

*Increasing Seat Belt Use  
Among Tweens and Pre-  
Driving Teens*

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# *Leading Cause of Death*

- Motor vehicle traffic crashes are the leading cause of death for age 4 and every age 11 through 27 (based on the latest data available – 2009).



*Source: National Center for Health Statistics (NCHS)  
Centers for Disease Control (CDC), Mortality Data, 2009*

# Daytime Seat Belt Use Rate and Unrestrained Fatalities Among Passenger Vehicle Occupants

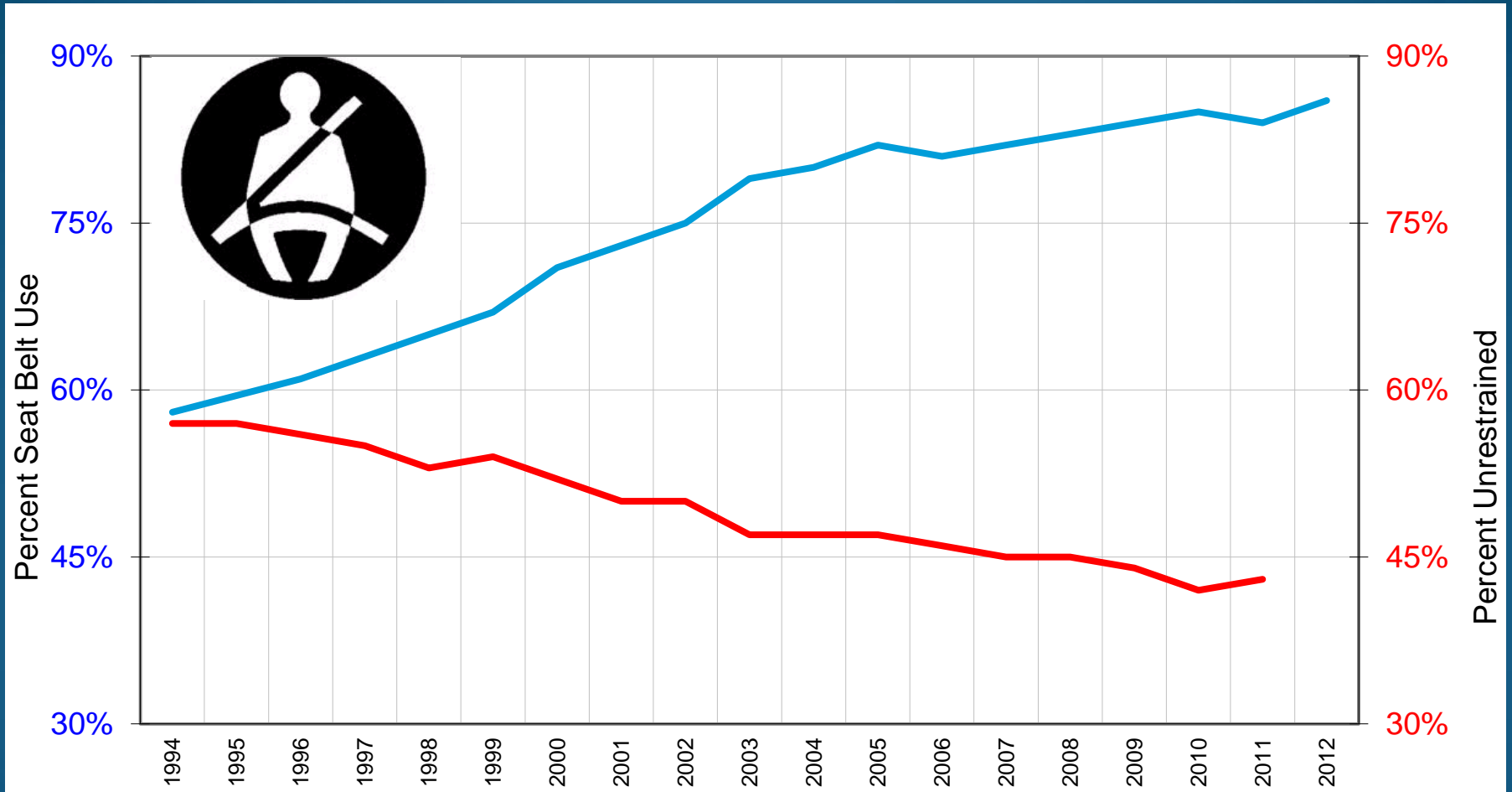
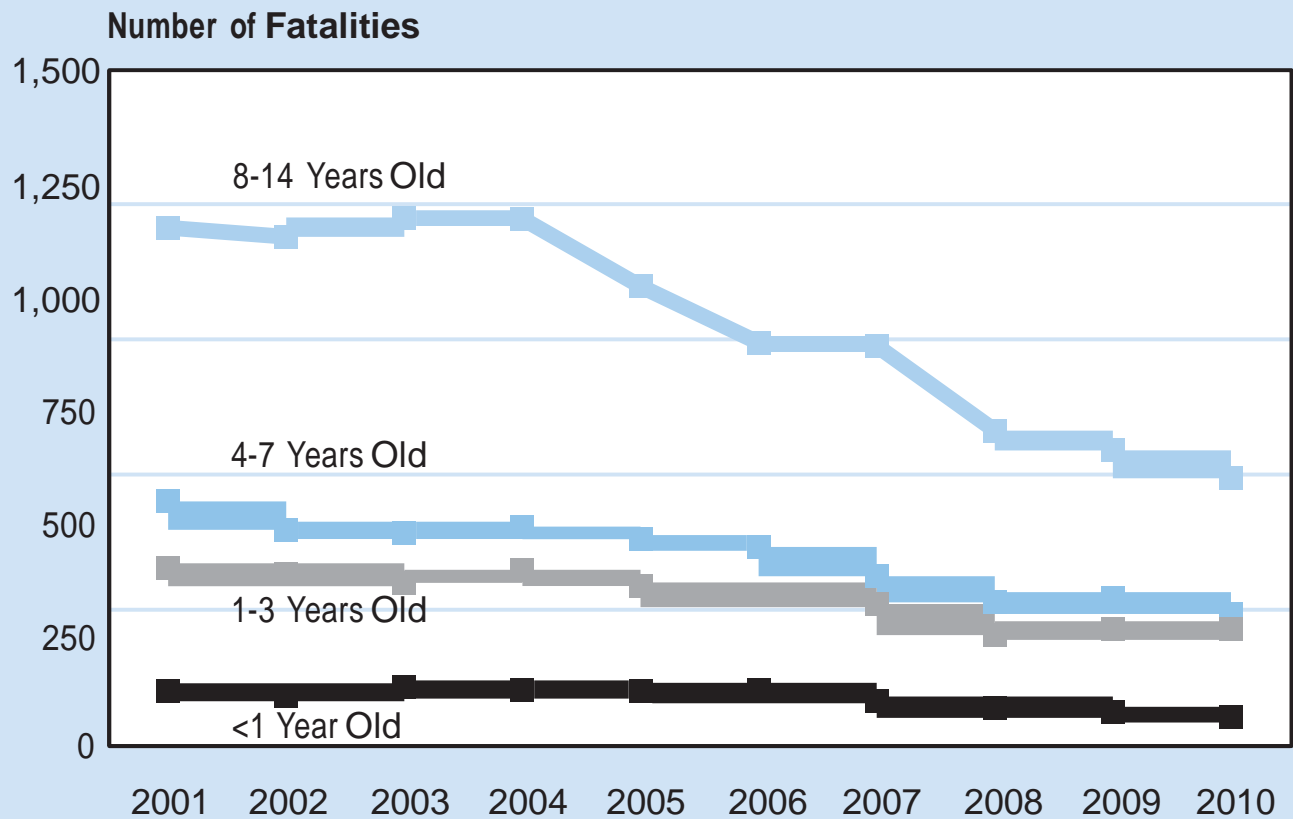


