Seat belts keep friends together.

BUCKLE UP AMERICA
Every Trip. Every Time.

AFRICAN-AMERICAN TOOLKIT

BUCKLE UP AMERICA

FACT SHEET & TALKING POINTS

SEAT BELT USE RATES ARE AT AN ALL-TIME HIGH,

BUT THE RATE AMONG AFRICAN-AMERICANS FALLS BEHIND THE NATIONAL AVERAGE…

RESULTING IN THOUSANDS OF TRAGIC DEATHS.

Motor vehicle crashes are a leading cause of death in the African-American community. Specifically, motor vehicle crashes are:

- The leading cause of death for African-American children ages 1 to 14;
- The second leading cause of death for African-Americans 15 to 34 years old; and
- The leading cause of unintentional injury deaths for African-Americans of all ages.

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

- Nationally, of the passenger vehicle occupants involved in fatal crashes in 2008, the 73 percent who were restrained survived the crashes.
- In fact, 2,500 or more African-American passenger vehicle occupants died in motor vehicle crashes in 2008, and 65 percent of those were not wearing their seat belts at the time of the crashes.
- The good news is, seat belts saved an estimated 1,000 African-American lives and prevented approximately 11,000 serious injuries in 2008.
- In 2008, the National Occupant Protection Use Survey* reported 75 percent of Blacks** regularly wore their seat belts, falling 8 percentage points below the national average. If African-Americans had a seat belt use rate equal to the national average of 83 percent, an additional 161 fatalities and 1,200 serious injuries would have been prevented.
- When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs and minivans.
- Young African-Americans – especially males – are among those at greatest risk.
- In 2008, crash-related fatalities among African-American men 15 to 34 were more than twice that of young women.

Too many African-Americans are dying, and it's time to reduce this deadly trend.

YOU CAN MAKE A DIFFERENCE

Whether you are traveling just around the corner or across the country, wearing your seat belt is one of the best steps you can take to make sure you make it to your destination safely.

Encourage family, friends and loved ones to buckle up, every trip, every time. It could be a matter of life or death.

** The NOPUS (National Occupant Protection Use Survey) is the only nationwide probability-based observational survey of seat belt use in the United States. The survey observes usage as it actually occurs at a random selection of roadway sites, and so provides the best tracking of the extent to which passenger vehicle occupants in this country are buckling up. To find out more about the NOPUS data, please see the document, Seat Belt Use in 2008 – Demographic Results, at www-nrd.nhtsa.dot.gov/Pubs/811183.pdf. Data collectors determine race by observation only.*

*** According to NHTSA, all numbers and percentages referencing belted or unbelted fatalities are based on "known usage."*

For more information, please visit www.nhtsa.gov.

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