



News Release

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Monday's start to seat belt campaign kicks off 100 Deadliest Days

BOISE—As the Memorial Day holiday approaches, Idaho Transportation Department's Office of Highway Safety joins law enforcement agencies across the state in reminding drivers of the importance of seat belts. This is especially true as the 100 Deadliest Days begin.

Idaho's Law enforcement officers across will take part in the nationwide effort to promote seat belt usage. The *Click It Don't Risk it* campaign runs from May 20 through June 2. During the effort, additional officers will be on the roads enforcing Idaho's seat belt law.

"We know that seat belts save lives, but still see too many people choose not to buckle up," said ITD Highway Safety Manager John Tomlinson. "Hopefully this effort will help Idahoans make the right choice — especially as we head into the busy summer months."

Memorial Day weekend marks the unofficial start to summer and the beginning of the 100 Deadliest Days of summer driving. The 100 Deadliest Days refers to the period of time between Memorial Day and Labor Day weekends when there is an increase in crashes.

In 2018, 38 people who died in car crashes during the summer months were not wearing seat belts. There were 102 fatalities during last year's 100 Deadliest Days.

"Buckling up is the simplest thing you can do to limit injury or save your life during a crash," Tomlinson said. "When you use a seat belt, you increase your odds of surviving a crash by 50 percent - it is so easy to do and we know it works."

While officers will be issuing citations for failing to wear seat belts, Tomlinson says this isn't about getting people in trouble, but rather about getting them home safely.

"Seat belts are a wonderful way to take care of ourselves and the people we care about," Tomlinson said. "Buckle up – every trip, every time."

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