Figure 1  
Traffic Fatalities Among  
Children Age 14 and  
Younger, by Age Group,  
2001–2010



# Restraint Use Among Passenger Vehicle Occupant Fatalities, by Age, 2011

Age	Restrained		Unrestrained		Total
	Number	Percent	Number	Percent	Number
Under 8	282	69%	128	<b>31%</b>	410
8-17	554	43%	722	<b>57%</b>	1,276
18-34	3,013	37%	5,100	<b>63%</b>	8,113
35-50	1,777	42%	2,413	<b>58%</b>	4,190
51-64	1,786	55%	1,480	<b>45%</b>	3,266
65 & Above	2,785	70%	1,185	<b>30%</b>	3,970
Pth/Unk	14	50%	14	<b>50%</b>	28
Total	10,225	48%	11,028	<b>52%</b>	21,253

## Unrestrained Passenger Vehicle Occupant Fatalities by Age Group

	<4 Years	4-7 Years	8-12 Years	13-15 Years	16-20 Years	21+	Total
2010	58 (26%)	77 (41%)	85 (44%)	151 (57%)	1,532 (60%)	8,631 (51%)	10,547 (51%)
2009	73 (31%)	93 (42%)	129 (52%)	181 (67%)	1,894 (61%)	9,156 (52%)	11,545 (53%)
2008	75 (33%)	79 (40%)	116 (51%)	240 (70%)	2,015 (60%)	10,388 (54%)	12,925 (55%)

# Child Passenger Fatalities by Age

- From 2007-2011, **3,668** child passengers died in crashes
  - **1,264** were under age 4
  - **1,120** were ages 4 through 7
  - **1,284** were ages 8-12



# Occupant Protection

## Nationwide Seat Belt Use Rate

2011	84%
2010	85%
2009	84%

Source: NOPUS

## Passenger Vehicle Occupant (<5 Years Old) Fatalities Who Were Unrestrained\*

2011	76 (30%)
2010	78 (28%)
2009	93 (31%)

Source: FARS \*Where restraint use was known.

