



# Research In Progress

## Evaluation of the 2007 SAFETEA-LU High Visibility Safety Belt Enforcement Campaign

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This project evaluates NHTSA's 2007 and 2008 Click It or Ticket high visibility seat belt enforcement campaigns. Click It or Ticket is NHTSA's national mobilization that has been shown to raise seat belt use rates in a very short period of time. It occurs around the Memorial Day holiday each year. Click It or Ticket is supported by targeted paid media that carries a strong enforcement message, "wear or your seat or you will get a ticket". Pre and post mobilization measures include observational safety belt surveys, public awareness surveys collected at driver licensing offices, and national telephone surveys. Other measures include paid and earned media analyses, program activity information, law enforcement citation activity, and case studies.

<b>Start Date:</b>	September 1, 2006
<b>End Date:</b>	November 30, 2009
<b>Contractor:</b>	Preusser Research Group
<b>Contract Number:</b>	DTNH22-05-D-15043
<b>Total Contract Cost:</b>	\$1,044,280.00

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