

## Click It or Ticket History and Impact

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“Click It or Ticket”  
(CIOT)  
Is a Brand of  
High Visibility Enforcement (HVE)

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### History of High Visibility Enforcement (HVE) and Click It or Ticket (CIOT)

- 1985-89      Laws & Local HVE Programs (Elmira, Albany, TX, etc.)
- 1990-92      Operation Buckle-Down (OBD)  
National 70% by '92 Program
- 1993-94      North Carolina “Click It or Ticket” (CIOT)
- 1993-1997    OP-STEP Grants and Campaign Safe and Sober
- 1996          Air Bag Crisis → Air Bag & Seat Belt Safety Campaign  
NHTSA’s “Buckle Up America” (BUA) Program also in play
- 1997-2002    National “Operation ABC” Mobilizations
- 2000-2002    Special CIOT Demonstrations; TEA 21 Innovative Grants
- 2003-2008    National CIOT Mobilizations
- 2004-2008    Special Targeted Demonstrations (usually paired with CIOT)

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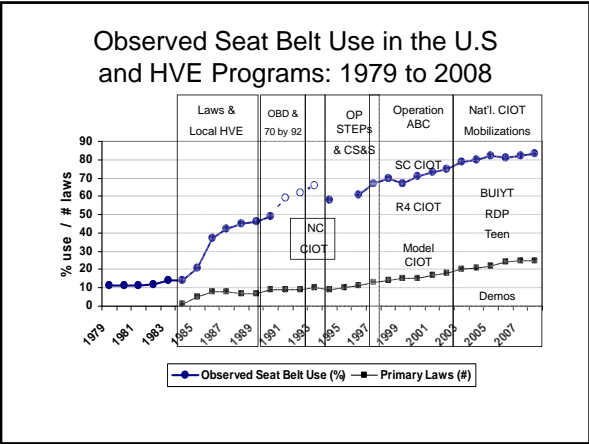
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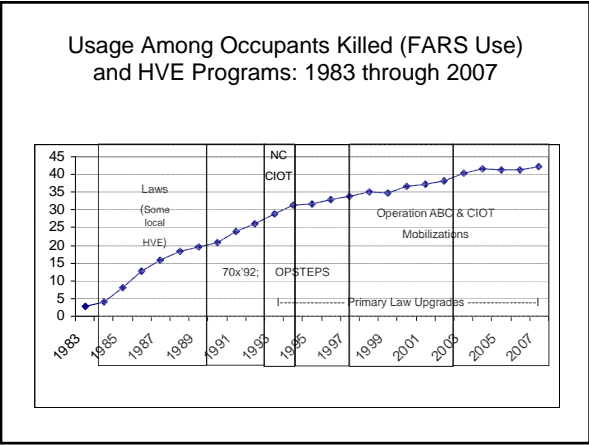
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- ### North Carolina CIOT Campaign
- 2 wks publicity + 3 wks “blitz” enforcement
  - Checkpoints (>6,000) and Roving Patrols
  - Citations (59,000), not warnings
  - Paid Media (\$600K) + Earned Media
  - “Click It or Ticket” Slogan
  - Usage: from 63% to 79% (+16 pts)

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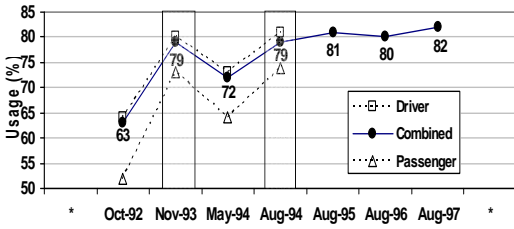
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## North Carolina CIOT 1993




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## The NC CIOT Model was Resisted by Most States

- Too Aggressive
- Afraid of "Kick-Back"
- Too Expensive
- Don't Like Enforcement
- Could Result in Loss of our SB Law

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## OP-sSTEP Grants Campaign Safe and Sober (CSS)

- Grants to States to Conduct Waves of HVE
- NHTSA and General Motors Co. Funding
- Not as Intensive as NC CIOT; no paid media
- From 5 to 20 States Participated (1993 – 98)
- CSS was Developed to coordinate SB and DWI

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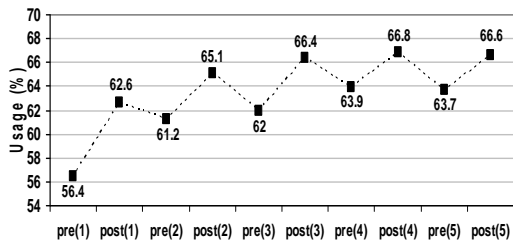
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### Changes in Usage in OP-sSTEP Demonstration Programs