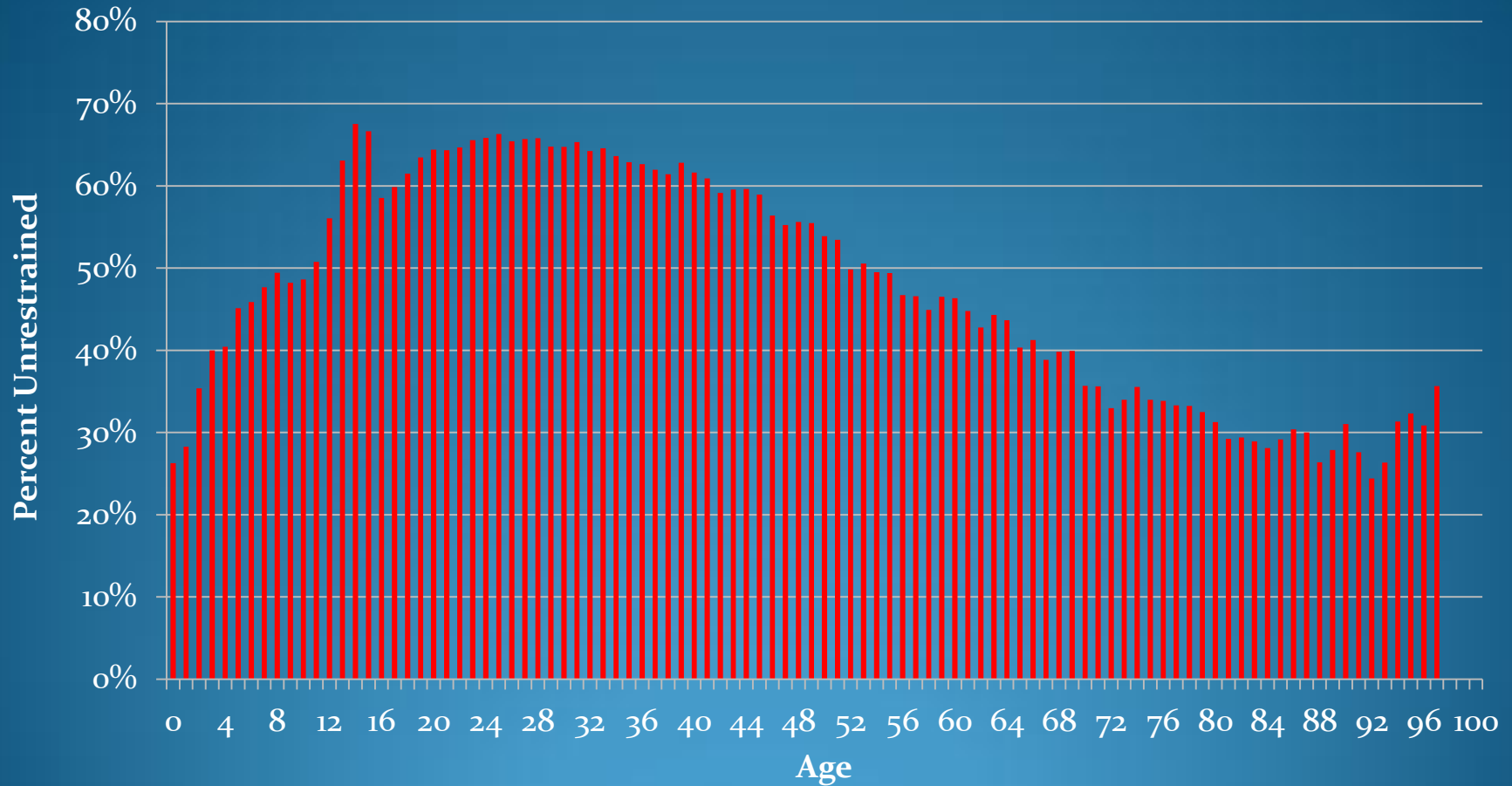
## Passenger Vehicle Occupant Fatalities Who Were Unrestrained\*, by Age Group

	<4 Years	4-7 Years	8-12 Years	13-15 Years	16-20 Years	21+	Total
2011	59 (29%)	61 (34%)	102 (45%)	159 (65%)	1,536 (60%)	8,253 (51%)	10,180 (52%)
2010	59 (26%)	77 (41%)	84 (43%)	152 (57%)	1,538 (60%)	8,667 (51%)	10,590 (52%)
2009	73 (31%)	93 (42%)	129 (52%)	181 (67%)	1,894 (61%)	9,156 (52%)	11,545 (53%)

