



Summary of Click It or Ticket
Mobilization

Click It or Ticket 2021



2021 Florida Click It or Ticket and B2B

The 2021 Florida Click It or Ticket Enforcement campaign kicked off with the 2021 Border to Border(B2B) Enforcement Operation. The enforcement period for the Border-to-Border Operation was a minimum of four hours of enforcement on the first day of the 2021 Florida Click It or Ticket Campaign.

The Florida Click It or Ticket Enforcement Campaign along with the National CIOT Campaign ran **May 24, 2021, through June 6th, 2021**, with earned media beginning May 10, 2021, and paid media beginning May 17, 2021.

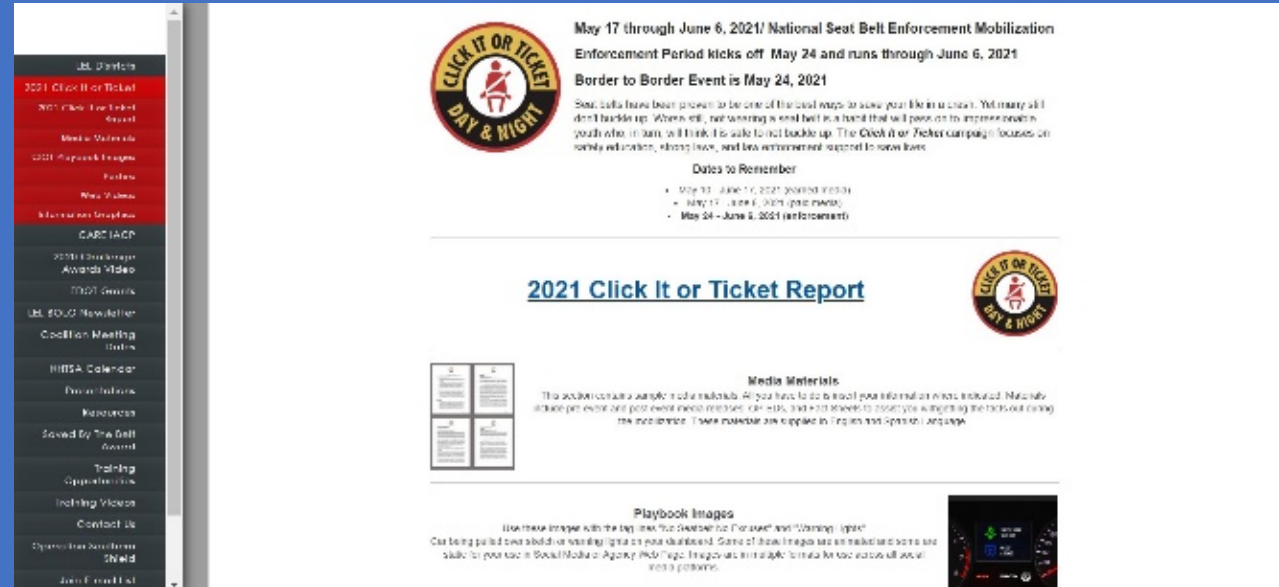
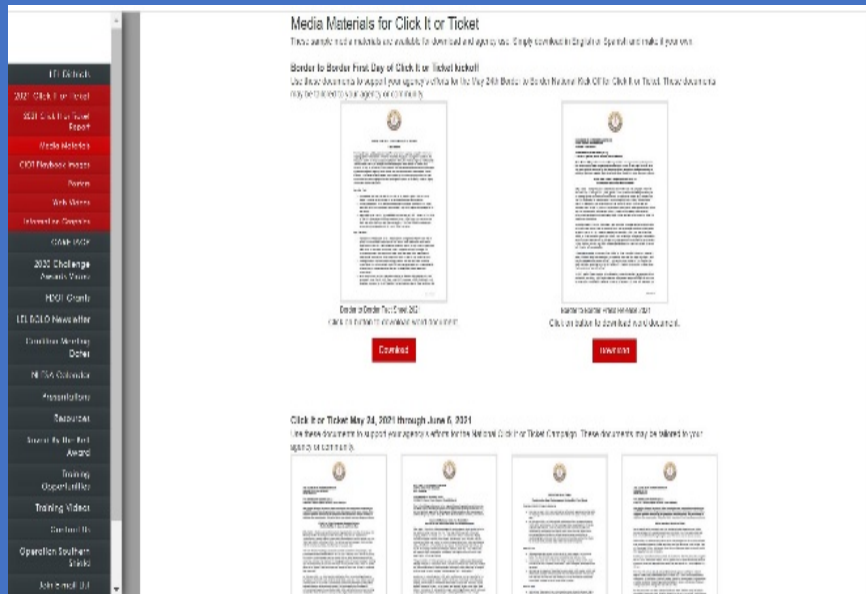
Participation in the Border to Border kick off for the 2021 Click It or Ticket Campaign was recorded online at the conclusion of the 2021 Click It or Ticket Campaign. The reporting period for the 2021 Florida Click It or Ticket Campaign ran from June 7th, 2021, through July 9th, 2021. Reports were submitted to the Florida LEL Program website at www.floridalel.info.

