

East Haven Kicks Off Click It or Ticket Enforcement Mobilization Extended Hours to Focus on All Unbuckled Motorists — Day and Night

[East Haven, CT] – Mayor April Capone Almon and the East Haven Police Department announced today they are joining with hundreds of other law enforcement agencies across the country in renewing a pledge to save lives by intensifying efforts to enforce seat belt laws — among all motorists and around the clock — during the 2008 Click It or Ticket mobilization, which runs from **November 17- November 30, 2008**

“With 18 percent of all Americans failing to buckle up regularly, it’s clear that far too many people still don’t take belt laws seriously, but East Haven Does.” East Haven Police Chief Leonard Gallo said. “Look for us to be out on the streets day and night for two seatbelts checks, November 26 and 28 making sure that everyone is buckled up.” Gallo said, “Worn correctly, seat belts have proven to reduce the risk of fatal injury in a crash. In fact, data shows that more than three-quarters (77%) of passenger vehicle occupants who were in a serious crash in 2006 and were buckled up survived the crash.”

“Seatbelts save lives; I wear my seatbelt at all times, on duty and off.” East Haven Police Officer Vicky Conte says. Officer Conte recently completed a survey of East Haven Commuters which resulted in 58% of motorists wearing their belts while traveling along East Haven’s roadways. Officer Conte reported, “42% of East Haven motorists failing to buckle up, this is a very dangerous and scary fact. The survey will be repeated after the Thanksgiving Holiday checkpoints, I am anticipating the increase of seatbelt wearers after the high visibility of enforcement.”

Increased law enforcement activities, including seat belt checkpoints, will be conducted nationwide during the 2008 Click It or Ticket mobilization. Paid national advertising, as well as State advertising, will support the mobilization by promoting the life-saving benefits of regular seat belt use, especially nighttime belt use, to all motorists.

“Regular seat belt use is the single most effective way to protect people and reduce motor vehicle crash fatalities. And high-visibility enforcement is effective at getting people to buckle up,” said Mayor April Capone Almon. “Wearing your seat belt is easy and it costs you nothing. Not wearing it might cost you a ticket, or worse — your life. I urge everyone in East Haven to please be safe and buckle up day and night — Click It or Ticket.”

To learn more about the Click It or Ticket campaign and the lifesaving benefits of wearing your seat belt, please visit www.nhtsa.gov or www.townofeasthavenct.org.

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