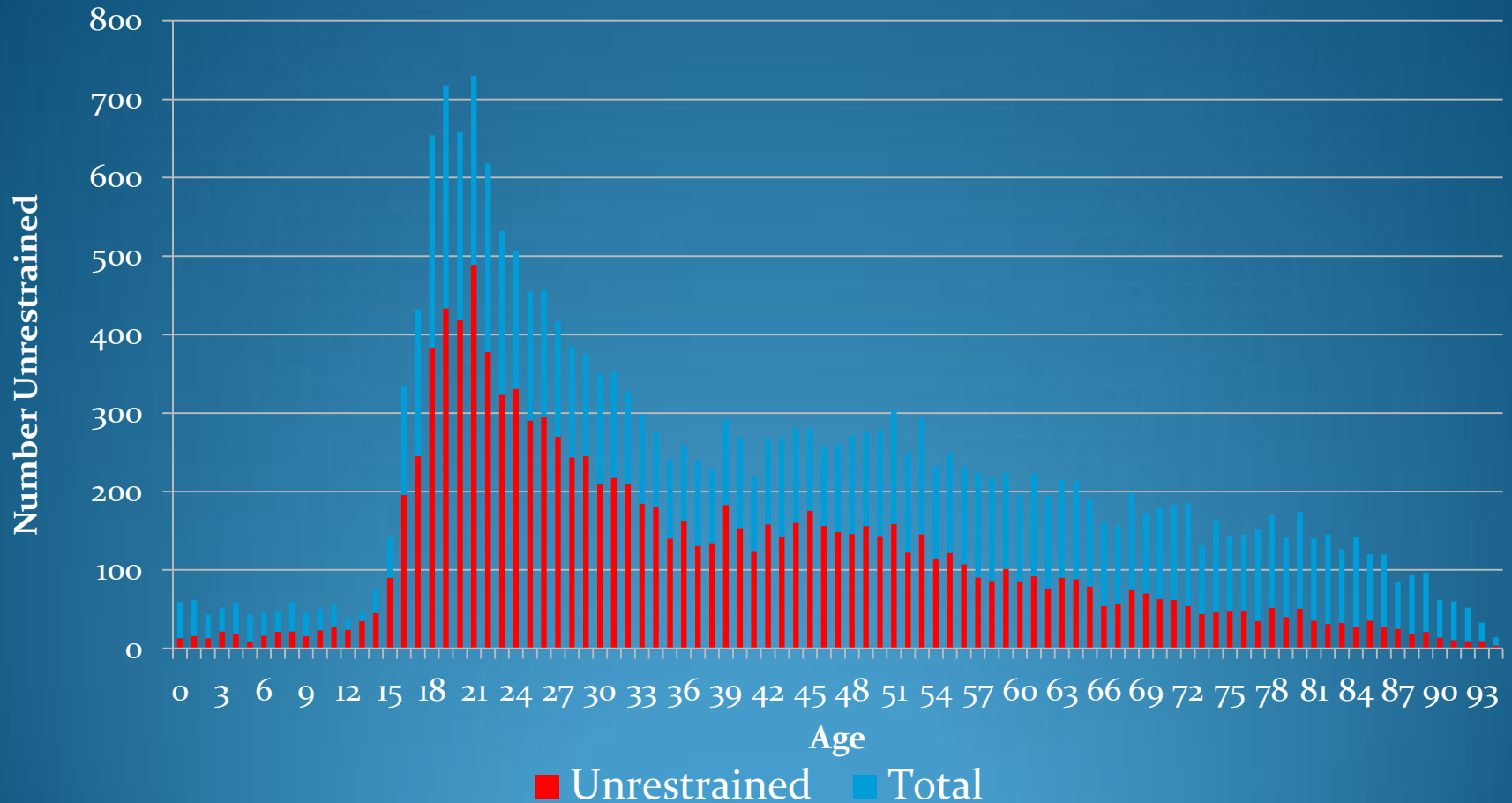
Source: FARS \*Where restraint use was known.



