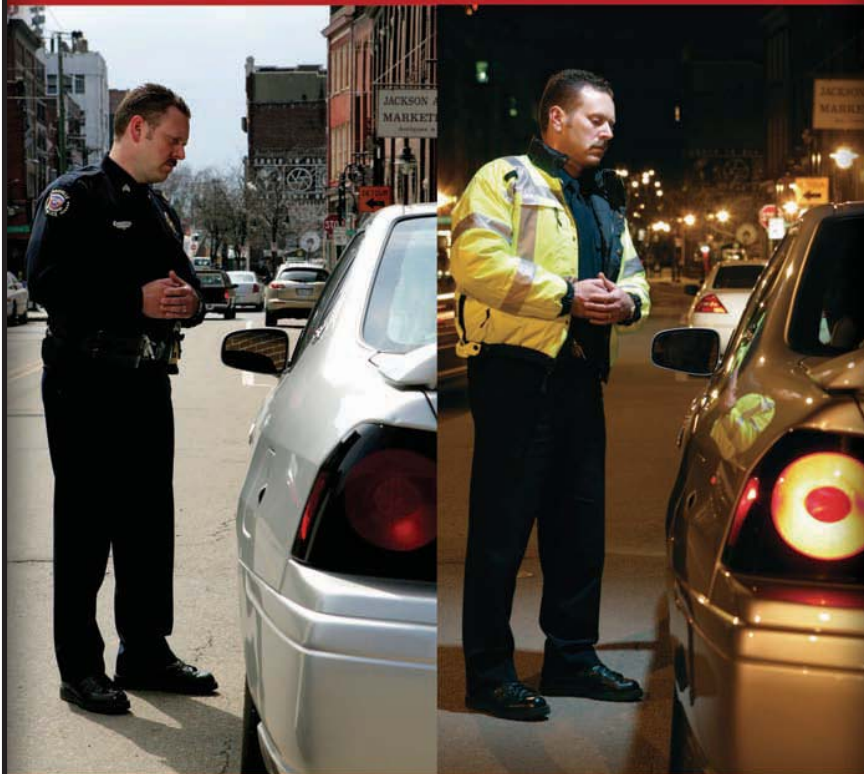
Our programs, resources and services are designed to reach *all* employees and their families, whether the employee drives for work, or simply to and from work.

We offer free print materials on a variety of traffic safety topics, sample policies, suggested activities to raise awareness, speakers, consultation and more. Find more information about the Minnesota NETS program [online](#) or contact [Lisa Kons](#) at 651-228-7330/800-444-9150.

Minnesota NETS is a partnership of the Minnesota Safety Council and the Minnesota Department of Public Safety, Office of Traffic Safety.

“Click It or Ticket” October 8 - 28

DAY & NITE.



BUCKLE UP OR PAY UP.



- Nine out of ten Minnesotans buckle up, but . . .
- More than 60 percent of motorists killed during nighttime hours are not belted
- Your seat belt holds you in the protective space built into your vehicle and gives you room to live if there's a crash
- In frontal crashes, seat belts increase your chance of survival by 45% in a car and 60% in a light truck
- With no seat belt, the impact of a 35 m.p.h. crash is the equivalent of falling from a third-story building
- Buckle up - everybody, every seat, every time - it's the law



Making Minnesota A Safer Place To Live
Chapter of the National Safety Council

