



## Phoenix Police Department

### Public Affairs Bureau

620 West Washington Street, Phoenix, Arizona 85003

---

---

# MEDIA ADVISORY

---

---

## Click it or Ticket Program

As part of the National Click It or Ticket Campaign, Arizona has developed and promoted the "Buckle Up Arizona ... It's the Law!" program, which has been an effective enforcement message in a secondary law state. The Phoenix Police Department was recently awarded \$9,000.00 in Federal funds to support personnel services and employee related expenses to enhance Occupant Safety enforcement in the City of Phoenix. These funds were provided by the Arizona Governor's Office of Highway Safety (GOHS).

This Click it or Ticket program unites statewide law enforcement agencies to engage in aggressive traffic enforcement with a "zero tolerance" approach to seat belt and child safety seat violations. The goal is to sustain and increase seatbelt usage rates in the designated geographical areas of the participating agencies.

The mobilizations begin with earned media generated at the State and local level followed by a high visibility enforcement campaign lasting two weeks. The enforcement campaign will run from May 20<sup>th</sup>, 2024 through June 2<sup>nd</sup>, 2024. Paid media phases in approximately one week later followed by high-visibility enforcement lasting for two weeks. Additional earned media conducted through the GOHS has been paramount in enhancing occupant protection message.

The purpose of the campaign is for the Phoenix Police Dept. to engage in Occupant Protection traffic enforcement with a "zero tolerance" approach to seat belt and child safety seat violations. The goal is to sustain seatbelt usage rates in the designated geographical areas of the participating agencies.

The point of contact for the Click it or Ticket Enforcement and Education Program will be Sergeant Justin Wood of the Traffic Education Safety Squad. He can be reached at (602) 495-7431 or [Justin.Wood@phoenix.gov](mailto:Justin.Wood@phoenix.gov).

*Sergeant Phil Krynsky*  
*Public Affairs Bureau*