



BRADLEY COUNTY SHERIFF'S OFFICE BRADLEY COUNTY JUSTICE COMPLEX

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FOR IMMEDIATE RELEASE

BCSO INCREASES SEAT BELT ENFORCEMENT DURING NATIONAL "CLICK IT OR TICKET" MOBILIZATION

CLEVELAND, Tn. (May 14, 2021) — As summer kicks off and families hit the road for vacation, the Bradley County Sheriff's Office is partnering with the Tennessee Highway Safety Office (THSO) to remind motorists to "Click It or Ticket." From May 24 through June 6, participating agencies across the state will increase seat belt enforcement as part of the National Highway Traffic Safety Administration's (NHTSA) nationwide mobilization.

"Buckling up is a simple task that can keep you and your family safe in the car," says Sheriff Steve Lawson. "But it's more than that: buckling up is the law. Our deputies see the consequences of not buckling up. We see the loss of life. Often, it could have been prevented with the simple click of a seat belt. That is why, this should be an automatic practice."

According to Tennessee's Integrated Traffic Analysis Network (TITAN), 403 people killed in Tennessee traffic crashes last year were not wearing a seat belt. This represents approximately 33 percent of the state's total traffic fatalities in 2020.

According to NHTSA, in 2019, there were 9,466 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent of passenger vehicle occupants killed at night (6 p.m. – 5:59 a.m.) were not wearing seat belts. That's why one focus of the "Click It or Ticket" campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations both day and night.

For more information about seat belt safety, visit www.tntrafficsafety.org.



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About BCSO

The Bradley County Sheriff's Office (BCSO) is a law enforcement agency serving all residents of Bradley County, Tennessee. The elected sheriff is Steve Lawson, who has held the post since September 2018. The current chief deputy is Brian Smith. BCSO is located at 2290 Blythe Avenue SE, Cleveland, TN 37311 and can be reached at 423-728-7300 for non-emergency calls.
