



CLICK IT OR TICKET MAY 2004 MOBILIZATION

Health and Medical Professionals

Health professionals – whether physicians, nurses or Emergency Medical Technicians (EMTs) – are considered trusted sources of safety-related information. And when it comes to talking about the dangers of vehicle crashes and the life-saving benefits of safety belt use, you have a special credibility with the public that comes from your experience on the front lines. You can communicate the Buckle Up message to your patients in a way that makes a lasting impression. The activities below can help you to take an even more active role in promoting public health by helping to minimize one of the country's leading causes of preventable death.

Initiate one of the activities below or develop some of your own to promote safety belt use during the *Click It or Ticket/Operation ABC (America Buckles Up Children) May 2004 Mobilization*, which runs from **May 24 – June 6**.

Remind patients in your office or clinic to buckle up. One of the first and easiest things you can do as health professional, is to remind your patients (especially teens and young adults) that if they aren't using a safety belt, they are putting themselves at serious risk for injury or death in a crash. Take the opportunity to also remind them that during the May 2004 *Click It or Ticket Mobilization* that they will also be at heightened risk for receiving a ticket if they fail to buckle up.

Display posters or other buckle up materials. While posters and brochures about many public health issues competes for space on the walls and tables of physicians' offices and clinics, information about safety belt use is something that deserves prominent attention. Display posters or other information that reminds patients to buckle up. Logos and posters can be downloaded from this planner, and other information is available from NHTSA at:
<http://www.nhtsa.dot.gov/people/outreach/meda/catalog/Index.cfm>

Schedule a Grand Rounds presentation on traffic safety at a hospital, medical center, or health department. The May 2004 *Click It or Ticket Mobilization* offers an opportunity to educate your colleagues about your State's belt laws and motor vehicle injury prevention efforts – subjects they many not know much about. Encourage your peers to promote safety belt and child restraint use among their patients and clients.

If you are a school-based nurse or health worker, ask your school or community newspaper to print a Letter to the Editor about the May 2004 *Click It or Ticket Mobilization* and safety belt use. Use the sample Letter to the Editor contained in this Planner and personalize it as you see fit. Add information about any firsthand experiences you have had with traffic crashes, or include stories concerning a local student or resident involved in a crash.

If you are a Managed Care Administrator or Employer Benefits Manager, conduct a wellness promotion program for your members or employees. Focus on safety belt and child restraint use, and show your members and employees that preventing injury is every bit as important as treating it.