



April 24, 2019

FOR IMMEDIATE RELEASE

Buckle Up in Your Truck Campaign

The Buckle up in your Truck campaign starts Sunday, April 21, 2019 and ends Sunday, April 28, 2019. Baton Rouge Police have planned to conduct patrols, motorcycle enforcement along with high neighborhood bicycle enforcement. The Louisiana Highway Safety Commission is funding this high visibility enforcement and awareness campaign to encourage seat belt usage and reduce unrestrained injuries or fatalities among pickup truck drivers and occupants.

Pickup trucks make up approximately 25% or more of the registered vehicles in Louisiana. Pickup truck drivers and passengers fall well behind occupants of regular passenger vehicles when it comes to wearing seat belts.

According to the 2017 LHSC Seatbelt Observation Survey, pickup truck seatbelt compliance was very low when compared to passenger vehicles.

The Baton Rouge Police Department is reminding our motoring community that all occupants in a motor vehicle, regardless of age and seating position are required to be restrained all times. The driver of the vehicle will be cited if an unrestrained passenger is under the age of 17.

For more information, please visit <http://www.lahighwaysafety.org>

Sgt. L'Jean Mckneely Jr.
Office of the Chief of Police
BRPD Public Information Office
(225)389-3948
Lmckneely@brgov.com

Office of Media Relations
(225) 389-3948