



Emphasis Area 7

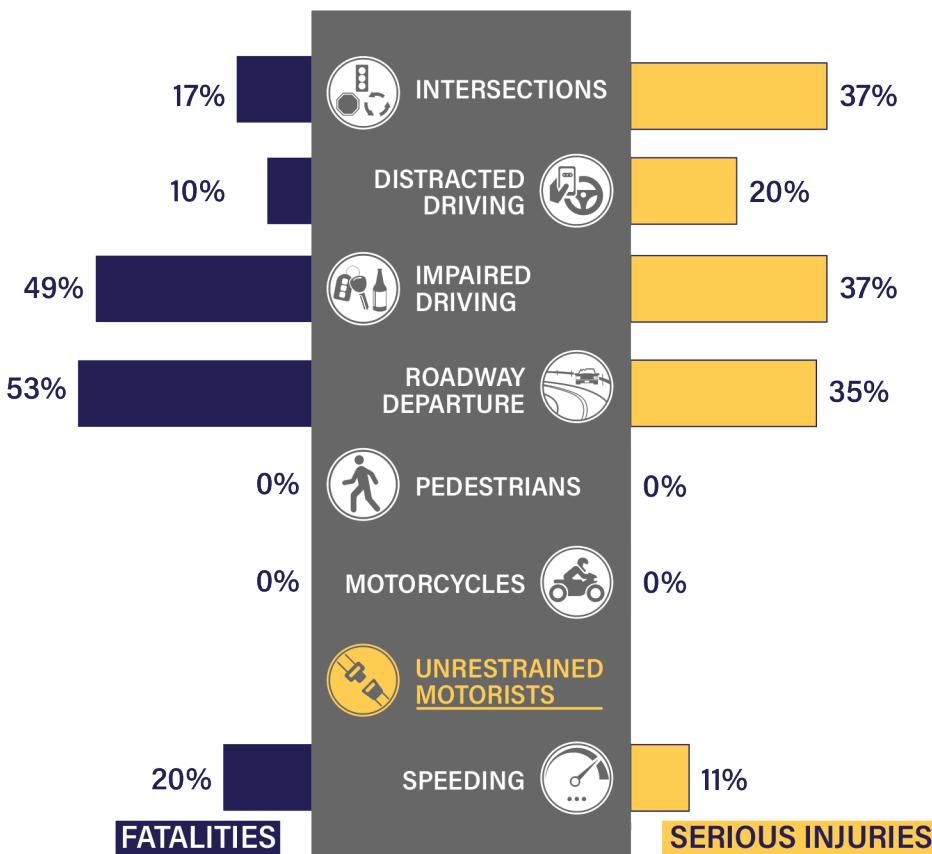
Unrestrained Motorists

Seat belts and child car seats are the most effective in-vehicle safety devices to prevent serious injuries and death during a crash and have saved more lives between 1960 and 2012 than all other vehicle technologies (air bags, etc.) combined. According to NHTSA, the risk of a fatal injury in a crash is reduced nearly by half by wearing a seat belt. By law, the driver of the vehicle is responsible for making sure that everyone in the vehicle is properly wearing a seat belt in Delaware.



Although Delaware's seat belt usage rate has generally increased since establishing a primary seat belt enforcement law in 2003 and reached 93 percent in 2019, 25 percent of fatalities from 2015 through 2019 were unrestrained motorists. Failing to wear a seat belt is not typically a contributing factor to a crash occurring; however, this poor pre-crash choice often overlaps with other poor driving characteristics (e.g., speeding, impaired driving, distracted driving). Continued educational and enforcement strategies are critical to maintaining and increasing the current rate of seat belt usage and ensuring their use becomes habit for the next generation. Continued increases in seat belt usage is of utmost importance to achieving long-term safety benefits.

