



NEWS

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FOR IMMEDIATE RELEASE
July 10, 2009

09-16

“No Belt No Brains” Program Targets Youths for Seat Belt Compliance

SACRAMENTO – Traffic collisions are the leading cause of death for young adults ages 15 to 20 nationwide. California accounts for 10 percent of those traffic fatalities. In an effort to save lives, the California Highway Patrol (CHP) is planning to educate and motivate young drivers and passengers to always buckle up by implementing the “No Belt, No Brains” grant-funded campaign.

“Educating our youth is extremely important to keep them safe on the roads.” said CHP Commissioner Joe Farrow. “No matter what, they should always wear their seat belt, each time they get into a car.”

The “*No Belt, No Brains*” campaign goals will be achieved by conducting a statewide outreach program with two facets. Seat belt awareness public service announcements (PSAs) will air on at least 1,200 movie screens in theaters throughout the state. This PSA will air before PG, PG-13 and R rated movies, impacting an estimated minimum of 50,000 theater patrons.

In addition, printed educational material from the California High School Seat Belt Challenge program will be distributed to state and local agencies as well as businesses within the targeted regions.

Among California’s 58 counties, 13 were identified as having a high number of teenagers who were injured or killed in collisions when safety belts were not used. The counties include: Alameda, Contra Costa, Fresno, Kern, Los Angeles, Merced, Orange, Riverside, Sacramento, San Bernardino, San Diego San Joaquin and Santa Clara.

Funding for the project was provided by a \$750,000 grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration. The CHP plans to continue using grant-funded projects to make California’s highways safer for motorists.

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