



PINE HILL POLICE DEPARTMENT TRAFFIC ADVISORY



Click it or Ticket “Border to Border” Campaign May 23 – June 5, 2016

As motorists take to the roads this Memorial Day holiday, the Pine Hill Police Department is urging everyone to buckle up. Beginning **May 23, 2016**, Pine Hill Officers will be taking part in the 2016 national *Click It or Ticket* seat belt enforcement mobilization and cracking down on motorists who are not belted.

As we kick-off the busy summer driving season, it is critical that everyone buckles up every time they go out, day and night – no excuses. – *Click It or Ticket*.

At 6:00 p.m. on May 23, 2016 Pine Hill Police will join law enforcement agencies across the Eastern United States in mobilizing the *Click It or Ticket* (CIOT) “**Border to Border**” Operation. Law enforcement agencies will join forces to provide increased seat belt enforcement at State borders, sending a zero tolerance message to the public: driving or riding unbuckled will result in a ticket, no matter what State.

Beginning May 23 and running through June 5, the annual “Click It or Ticket” national mobilization utilizes high visibility seat belt checkpoints and saturation patrols, in combination with local and national publicity efforts, to reiterate the life-saving value of seat belts.

“Using a seat belt is the simplest way for a driver and his or her passengers to protect themselves when traveling,” said Gary Poedubicky, Acting Director of the New Jersey Division of Highway Traffic Safety. “In 2013, 21,000 people in the U.S. were killed in traffic crashes, and almost half of them were unrestrained.”

Poedubicky added that a key focus of this year’s campaign is to promote seat belt usage by adults in the rear seats of vehicles. The front seat belt usage rate in New Jersey currently stands at 91.36%. However, adults riding in rear seats are only buckling up at a rate of 39%. “This is a concern,” he said. “We need to drive home the message that all motor vehicle occupants need to buckle up during every trip, in every seating position.”

During the 2015 “Click it or Ticket” campaign, 372 New Jersey police agencies participated in the two-week initiative. As a result of the effort, law enforcement officers issued 26,308 seat belt citations, 4,969 speeding summonses and made 833 impaired driving arrests.



DATE/TIME OF RELEASE	RELEASE PREPARED BY	RELEASE APPROVED BY
May 22, 2016 4:30pm	Chief Christopher Winters	Chief Christopher Winters