Unrestrained Motorists Emphasis Area Overlap with Other Emphasis Areas (2015-2019 Crashes)



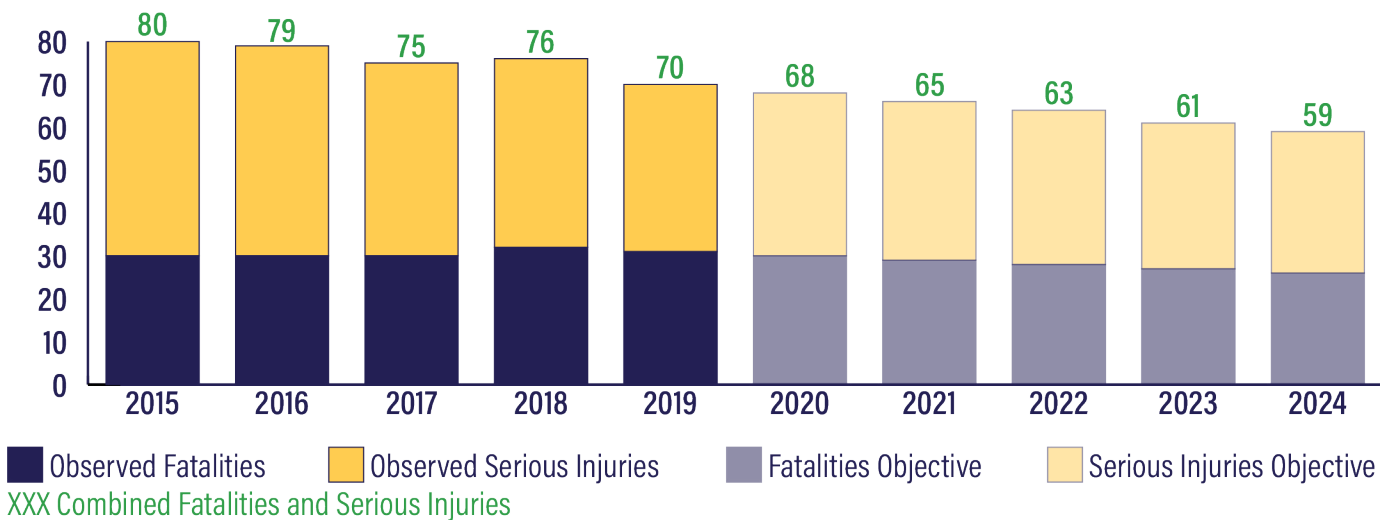
EMPHASIS AREA OBJECTIVE

REDUCE
Unrestrained Motorist
Fatalities &
Serious Injuries by
15%
from 70 to 59,
over the next
5 years.

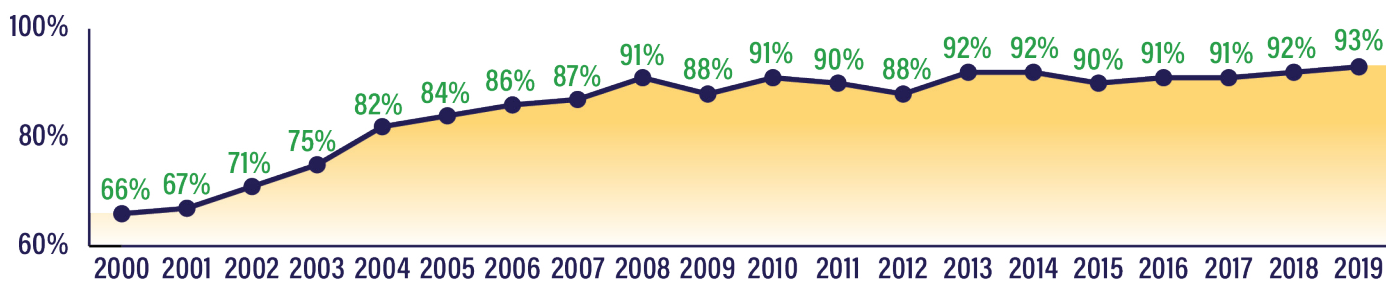
Crash Data Summary (2015-2019)

Unrestrained Motorists Crash Definition: Drivers or passengers of motor vehicles not wearing a seat belt (or proper child restraint) excluding those in the following vehicle styles: Farm Tractors, Motorcycles, Scooters, Snowmobiles, Horse and Buggies, and ATVs

