Heather Jeffreys at (919) 707-2665, or visit the GHSP

The youngest drivers on North Carolina highways, ages 16-

percent. Robeson County had the lowest seat belt usage rate

usage at 93.8 percent. Mecklenburg County had a seat belt

improvement – jumping to 90.7 percent this year from 77.9

awareness campaign together made a positive impact on seat

reached 1.8 million people on social media.

enforcement. The Governor's Highway Safety Program produced and aired a new public

the Governor's Highway Safety Program. “It's a testament that high visibility enforcement

COUNTIES.

Extension Notes

Quick Holiday Spruce-Ups

Here are a few tips for those suffering from a cold. It is not to impose on others around them.

1) Cover your mouth and nose with a tissue or your elbow when you cough or sneeze.

2) Do not cover your mouth or nose with your hands when you sneeze or cough.

3) Always place your used tissue in the waste basket.

4) Do not use your smartphone to put on a surgical mask to protect others.

5) Covering persons should sit at least three feet away from others.

6) Regularly wash your hands with soap and water or clean with alcohol-based hand cleaner.

The Survey Says: More North Carolina Drivers Buck Up

High visibility enforcement, media campaign “click with motorists

This year, North Carolina celebrates the 20th anniversary of "Click It or Ticket", the nation's

First, put away the excess stuff. The holiday season is a great time to take stock of what

are out. The ideal candidate will have experience in sworn law

enforcement in a rural setting and, as an officer in Polkton, will handle

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The Survey Says: More North Carolina Drivers Buck Up

High visibility enforcement, media campaign “click with motorists

This year, North Carolina celebrates the 20th anniversary of "Click It or Ticket", the nation's

first seat belt campaign. That celebration continues with the release of the state's 2013

survey. The Governor's Highway Safety Program shows 90.7 percent of North Carolina are bucking up – a 1.3 percent increase from the 2012 survey; that is, more than one out of three drivers are buckled up now. New Dr. and State Director of the Governor's Highway Safety Program. It is a testament to high visibility enforcement enhancement campaign "Click It or Ticket".

A successful public awareness campaign ran in conjunction with "Click It or Ticket" enforcement. The Governor’s Highway Safety Program produced and aired a new public service announcement. The "Safety on the Scene", on television and radio stations statewide. It was also heard on 300 radio stations and distributed by 24 cable systems in North Carolina.

Social media was also a vital component in reaching the target demographic of 18-34 year olds. The Governor's Highway Safety Program asked students to submit a photo of themselves tucked up while parked – called a "SafetySelfie" and share it on Twitter, Facebook, or Instagram. For the "Click It or Ticket," the program also created a special "SafetySelfie". In all, the interactive effort reached 1.8 million people on social media.

Shovel-up enforcement. Education is the public face of enforcement. Enforcement and the public relationship must have an impact on seat belt usage, especially in Columbus County. It was the biggest improvement in a "ticketable" territory – jumping to 90.7 percent this year from 77.7 percent in 2012.

Flawless buckle rate reached 68.7 percent. Mecklenburg County had a seat belt usage rate of 73.8 percent with Wake County at 61.5 percent. Rowan County had the lowest seat belt use rate at 53.8 percent. Female drivers buckled up more often at a rate of 92.4 percent compared to 87.9 percent of male drivers who buckled up.

The youngest drivers on North Carolina highways, ages 16-

percent. Robeson County had the lowest seat belt usage rate of 93.4 percent, with Wake County at 88.3

usage at 93.8 percent. Mecklenburg County had a seat belt usage rate of 94.6 percent with Wake County at 90.1

percent. Rowan County had the lowest seat belt use rate at 92.4 percent.