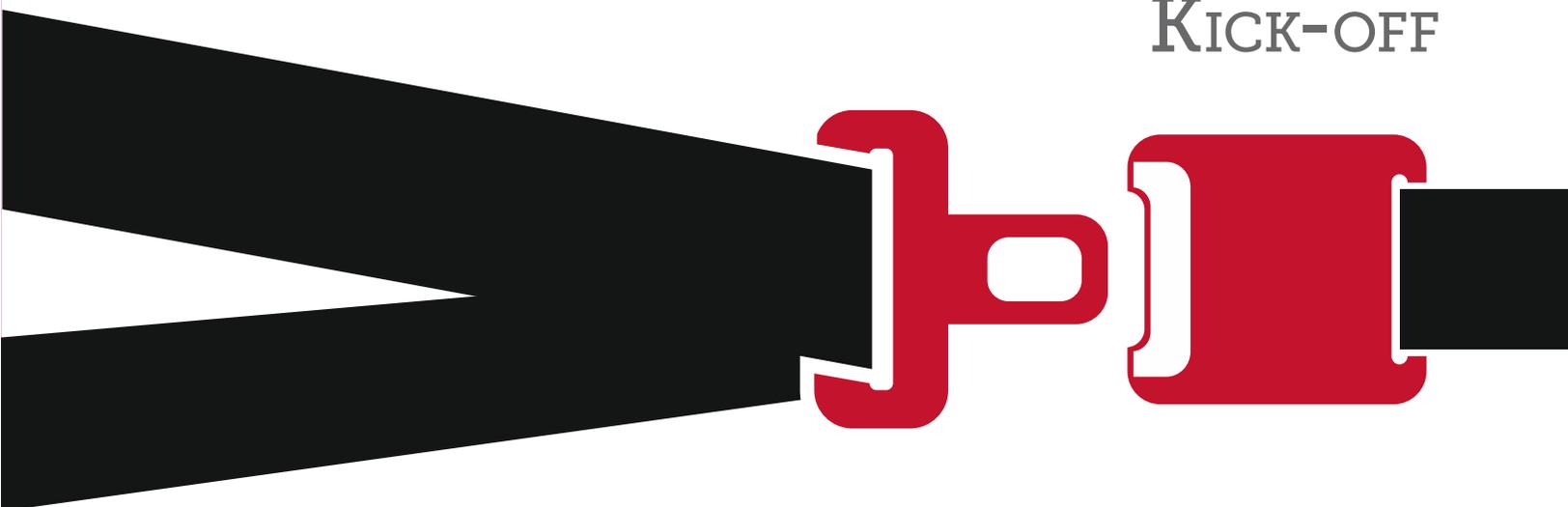


2018 BORDER TO BORDER (B2B) KICK-OFF



Purpose

- Border to Border (B2B) is a 1-day, 4-hour national seat belt awareness *Click It or Ticket* (CIOT) kickoff event coordinated by participating State highway safety offices and their respective law enforcement liaisons. Law enforcement agencies will join forces to provide increased seat belt enforcement at State borders, sending a zero-tolerance message to the public: Driving or riding unbuckled will result in a ticket, no matter what State. Seat belt use is the single most effective way to survive a crash. The goal of this campaign is to reduce traffic fatalities and save lives.
- The B2B program will kick off the annual 2-week CIOT national seat belt campaign, which runs through the Memorial Day holiday.
- B2B aims to increase both public awareness AND law enforcement participation by coordinating a synchronized, national highly visible seat belt enforcement operation and by providing seat belt fact sheets for drivers at heavily traveled, highly visible State border checkpoints. It is the cross-jurisdictional collaboration by law enforcement between States that is the pillar of success of the B2B program.

Past Success

- The B2B program has proven to be a highly effective seat belt enforcement campaign. In 2017, more than 1,000 law enforcement agencies from 23 States and NHTSA Regions 1, 2, 3, 4, 5 and 8 formally participated in the program (CT, DE, FL, GA, IL, IN, KY, ME, MD, MA, MI, MN, NH, NJ, NY, OH, PA, RI, TN, UT, VT, WV, and WI).
- The B2B program has yielded results that speak to the collaboration of the local law enforcement offices: During the 2017 B2B program, participating law enforcement offices issued citations for 5,695 seat belt and child safety seat violations, as well as 14,619 citations for other traffic infractions.
- The B2B program was covered by 59 television news stories, 68 radio spots, and 197 newspaper stories, underscoring the importance of seat belt safety awareness.
- Participating States' press offices also employed a social media release and B2B infographic, which many participating States used in their owned media – through Twitter, Facebook and websites – to reach audiences online.

2018 B2B

- Since its inception in 2014, NHTSA regional offices have spearheaded the B2B program. Due to its size and success last year, NHTSA national headquarters is organizing the effort for 2018, and is hoping to build upon the successes of past years.
- Like last year, one of the focus areas in the 2018 B2B program will be addressing low seat belt use at night. HVE operations will be mobilized day and night on highways and interstates at the borders of all participating States.
- NHTSA will use B2B to kick off the May 2018 Seat Belt Mobilization, which will include a 4-hour enforcement crackdown between 4 and 8 p.m. on May 21. The operation will include both interstates and local roadways, and NHTSA is asking all of the States to participate this year.

The Ask

- The importance of seat belt safety cannot be overemphasized, and B2B is proving to be an effective way to spread the message about this life-saving topic. We would like all States to participate in the kickoff event and to organize an event/enforcement effort in a neighboring State jurisdiction, if possible.
- NHTSA Regional Offices will be working with headquarters to identify State activities. Please encourage your States to work with the Regional Offices to make this year's B2B program a success.



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