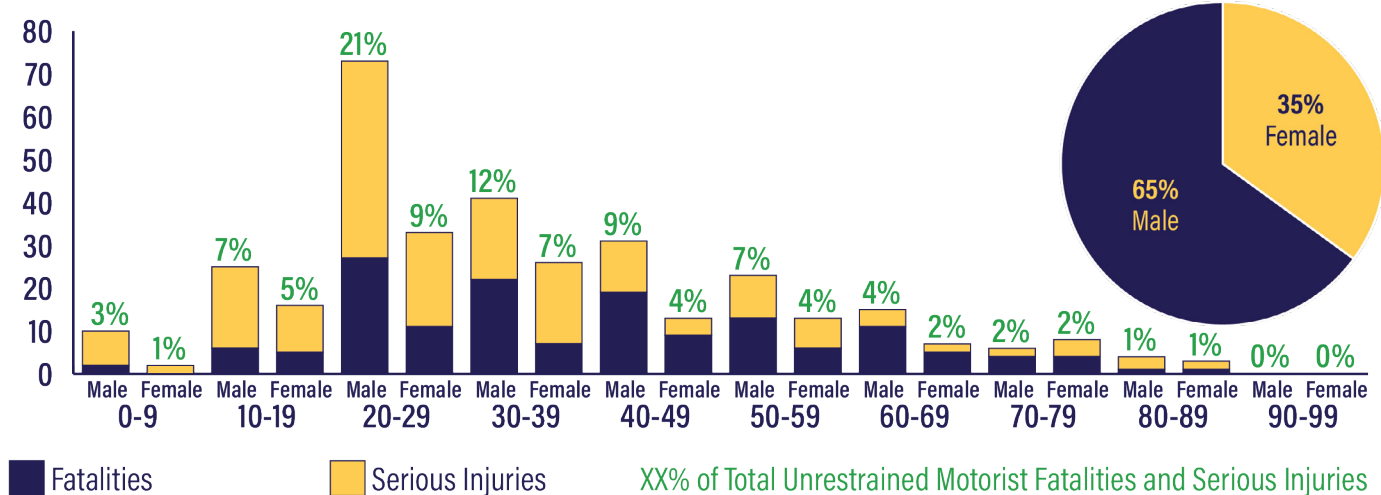
Unrestrained Motorist Fatalities and Serious Injuries (5-Year Rolling Averages)



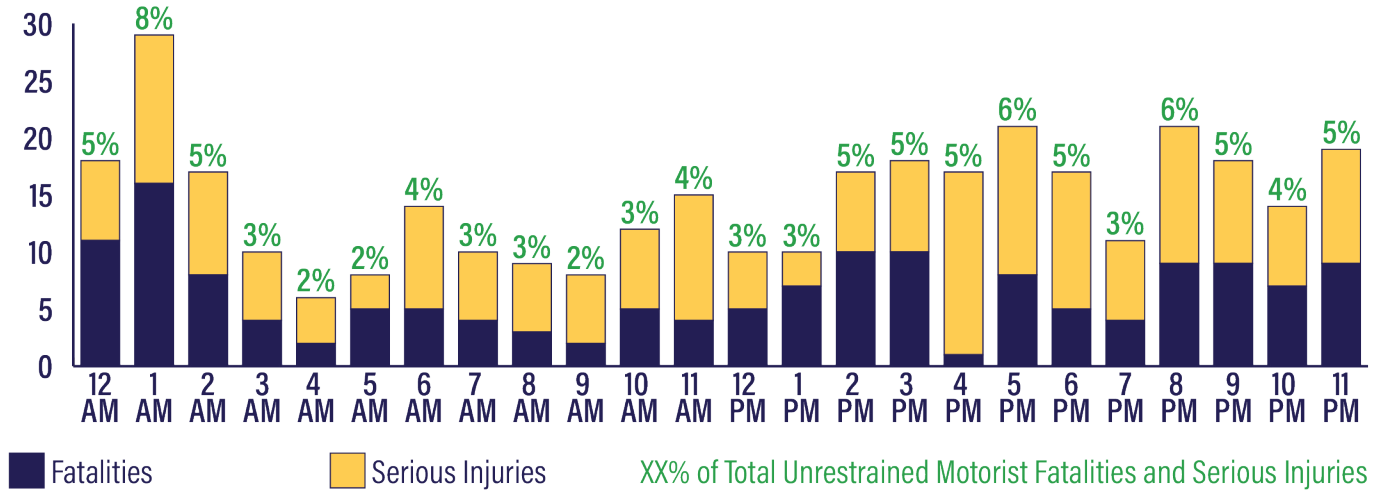
Delaware Observed Seat Belt Usage



Age/Gender of Crash Victim



When?