# Unrestrained Fatalities Among Passenger Vehicle Occupants, by Age, 2002-2011



# Unrestrained Fatalities Among Passenger Vehicle Occupants, by Age, 2011

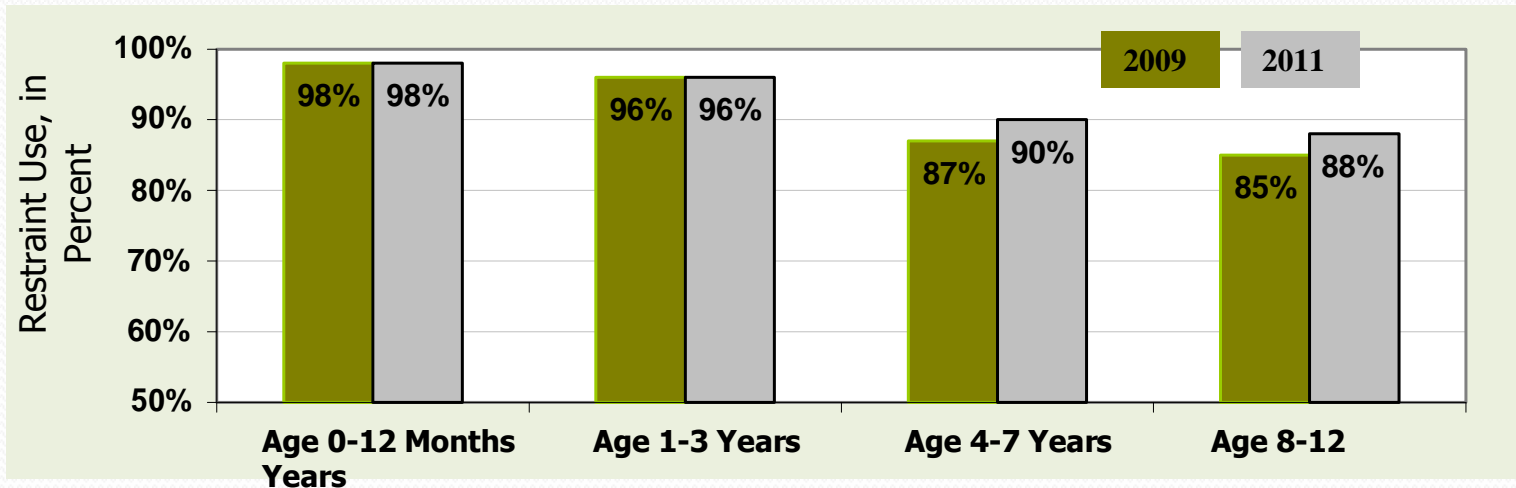


# What Do We Know About Tweens/ Young Teens/Pre-Driving Teens?



- Restraint use among children aged 8-15 years old is **84%**, below the rates for adults and younger children.
- Use varies by region, race/ethnicity, and age of child.
- Tweens are often part-time (“situational”) seat belt users
- At schools with lower socio-economic status, children are even less likely to be restrained.

# Child Restraint Use by Age and Year, 2009, 2011



Source: National Survey on the Use of Booster Seats (NSUBS), NHTSA, 2009, 2011

# What Do We Know About Tweens/ Young Teens/Pre-Driving Teens?



- The incidence of riding in the front seat increases with age: 73% of children over age 8 ride up front.
- Many tweens only sit in the back if told to do so by their parents, and most tweens sit in the front passenger seat when they are the sole passenger.

# What Do We Know About Tweens/ Young Teens/Pre-Driving Teens?

In focus groups, many tweens said they that did not use seat belts because they:

- Thought air bags were sufficient
- Feared that a seat belt would injure them rather than protect them in a crash.



We must communicate the importance of seat belts to tweens and correct their misconceptions about their use.

Source: *Journal of Safety Research*, “Tweens At Risk:” Examining car safety practices in four economically disadvantaged urban elementary schools in Virginia,” K.E. Will *et al*



