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For more information, contact: Janelle Visser, jvisser@pphd.ne.gov or 308-760-6493

“Make It Click” Campaign Rolls Out Across Nebraska to Promote Seat Belt Safety

Panhandle Public Health District, Nebraska Department of Transportation (NDOT), Nebraska State Patrol (NSP), and the Nebraska Department of Health and Human Services (DHHS) launch the 2025 Make It Click campaign, which will run from May 12 to June 1.

Last year was the deadliest year on Nebraska roads in nearly two decades with 251 fatalities. Data shows the state’s seat belt usage rate was 80% in 2024, up from 77% in 2023— but despite the increase in use, 67% of people involved in fatal crashes were not wearing seat belts. With trends heading in the wrong direction, campaigns like Make It Click and its national counterpart Click It or Ticket are an important strategy in reducing risky driving and improving safety.

“The Make It Click campaign message is straightforward and effective. Every time you enter your vehicle, make your seat belt click. Three seconds is all it takes to wear your seat belt. Those three seconds could be the difference between life and death,” said NSP Major Jeff Wilczynski.

Beyond the Make It Click campaign, lead organizations frequently work with worksites, schools, and communities to educate drivers on how seat belts save lives and improve safety on roadways. A few initiatives that aim to educate the next generation of drivers include Buckle Up Phone Down and Teens in the Driver’s Seat.

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