



# Research In Progress

## Evaluating the 2009 and 2010 Click It or Ticket High-Visibility Enforcement Mobilizations

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This project will evaluate NHTSA's 2009 and 2010 Click It or Ticket high visibility seat belt enforcement campaigns held around the Memorial Day holiday each year. 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. 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, and law enforcement citation activity.

<b>Start Date:</b>	September 5, 2008
<b>End Date:</b>	September 4, 2011
<b>Contractor:</b>	Preusser Research Group
<b>Contract Number:</b>	DTNH22-TBD
<b>Total Contract Cost:</b>	\$848,776.00

**Date Last Updated:** March 11, 2009