2021 Florida Click It or Ticket and B2B

The Florida Law Enforcement Liaison Program was tasked with engaging Florida Law Enforcement at State, County and Local levels to participate in and report both the Florida B2B Operation and the Florida CIOT Campaign.

The Florida LEL Program promoted Click It or Ticket and B2B in their LEL Program quarterly LAN Meetings, the Florida LEL Program website at www.floridalel.info, The Florida LEL Program Facebook page, in agency visits, email and telecommunication.

The Florida LEL Program promoted the Click It or Ticket Campaign and B2B Operation using a new tool this year; an email service which allows for the creation and distribution of digital information flyers. The new tool also allowed for scheduled information distribution and automatic redistribution to personnel who did not open their email.



- Web Pages were created at www.floridael.info in support of the 2021 Florida Click It or Ticket and Border to Border
- These pages provided information, digital support materials and an online report form

LEL Program Social Media:

District 7 LEL, Janice Martinez, is responsible for the Florida LEL Program Facebook social media platform

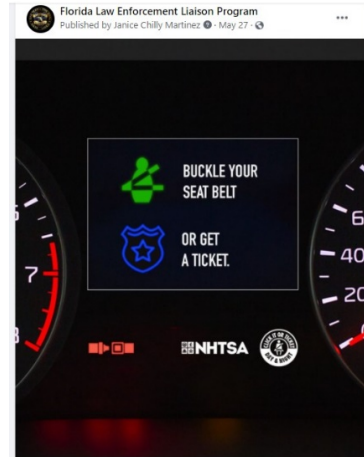
Thirty-eight separate Facebook posts were made during the CIOT campaign period in support of B2B and CIOT

Reaching over 13,000 individuals,

Over 100 images were generated and posted from the LELs, Florida Law Enforcement and NHTSA supplied support materials.

The images posted on the Florida LEL Program Facebook page consisted of NHTSA provided media materials from Traffic Safety Marketing and content provided by Florida Law Enforcement agencies.

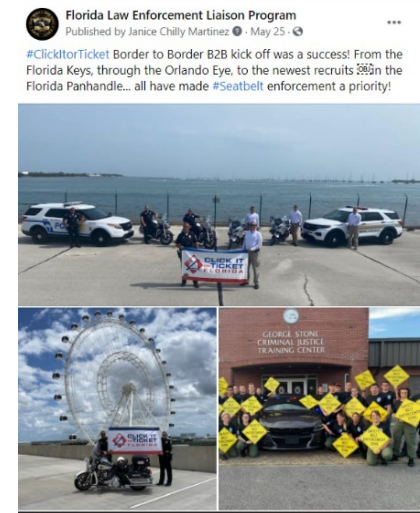
The images included Safety belt signage being prominently displayed in iconic locales, Click It or Ticket banners displayed in communities, Law Enforcement and civilian #seatbeltselfies, and even a cute dog in a patrol car reminding everyone to buckle up,



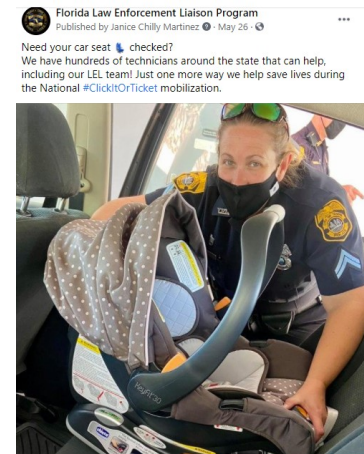
Sumter County Sheriff's Office-Florida
May 25 · 🌐
Click it or Ticket! Enforcement efforts are taking place now. Be sure



GatorPass is at University of Florida.
May 25 · Gainesville · 🌐
From @ufpublicsafety ... 🙌👉👉



Florida Law Enforcement Liaison Program
Published by Janice Chilly Martinez · May 25 · 🌐
#ClickItOrTicket Border to Border B2B kick off was a success! From the Florida Keys, through the Orlando Eye, to the newest recruits in the Florida Panhandle... all have made #Seatbelt enforcement a priority!



