



**TO:** Maryland EMS, Fire, and Rescue Providers

**FROM:** Kevin G. Seaman, MD, FACEP, Executive Director, MIEMSS *K.G. Seaman*  
David Keller, III, President, MSFA *David Keller III*

**DATE:** May 18, 2015

**RE: BUCKLE UP Maryland – Changing Habits to Save Lives**

The “**Click It or Ticket Campaign for 2015**” has two targets for this May’s campaign. First is *Changing Habits to Save Lives* and we are asking all public safety professionals to set the example by Buckling Up on every ride. Both national and Maryland statistics show that passenger vehicle occupants are buckling up more during the day, but not enough at night. In 2013, 59% of occupants killed at night (18:00 to 05:59) were not wearing their seat belts. So this Click It or Ticket Enforcement will be an around-the-clock effort.

We are requesting your department’s help to get out the National Highway Traffic Safety Administration (NHTSA) campaign “**Click it Or Ticket - Day and Night.**” Specifically – please emphasize Occupant Protection with the Buckle Up banners from MIEMSS (pictured below) and we are asking that they be displayed for this during May’s enforcement and June’s early summer traffic. For those that have electronic signs, please display the following message:

**“Buckle Up Maryland – Day & Night. It is the Law”**

Please be a role model and BUCKLE UP on every ride. In addition, to ensure the safe driving practices of all our emergency services providers, we encourage you to distribute this message to everyone in your department in the continued effort to Buckle Up every ride, every time.

Forward information and any pictures from your outdoor signs to MIEMSS Media at [jbrown@miemss.org](mailto:jbrown@miemss.org)

Thank you for joining this important public safety campaign and making Maryland’s roads safer.

