

# ATTENTION EMPLOYERS!



In ND in 2014, **57%** of those who died in motor vehicle crashes were **not** wearing a seat belt.

North Dakota Highway Patrol

Nationwide seat belt use rate for all vehicle types, drivers and front seat passengers:

**87%**

North Dakota statewide seat belt use rate:

**81%**

Burleigh County seat belt use rate:

**74.3%**

Morton County seat belt use rate:

**62.0%**

Source: Seat Belt Use in North Dakota, ND DOT, 2014

Employers can reach up to 50% of the U.S. driving population. By extension to family and community members, nearly all of it.

**BIS-MAN CLICKS** is an employer-led community-wide initiative to help get the people who live and work in Bismarck and Mandan buckled up on every trip.

- 6-week seat belt campaign
- 1-2 hours per week average time invested by leadership
- Very little financial cost
- Opportunity to save lives!

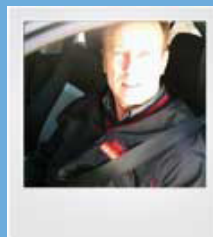
**Coca-Cola Refreshments, Bismarck improved observed seat belt usage from 54% to 84%!**



All planning and engagement materials are available for free download at [bis-manclicks.com](http://bis-manclicks.com)

“Employees have approached me and said they were not one to wear their seat belts and had not really ever given it much thought—but they do now. That alone makes participation in this campaign worthwhile.”

Jeff Brezden, Distribution Center Manager  
Coca-Cola Refreshments, Bismarck



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**Interested in learning more?** Please contact us or visit [bis-manclicks.com](http://bis-manclicks.com)

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The BIS-MAN CLICKS campaign is made possible by a grant from the National Highway Traffic Safety Administration to The Network of Employers for Traffic Safety. NETS is an employer-led non-profit organization dedicated to improving road safety. Coca-Cola Refreshments of Bismarck has agreed to pilot BIS-MAN CLICKS. Join in to help make the Bis-Man community a safer place to live, work and drive. [www.bis-manclicks.com](http://www.bis-manclicks.com)