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### 1995-96 Child/Air Bag Crisis

Resulted in the formation of the Air Bag and Seat Belt Safety Campaign (AB&SBSC) and a Partnership with NHTSA

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### Two Separate but Coordinated Efforts (Beginning in 1997)

- Air Bag & Seat Belt Safety Campaign
  - Legislation (Upgrades)
  - Enforcement ("Operation ABC" Mobilizations)
  - Communications (National Paid Media)
- NHTSA's "Buckle Up, America!" Program
  - Legislation (Upgrades)
  - Enforcement (Support Operation ABC Mobilizations)
  - Communications (Moving toward "Hard" Message)
  - Partnerships (AB&SBSC is Major Partner)

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## Operation ABC National Mobilizations (1997 – 2002)

- Centrally Coordinated National Mobilizations
  - Managed by AB&SBSC from Washington DC
- AB&SBSC directly contacted Police Agencies
  - 1,000 agencies (1997) → 12,000 agencies (2002)
- Purchased Media in Major Markets (AB&SBSC)
- NHTSA directs Section 157 Innovative Grants to States
- Three “CIOT” Demonstrations (2000 – 2002)

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## Operation ABC Three CIOT Demonstrations 2000-2002

- 2000 – South Carolina CIOT
  - checkpoints; paid media; CIOT slogan
- 2001 – Region IV CIOT (8 States)
  - Checkpoints; paid media; CIOT slogan
- 2002 – Model Programs (14 States)
  - Saturation patrols; paid media; mostly CIOT

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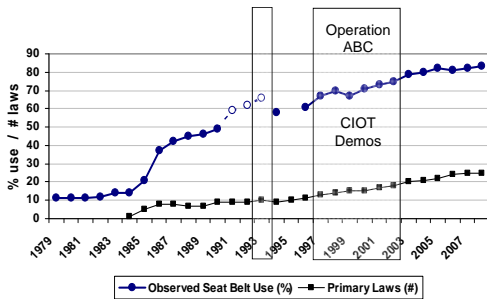
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## Operation ABC Mobilizations 1997-2002




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### Lessons Learned from CIOT Demonstrations

- Few Gains without Enforcement
- Higher levels of enforcement and media associated with greater gains
- Benchmark levels of media were 6-8¢ per capita
- Benchmark levels of enforcement were 20-22 citations per 10,000 residents

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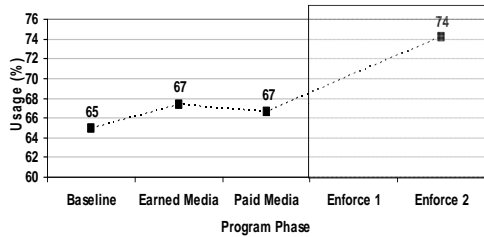
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### Results of Region IV CIOT Program: Usage Increases Only After Enforcement Begins




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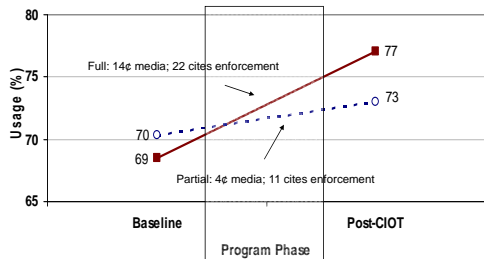
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### Results of "Model" CIOT Programs: Enforcement and Media Levels Affect Impact




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## National CIOT Mobilizations

2003 → 2008

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## National CIOT Mobilizations

2003 → 2008

- Since 2003, the annual enforcement mobilizations called CIOT mobilizations
- Main changes:
  - Name (CIOT, rather than Operation ABC)
  - More States with Section 157 Funds for paid media and enforcement
  - More State-coordinated programs
  - Reduction to one mobilization per year

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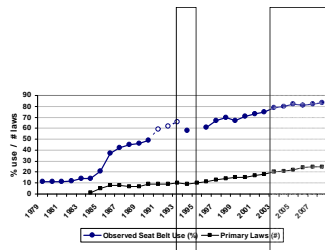
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## Click It or Ticket Mobilizations

2003 → 2008



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## Six National CIOT Mobilizations beginning in 2003

- 2003 75% → 79%
  - Largest one-year increase since 1998
- 2004 79% → 80%
  - Add Pickups (BUIYT) in one region
- 2005 80% → 82%
  - Add Pickups + Rural (RDP)
- 2006 82% → 81%
  - Continue Pickups + Rural
- 2007 81% → 82%
  - Pickups + Teens + Night + Next Generation CIOT
- 2008 82% → 83%
  - Rural + Teens + Night + Next Generation CIOT