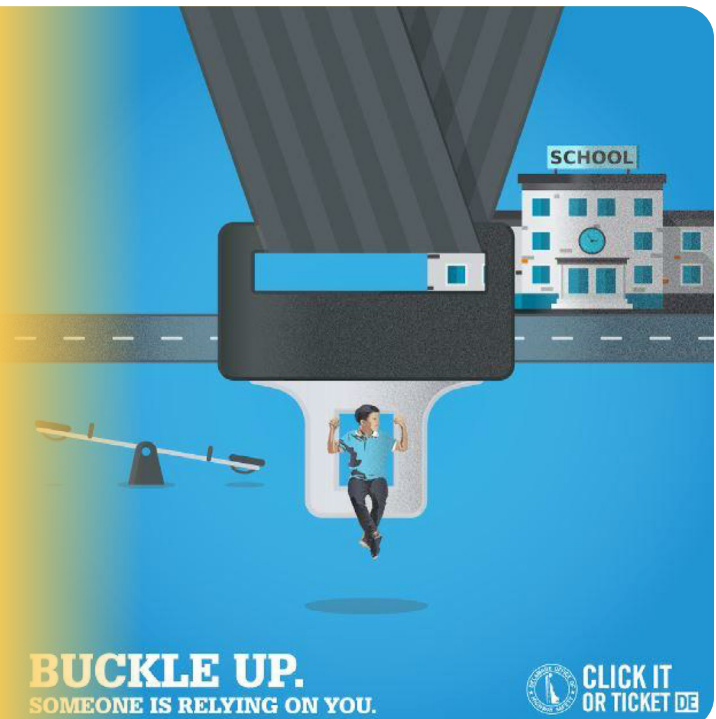
	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	Total
Sunday	3	9	9	4	3	2	2	1		2	1		3	1		2	2	2	4	2	4	1	1	2	60
Monday	3	3	1	1	1		2	1	1			2		1	3	2	2							2	25
Tuesday		1		1		2	3	3	3	2	1	2	2	1	4		7	2	1	1	1	7	2	5	51
Wednesday	1		1	1			2	1			2	3	1	1	2		1	2	2	1	3	1	1	3	29
Thursday		6	3		1	1	2	1	3	1	3	3	2	1	3	2	2	9		1	5	2	2	3	56
Friday	4	7	1	1		1			1		4	1	2	3	8	2	5	5	1	5	3	2	4	61	
Saturday	7	3	2	2	1	2	3	3	1	3	4	1	1	3	2	4	1	1	5	5	3	4	4	2	67
Total	18	29	17	10	6	8	14	10	9	8	12	15	10	10	17	18	17	21	17	11	21	18	14	19	349

XX Unrestrained Motorist Fatalities and Serious Injuries during Day of Week and Hour of Day