Tampa Police Department · 🌐
May 24 · 🌐
Child Passenger Safety Technicians (CPST'S) helped expecting moms and dads check their car seats before their new little ones



1,818 People Reached 245 Engagements ↑ +16.5x Higher Distribution Score Boost Post



Florida Law Enforcement Liaison Program
Published by Janice Chilly Martinez · May 26 · 🌐

Charles Kane is with Richard Jacobson.
May 26 · 🌐
Shout out to Palm Beach Schools Police Department for promoting the Click it or Ticket message. Seat Belts Save Lives. Thank you for

CIOT and B2B Participation by Agency Type:	2021	2020	2019
Municipal	180	--	165
County	44	--	39
State-FHP	8	--	11
Other	10	--	6
Total	243	--	211
Border 2 Border	148	--	144

Reports by type and District	D1	D2	D3	D4	D5	D6	D7
Municipal	24	15	22	37	30	33	19
County	10	9	7	5	6	2	5
State	1	2	1	0	1	1	1
Other	2	0	0	1	0	4	3
Total	38	26	30	43	37	40	28
B2B*	18	10	4	18	17	18	17

Activity	2021	2020*	2019
Total Hours Safety Belt Enforcement	33,534	--	92,400
Safety Belt Checkpoint Operations	29	--	32
Safety Belt Citations/Warnings	22,607	--	23,769
Child Restraint Citations	607	--	608
All other Traffic Enforcement	98,289	--	100,389
Press Conferences	20	--	38
TV News Stories	52	--	70
Radio News Stories	107	--	78
Print News Stories	57	--	111

Media use by Agency	2021	2020*	2019
Facebook	133	--	121
Twitter	64	--	76
Agency Web Page	54	--	46
Other Social Media	52	--	22
Social Media Hits	399,382	--	469,973
Other Creative Enforcement or Awareness Efforts	76	--	59

SB Use Survey	2021	2020*	2019
Pre-wave	82.68%	--	85.59%
Post-wave	87.41%	--	88.97%
Surveys	90	--	127

CPS Techs	2021	2020	2019
	234	--	239



Summary of Materials
Distribution

Click It or Ticket 2021

Resource Materials Distributed Statewide in All LEL Districts	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	302	70037	232
CIOT Banner	79	336	4
CIOT Enforcement Yard Sign	266	4297	16
CIOT USB Drives	205	1749	9
Child Restraint LEO Reference Card	211	31140	148

District 1	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	39	9659	248
CIOT Banner	16	92	6
CIOT Enforcement Yard Sign	15	915	61
CIOT USB Drives	42	334	8
Child Restraint LEO Reference Card	1	450	450

District 2	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	56	18750	335
CIOT Banner	0	0	0
CIOT Enforcement Yard Sign	42	936	22
CIOT USB Drives	26	385	15
Child Restraint LEO Reference Card	53	6975	132

District 3	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	14	5058	361
CIOT Banner	0	0	0
CIOT Enforcement Yard Sign	52	226	4
CIOT USB Drives	0	0	0
Child Restraint LEO Reference Card	0	0	0

