

[TOP](#)

Occupant Protection Enforcement November 25th

NOVEMBER 25TH 2013 BY DEE LOFLIN

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*Submitted by
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Missouri - Seat belts save lives. A recent survey of Missouri motorists show that more Missourians are getting the message. However, statewide seat belt usage remains stagnant 79 percent for the general public and increased just one percent among teenagers from 66 to 67 percent. The nationwide average is 85 percent.

Law enforcement agencies statewide will be participating in a quarterly Occupant Protection Enforcement on Nov. 25 to increase seat belt use and reduce highway fatalities. Law enforcement will take a zero tolerance approach in the enforcement of seat belt and child restraint laws during this campaign.

"Saving lives is what it's all about, and seat belts are such an easy way to prevent tragedy, suffering, and grief associated with disabling or fatal traffic crashes," said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. "This type of campaign and enforcement effort is just one method used to heighten awareness about the importance of wearing a seat belt."

Other strategies used to increase Missouri seat belt use include using portable message boards to post messages about fatalities and seat belt citations; partnering with high schools and large employers to get them to adopt seat belt policies; assisting cities in

passing a primary seat belt ordinance within their city limits; and providing incentives to positively reinforce wearing a seat belt.

As of November 17, of **ShowMe Gold Sponsors** percent of those killed were unrestrained

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