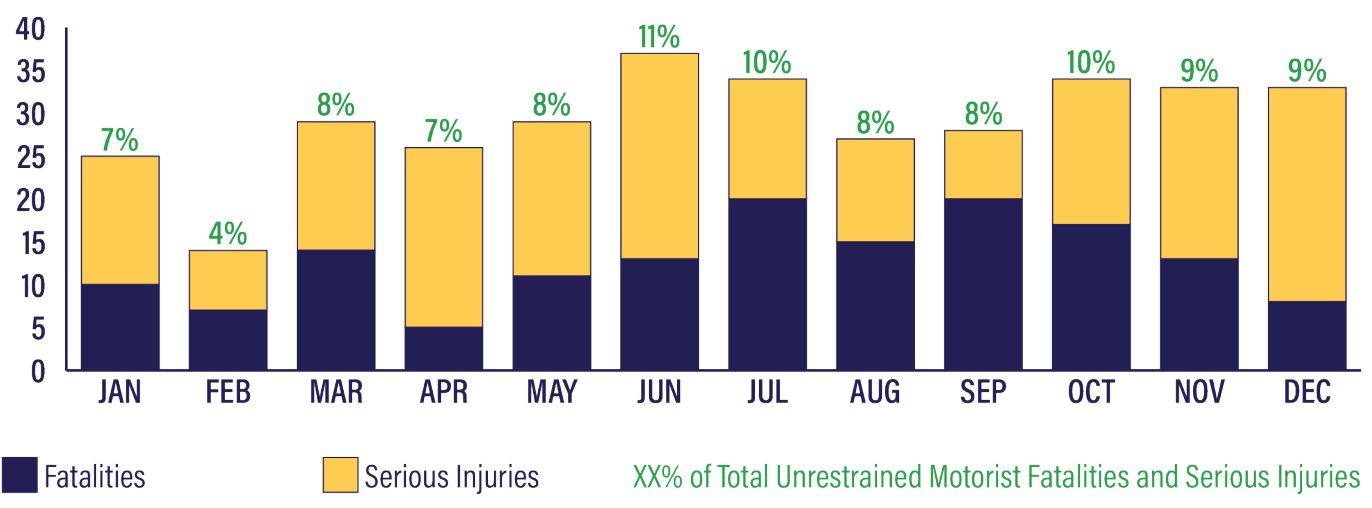
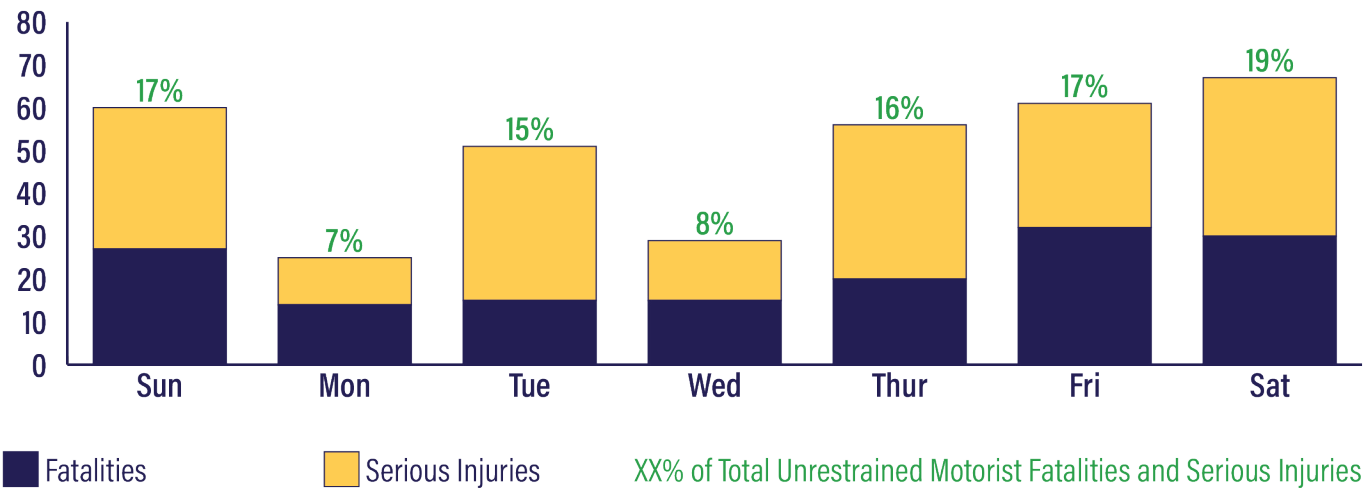
Lower Frequency Higher Frequency

2015 to 2019 Unrestrained Motorist Fatalities & Serious Injuries

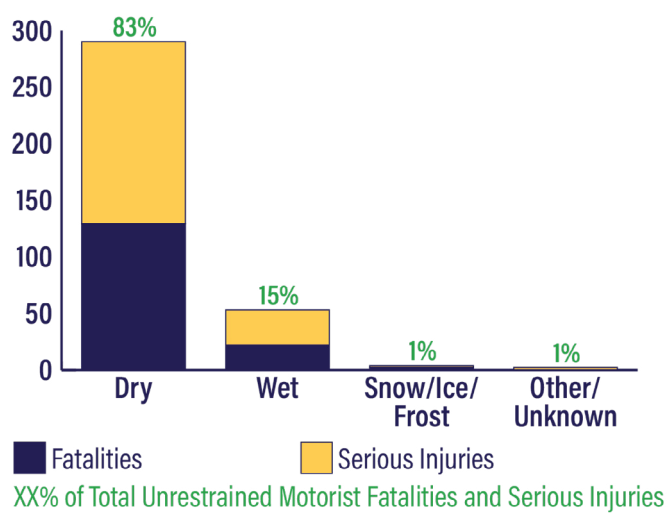
- 70% were Delawareans
- 67% were drivers
- 65% were male
- 56% occurred during dark/dawn/dusk conditions
- 54% occurred in urban areas
- 53% occurred on a Friday, Saturday or Sunday
- 48% occurred on arterial roadways
- 45% occurred in single vehicle crashes
- 30% were 20 to 29 years old
- 30% of all fatalities in Sussex County were unrestrained motorists
- 28% were impaired drivers
- 24% occurred between 11 PM and 3 AM



