



MASSACHUSETTS

Click It or Ticket Campaign Enhancement and Evaluation

► AT-A-GLANCE

► Project Characteristics
Statewide Enforcement
Community Education
Paid Media

► Program Areas
Occupant Protection
Community Programs
Public Information & Education
Enforcement

► Targeted Populations
Massachusetts Drivers and
Passengers

► Type of Jurisdiction
State

► Jurisdiction Size
6,349,097

► Funding
402: \$ 1,057,879
157: \$ 903,452
164: \$ 286,567
403: \$ 202,372
405: \$ 113,304

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Problem Identification

According to the 2002 Annual Safety Belt Survey, Massachusetts' safety belt use rate was 51 percent, the lowest in the nation for any state with a safety belt use law. The usage goal for 2003 was 60 percent. The effort to improve the safety belt usage rate was centered on an enhanced *Click It or Ticket* campaign and subsequent evaluation waves.

Goals and Objectives

The *Click It or Ticket Campaign Enhancement and Evaluation* project's goals were to:

- Increase safety belt use in Massachusetts; and
- Assess the impact of adding educational activities to standard enforcement mobilization waves.

Strategies and Activities

The *Click It or Ticket Campaign Enhancement and Evaluation* project consisted of two levels: Level I (law enforcement) and Level II (community education). Some of the strategies and activities for developed for both levels were as follows:

- Awarded overtime traffic enforcement grants to the State Police and 182 local police departments.
- Coordinated a statewide enforcement effort by requiring participation in pre-determined enforcement mobilizations, collectively known as *Click It or Ticket*. Participation in enforcement mobilization was required in order to receive funding.
- Selected 76 communities to participate in community education efforts, requiring the completion of three safety belt educational activities between February and May 2003.
- Gave 76 communities additional funding to purchase traffic safety equipment upon completion of the educational initiatives.
- Selected education activities from a web-based resource site of seven highly structured and research-proven programs.
- Offered instructions for conducting activities and supporting materials to communities through a Web site.
- Offered additional materials such as pledge cards, safety belt survey signs, and banners to participating communities through the Governor's Highway Safety Bureau (GHSB).
- Conducted Safety belt observations for both the statewide belt use



study and the *Click It or Ticket* evaluations. Safety belt survey observations included information such as:

- Driver and passenger gender;
- Driver age category (teen, adult or elder adult);
- Passenger age category (child, teen, adult or elder adult);
- Vehicle type (passenger car, SUV, van, pickup or commercial vehicle); and
- State where vehicle is registered.

Results

During 2003, the *Click It or Ticket Campaign Enhancement and Evaluation* project achieved the following results:

- Observed 55,059 occupants in field visits during the three evaluations as described in the table below:

Drivers	45,895
Front Seat Passengers	9,164
Male	28,864
Female	26,195

- Achieved increases in safety belt use as the result of the law enforcement (Level I) and community education (Level II) waves, as well as increased use observed among the control communities:

	Initial Use Rate Prior to Waves	Reported Use Rate After Waves
Control Communities	47.3 percent	58.53 percent
Level I	54.6 percent	65.45 percent
Level II	49.48 percent	61.79 percent

Other gains in safety belt use include the following:

- Increased observed safety belt use rate by 11 percent among front seat occupants.
- Increased highway safety belt use from 50 percent in 2002 to 62 percent in 2003.
- Increased non-highway safety belt use from 46 percent in 2002 to 60 percent in 2003.