



Research In Progress

Click It or Ticket: Next Generation

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Click It or Ticket (CIOT) is NHTSA's annual high visibility enforcement campaign that has been shown to increase seat belt use in a very short period of time. Conducted in all 50 States around the Memorial Day holiday, CIOT is supported by national and State-wide paid media that carries a strong enforcement message, and earned media generated by the States. This project is evaluating other high visibility enforcement models in Iowa, Pennsylvania, Virginia, Massachusetts and Arizona. Each of these States is testing various combinations of multiple waves of enforcement supported by varying levels of paid media. Measurements include multiple waves of seat belt observations, public awareness surveying, and program activity information that includes law enforcement and paid and earned media activities.

Start Date:	September 1, 2006
End Date:	March 31, 2010
Contractor:	Preusser Research Group
Contract Number:	DTNH22-05-D-15043
Total Contract Cost:	\$1,023,154.00

Date Last Updated: March 11, 2009