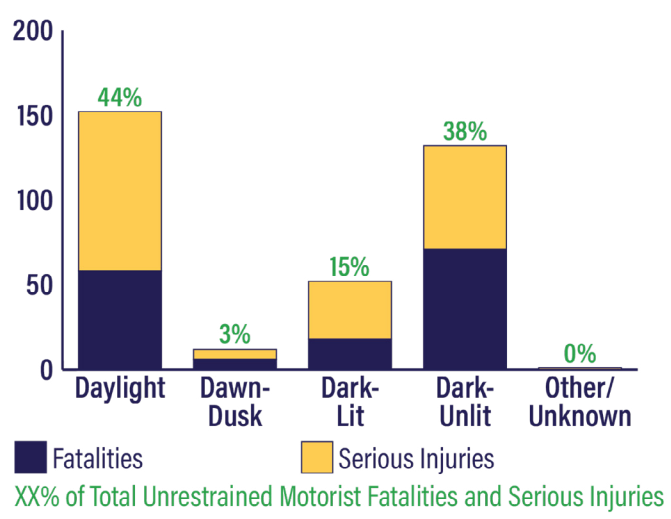
When?



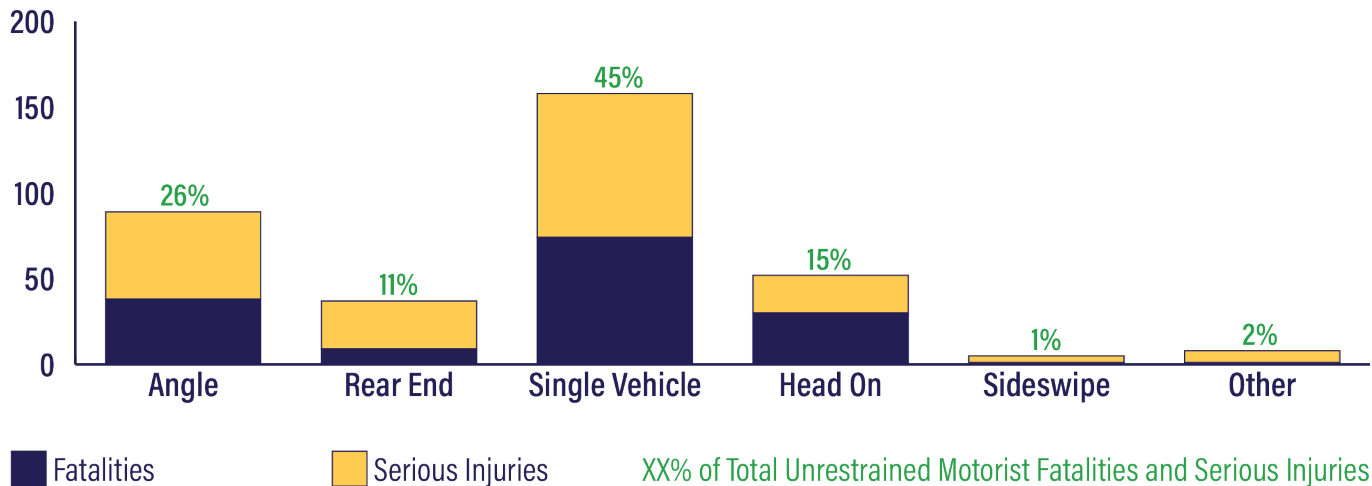
Surface Condition



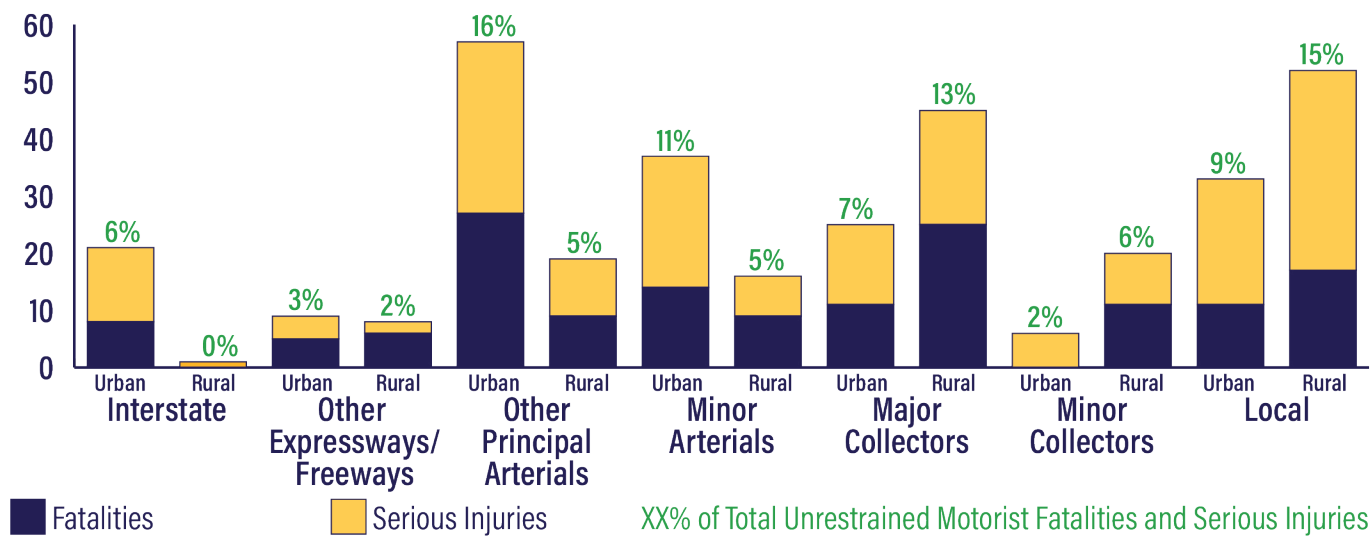