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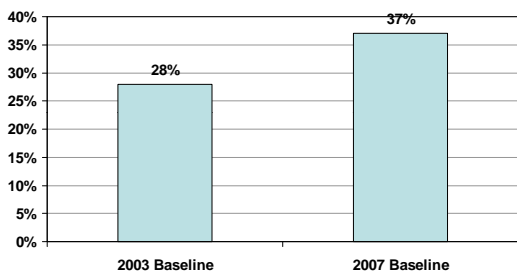
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## Percent That Believe Ticket is Likely (if one were to drive for 6 months without buckling up)




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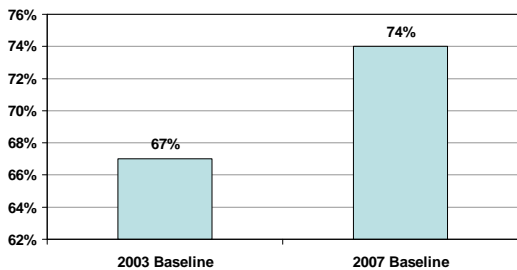
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## Support for Primary Enforcement (police should be able to stop for seat belt violation alone)




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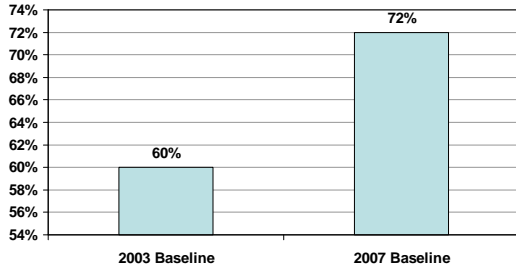
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### Think SB Enforcement is Important



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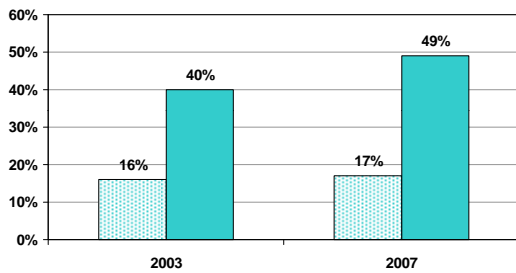
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### Awareness of Special Enforcement



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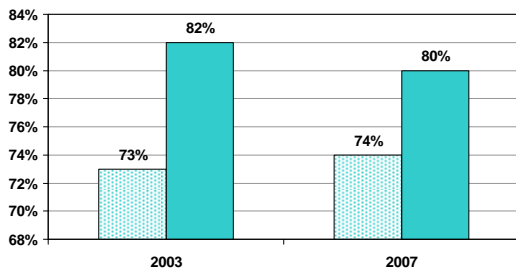
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### Awareness of SB Messages



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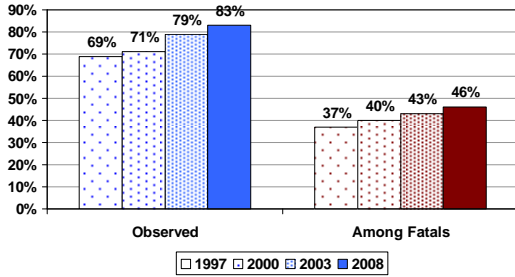
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## Seat Belt Usage: 1997-2007




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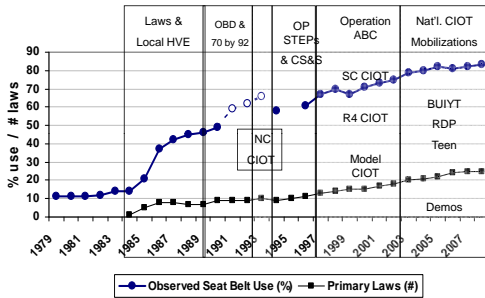
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In Summary: the CIOT brand has been associated with significant gains since 1993




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## Recent Studies Suggest that:

- Enforcement is most important variable associated with high use States
- Enforcement Intensity is associated with gains in usage since 1997 in high gain secondary law States
- Low-use States tend to spend proportionately more on paid media than high-use States
- High Use States have higher citation rates than low-use States

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## In Summary

- Observed SB Use in the U.S. 11% → 83%
- Laws and HVE associated with much of gain
- CIOT brand has played a major role since 1993
- Public awareness and support have increased
- Recently gains have diminished
- Hard-to-reach groups continue to resist SB use
- Targeted programs have had modest impact
- Usage among crash victims remains low (46%)
- Where do we go from Here?

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