



DEPARTMENT OF THE ARMY
OFFICE OF THE ASSISTANT SECRETARY OF THE ARMY
INSTALLATIONS AND ENVIRONMENT
110 ARMY PENTAGON
WASHINGTON DC 20310-0110

MAY 27 2005

MEMORANDUM THRU ASSISTANT CHIEF OF STAFF FOR INSTALLATION MANAGEMENT
FOR DIRECTOR, INSTALLATION MANAGEMENT AGENCY

SUBJECT: 2005 National Safety Belt Campaign, *Click It or Ticket*

1. Privately owned vehicle accidents continue to be the leading cause of accidental death of Soldiers, and the Army privately owned vehicle accident rate continues to increase. We have suffered the loss of eighty-three Soldiers this fiscal year, seventeen in the month of April alone, from privately owned vehicle accidents. It is particularly tragic that many of these accidents have taken the lives of young Soldiers who have survived the rigor of the battlefield only to lose their lives in a way that can be prevented.
2. Analysis shows that non-use of safety belts is a factor in many Soldier privately owned vehicle fatalities. Research conducted by the National Highway Transportation Safety Administration shows that safety belts use is by far the most important means of vehicle occupant protection and clearly saves lives. The National Highway Traffic Safety Administration estimates that use of a safety belt would have saved over 50% of the lives lost in those motor vehicle accidents where safety belts were not worn.
3. On May 23, the National Highway Traffic Safety Administration kicked off the 2005 *Click It or Ticket* Campaign. During this two week campaign, thousands of law enforcement agencies in communities across the country will be actively enforcing safety belt laws. *Click It or Ticket* has been shown to increase seatbelt use, both near and long-term, and the Army is going to support this campaign. Request you advise Installation Provost Marshals and Safety Offices to work together in promoting this campaign, increasing enforcement of seat belt usage, and collecting data on safety belt usage. Information on these activities will be found in the National Highway Transportation Safety Administration's *Click It or Ticket* mobilization planner, <http://www.buckleupamerica.org/nmay05/nmay05.php>. In addition to the National Highway Traffic Safety Administration promotion of the 2005 *Click It or Ticket* Campaign, Army Public Affairs will promote the campaign through their internal printed and electronic media.
4. Historically, Army private motor vehicle accidents significantly increase in the summer months. This year, our support of the Click It or Ticket campaign will make a difference.

A handwritten signature in black ink, appearing to read "Geoffrey G. Prosch".

Geoffrey G. Prosch
Principal Deputy Assistant Secretary of the Army
(Installations and Environment)

CF:
Chief, Public Affairs
Commander, U.S. Army Combat Readiness Center