Lighting Condition



Manner of Impact



Roadway Functional Classification





THINK YOU CAN IGNORE ME?

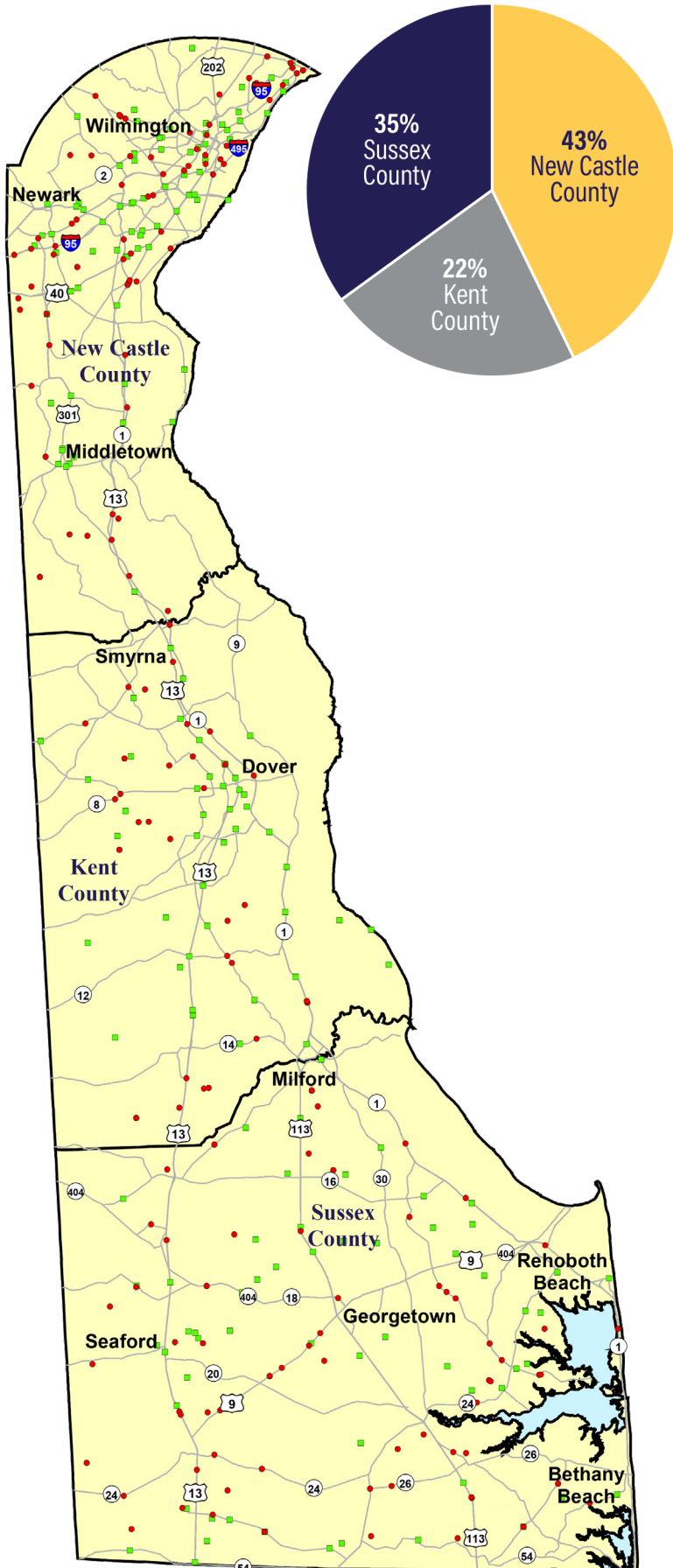
I'VE GOT BACKUP.



