

CIOT action plan



This action plan is designed to serve as a guide to help us all work in a unified direction on Click It or Ticket in Region 6. Looking back on past Mobilizations we have much to be proud of, given the increases in safety belt use, the reductions in injuries and fatalities, and the economic savings that have been achieved. After six years of conducting CIOT high visibility enforcement coupled with earned and paid media emphasizing a strong enforcement message, safety belt use for the Region has steadily climbed to 86.7%, well ahead of the national average of 82.4%. Our continued commitment to CIOT is vital to help raise belt use rates in all our States and the Indian Nations in 2008 and beyond.

enforcement

ENFORCEMENT PERIOD: MAY 19 - JUNE 1, 2008

It's no secret that highly visible enforcement is why Click It or Ticket has been so successful at getting more drivers and passengers to buckle up.

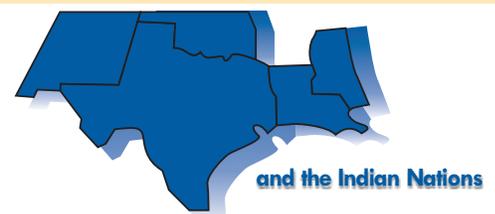


Region 6 is ready to assist you and your Law Enforcement Liaisons in any way we can to help recruit agencies to participate in the National Mobilization, as well as outreach to officers to help them understand the importance of enforcing State occupant protection laws.

Your office and your LELs recently received the 2008 CIOT Law Enforcement Action Kits on flash drives. Resources in the LEAK include fact sheets, county level data on unbelted deaths, sample talking points, fill-in-the-blank news releases, materials for outreach to high school students, and other resources. This useful information will also be posted soon on NHTSA's website at: <http://www.nhtsa.gov/buckleup/ciot-planner/planner08/LEAK/index.htm>

Region 6 has been working with each highway safety office individually to craft a State customized joint recruiting memo and fax-back form to help in your efforts to enlist participation in CIOT from non-funded police and sheriff department in your State. We will continue to work with you to help get these out to departments across the Region on or around April 15.

We encourage each of the States to either pilot or expand nighttime belt enforcement activities to the degree you can during this year's Mobilization. Region 6 Law Enforcement Liaison Tommie Buchanan is available to assist States with enforcement programs and outreach.





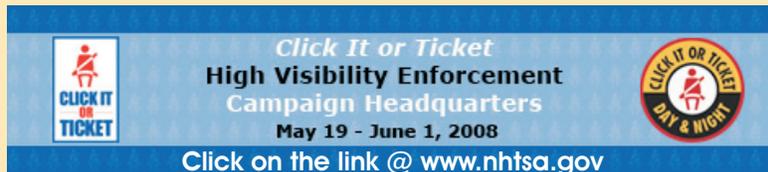
paid media

PAID MEDIA PERIOD: MAY 12 - MAY 25, 2008

The principal target audience of CIOT continues to be 18 to 34 year old males whose data shows they are still more likely than not to drive and ride unbuckled. The fear of being stopped and getting a ticket is a proven way to get more of these young men to wear their safety belts. We urge the States to use a firm and direct enforcement message in your CIOT paid media to persuade this remaining hard-to-reach group to buckle up.

NHTSA's national ad agency is available by request to provide technical assistance to any State with their media buy plans to assure they are achieving sufficient target gross rating points.

NHTSA will support the Mobilization with a \$7.5 million net national ad purchase. NHTSA will produce a new general and Hispanic-market radio ad for 2008. Last year's TV ads will be used again this year: "Out of Nowhere" (Teen), "Not Visible" (Nighttime), and "Seamless." NHTSA's media buy plan and these spots are posted on our CIOT Campaign Headquarters website.

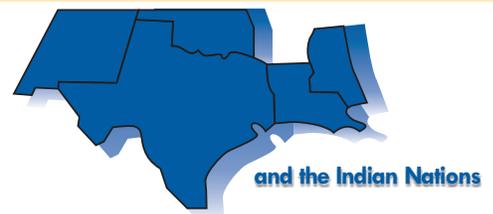


earned media

EARNED MEDIA PERIOD: MAY 5 - JUNE 2, 2008

Every State in Region 6 has indicated that they will conduct one or more media events to kickoff CIOT. The Region 6 media contractor is available to assist you if needed. The national CIOT media kickoff is still being planned. The national news conference is expected to be held during the third week in May. While travel budgets are limited, Region 6 staff is available to speak at state news conferences on request. The Region would appreciate as much advance notice as possible.

Within our 18 to 34 male target, three audience segments continue to die unbelted in crashes more often when compared to the general population. Those segments are: 1) teen drivers and passengers (16 to 20 year olds), 2) nighttime drivers, and 3) rural drivers. Region 6 has requested restraint use data from FARS for each of our States on these three sub-groups for you to use in your earned media to address these populations. The data is expected the first week of April.





community outreach

OUTREACH PERIOD: NOW - JUNE 2, 2008

The Region's media contractor Schatz Publishing is preparing State customized materials for you to outreach to your partners. There will be sample news releases, talking points, newsletter articles and other tools your partners can use in their public awareness efforts. Materials are being designed for mayors, law enforcement, judges and employers. We will have the materials to you around April 10.

Like past years, Region 6 will again distribute a customized resource CD which can be used by the Region's 40+ Military Base police/security units in each State to promote CIOT. The CD will include materials from the Law Enforcement Action Kit as well as information specific to the military. We expect to send this resource out around mid April.

African American and Latino 18 to 34 year old males also have lower belt use. Region 6 Diversity Outreach Liaison Luther Perry is available to assist States with outreach to these populations. The Region will also assist the BIA in outreach to Native American populations.

evaluation & reporting

The States are encouraged to conduct pre-CIOT mini observation surveys and/or pre-post public awareness surveys to evaluate your campaign.

NHTSA will conduct the 2008 NOPUS (National Occupant Protection Use Survey) following the Mobilization from June 2 to July 5, as well as national pre-post telephone attitude/awareness surveys. We can also provide technical assistance to States on their evaluation plans. States are asked to conduct a full statewide survey conforming to NHTSA's Uniform Criteria for State Observational Survey of Seat Belt Use in the month of June and to submit results by August 31, 2008.

On a bi-weekly basis now thru May, Region 6 requests that the States report law enforcement commitments to participate. Post CIOT activity levels should be reported through NHTSA's dedicated on-line system by July 7.

2008 CIOT key dates

EARNED MEDIA PERIOD:	MAY 5 - JUNE 2
PAID MEDIA PERIOD:	MAY 12 - MAY 25
ENFORCEMENT PERIOD:	MAY 19 - JUNE 1
STATEWIDE OBSERVATION SURVEYS:	JUNE 2 - JULY 5
ON-LINE CIOT REPORTS DUE:	JULY 7
STATEWIDE SURVEY REPORTS:	AUGUST 31



NHTSA REGION 6



and the Indian Nations