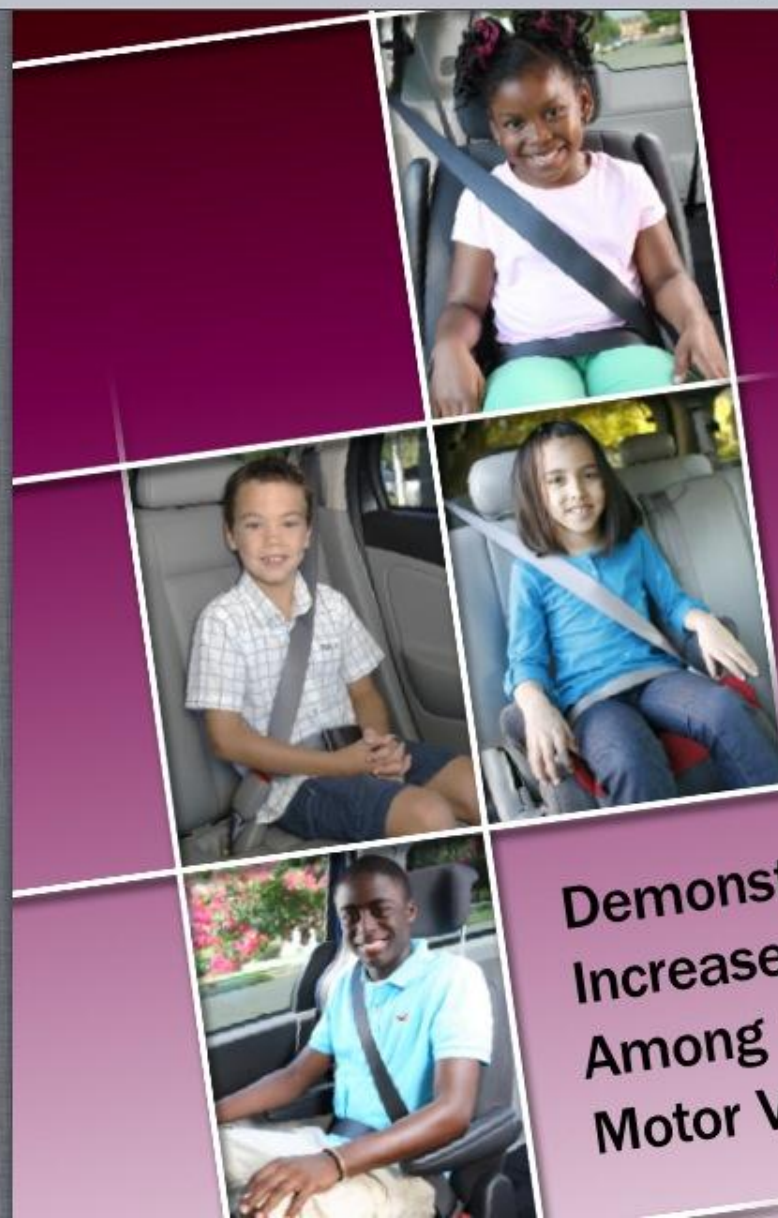
**NHTSA-funded  
Tweens/Young Teens  
Research**



**Increasing Seat Belt Use  
Among 8- to 15-Year-Olds**

**Volume I  
Findings**





# AVOIDING TWEEN TRAGEDIES

Demonstration Project to  
Increase Seat Belt Use  
Among 8- to 15-Year-Old  
Motor Vehicle Occupants

# “Just Get It Across”

- **Parents remain the primary role models** for children, particularly for younger adolescents.
- Harnessed the powerful influence of parents to establish proper occupant protection habits in the early teen years, *before* young people become drivers.
- Parents should set and enforce **non-negotiable rules** for seat belt use for all passengers in their vehicles.



It doesn't matter how you get it across — Just Get It Across.



Insist On Seat Belts

JustGetItAcross.org

Your 15 year olds are about to embark on the most dangerous years of their lives.

**Why?**

- 16 year olds have the highest crash rate of any age group
- motor vehicle crashes are the leading cause of death for all teens
- seat belts are the best protection against injury and death in a crash, but teens buckle up less than anyone else

**What is Just Get It Across?**  
A campaign to increase seat belt use for young teens in the Palm area by harnessing the power of parents

**What can you do?**  
• Always buckle on seat belts  
• Join the Just Get It Across Club for tips on talking to your teen about buckling up every time



Remember, it doesn't matter how you get it across.  
[www.JustGetItAcross.org](http://www.JustGetItAcross.org)

**JUST GET IT ACROSS**

SAFE ON FIRST—GREAT

SAFE GETTING HOME—EVEN BETTER

PARENTS—  
**INSIST ON SEAT BELTS**



Good things happen when you buckle up!



[JustGetItAcross.org](http://JustGetItAcross.org)

# *NHTSA Tweens Resources*

- *Avoid Tween Tragedies*
- *Just Get it Across (coming soon!)*
- *Increasing Seat Belt Use Among 8- to 15-Year-Olds*
- New Public Service Advertising Campaign being developed with the Ad Council



***Thank You for All You Do  
to Keep Kids Safe!!***