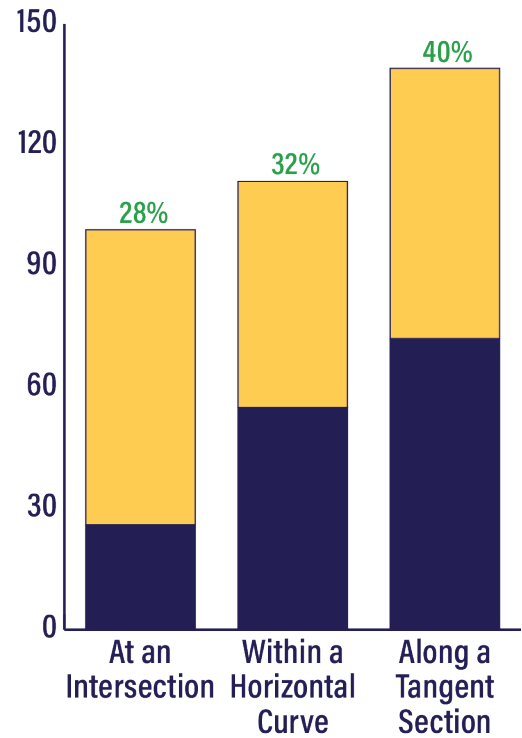
CLICK IT OR TICKET.



Where?



39%
of unrestrained motorists fatally injured were impaired



■ Fatalities ■ Serious Injuries
XX% of Total Unrestrained Motorist Fatalities and Serious Injuries



Each symbol represents a crash location. Multiple crashes may have occurred at or near the same location; therefore, symbols may overlap. Additionally, multiple fatalities and/or serious injuries may have resulted from a single crash.

Emphasis Area Strategies: Unrestrained Motorists



Strategy 1: Improve seat belt and child-restraint compliance through enforcement.

- 1.1 Strengthen efforts to increase compliance, enforcement, and adjudication of the seat belt and child restraint laws.
- 1.2 Conduct targeted high-visibility enforcement campaigns, such as nighttime saturation patrols, to increase seat belt usage.
- 1.3 Place law enforcement officers in larger vehicles with a higher vantage point to observe unrestrained motorists.
- 1.4 Research and implement innovative enforcement tools related to unrestrained motorists.
- 1.5 Research other states' seat belt laws and penalties and make recommendations to revise Delaware law.



Strategy 2: Develop and distribute consistent public information messages to increase public awareness of the law and safety benefits related to seat belt usage and child-restraint systems.

- 2.1 Partner with stakeholders and other available educational resources to promote increased occupant protection.
- 2.2 Develop targeted media campaigns depicting local celebrities wearing seat belts.
- 2.3 Collaborate with youth organizations to develop and distribute consistent messaging towards "tweens" regarding proper restraint and seating locations for children.