

## **NEWS RELEASE**

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**DATE/TIME OF INCIDENT: September 10 - 23, 2007**

**DATE/TIME OF RELEASE: September 6, 2007 @ 3:00 p.m.**

**NATURE OF STORY: Three Flags Safety Belt Campaign**

**LOCATION: Lane County**

**DETAILS: The Lane County Sheriff's Office Traffic Safety Team will be participating in the Three Flags Safety Belt enforcement campaign. Three Flags is a national campaign involving hundreds of law enforcement agencies in Oregon, Washington and British Columbia. The campaign focuses on reducing motor vehicle related deaths through enforcement of Oregon's primary seatbelt and child safety seat law. "Click it or Ticket" campaign ads sponsored by NHTSA will be aired on the radio and television. There will also be night time enforcement operations as well.**

**Deputies will be working on grant overtime provided by NHTSA through the Oregon State Sheriff's Association. Other local agencies participating in the campaign include the Oregon State Police and the Florence Police.**

**Oregon's safety belt usage has increased from an 85% usage rate in 1997 to a 97% usage rate in 2006. Approved Child Safety Seat usage has also increased from 57% in 1997 to 94% in 2006 for children one year of age and under, according to ODOT statistics. Using your safety belt increases your chances of surviving a traffic collision. Oregonians are doing a good job at buckling up. The nationwide average according to NHTSA was 81% in 2006.**

**Only 11 states and territories have achieved usage rates of 90% or higher in 2006 – Oregon, Washington, Michigan, California, Puerto Rico, Hawaii, Nevada, Maryland, Texas, Georgia and New Jersey.**

**For additional information contact: Sergeant Fred Swank of the Lane County Sheriff's Office at 682-2030.**

**Prepared by: Sergeant Fred Swank**