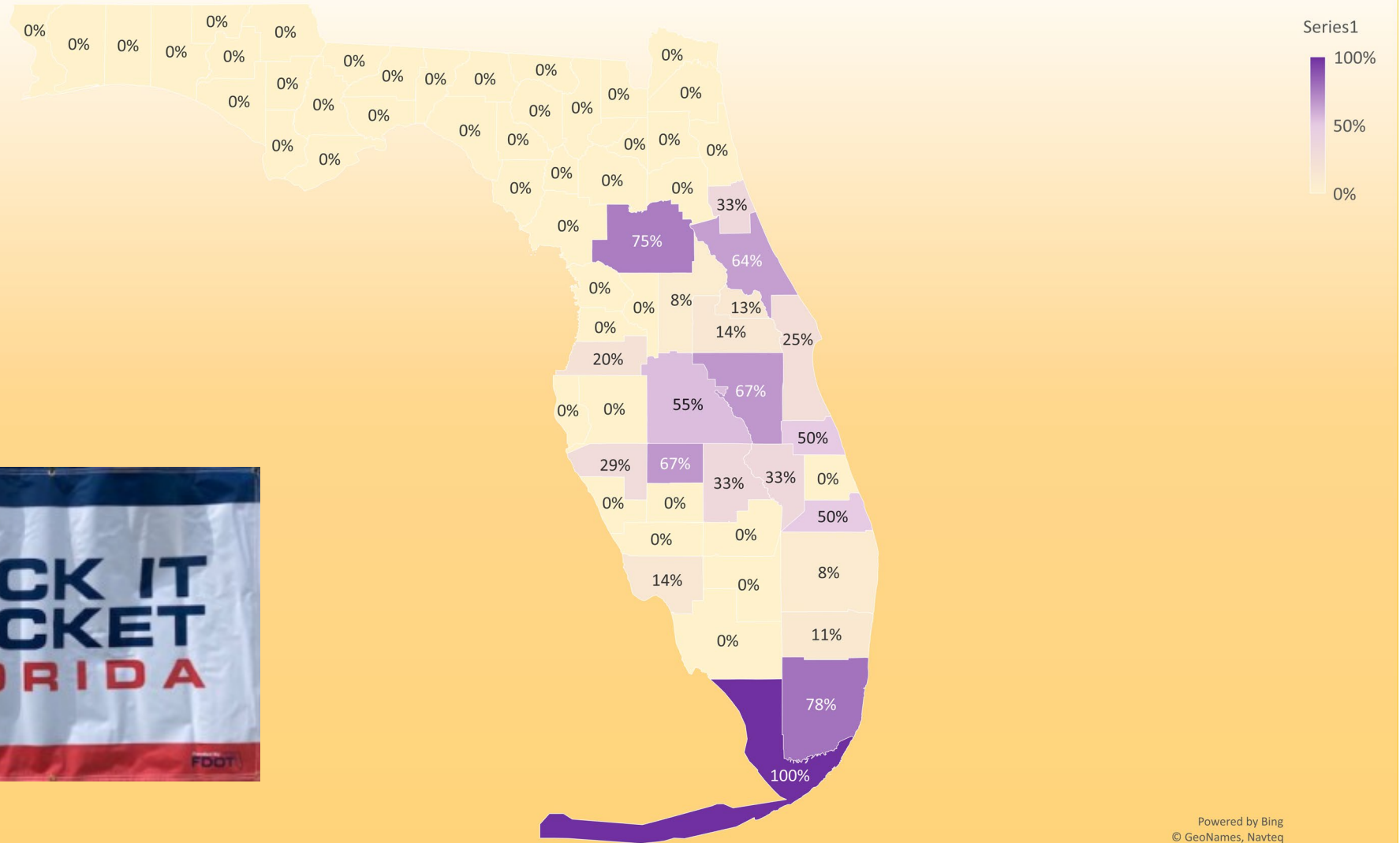
District 4	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	105	13940	133
CIOT Banner	9	27	3
CIOT Enforcement Yard Sign	53	761	14
CIOT USB Drives	49	386	8
Child Restraint LEO Reference Card	76	10460	138

District 5	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	68	14255	210
CIOT Banner	21	82	4
CIOT Enforcement Yard Sign	47	682	15
CIOT USB Drives	43	255	6
Child Restraint LEO Reference Card	65	9955	153

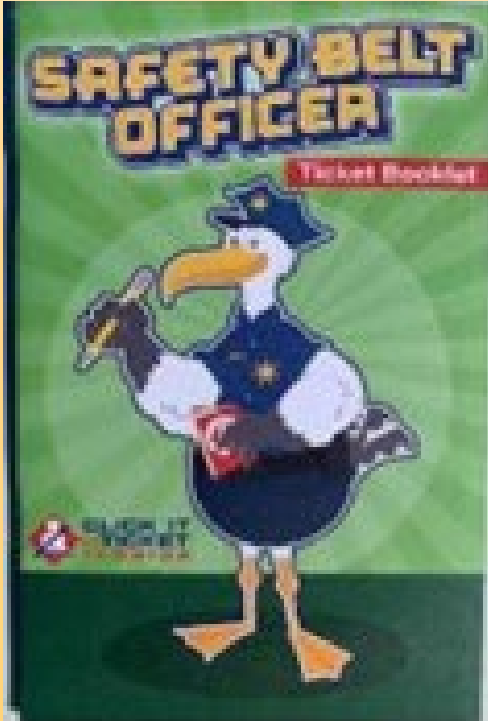
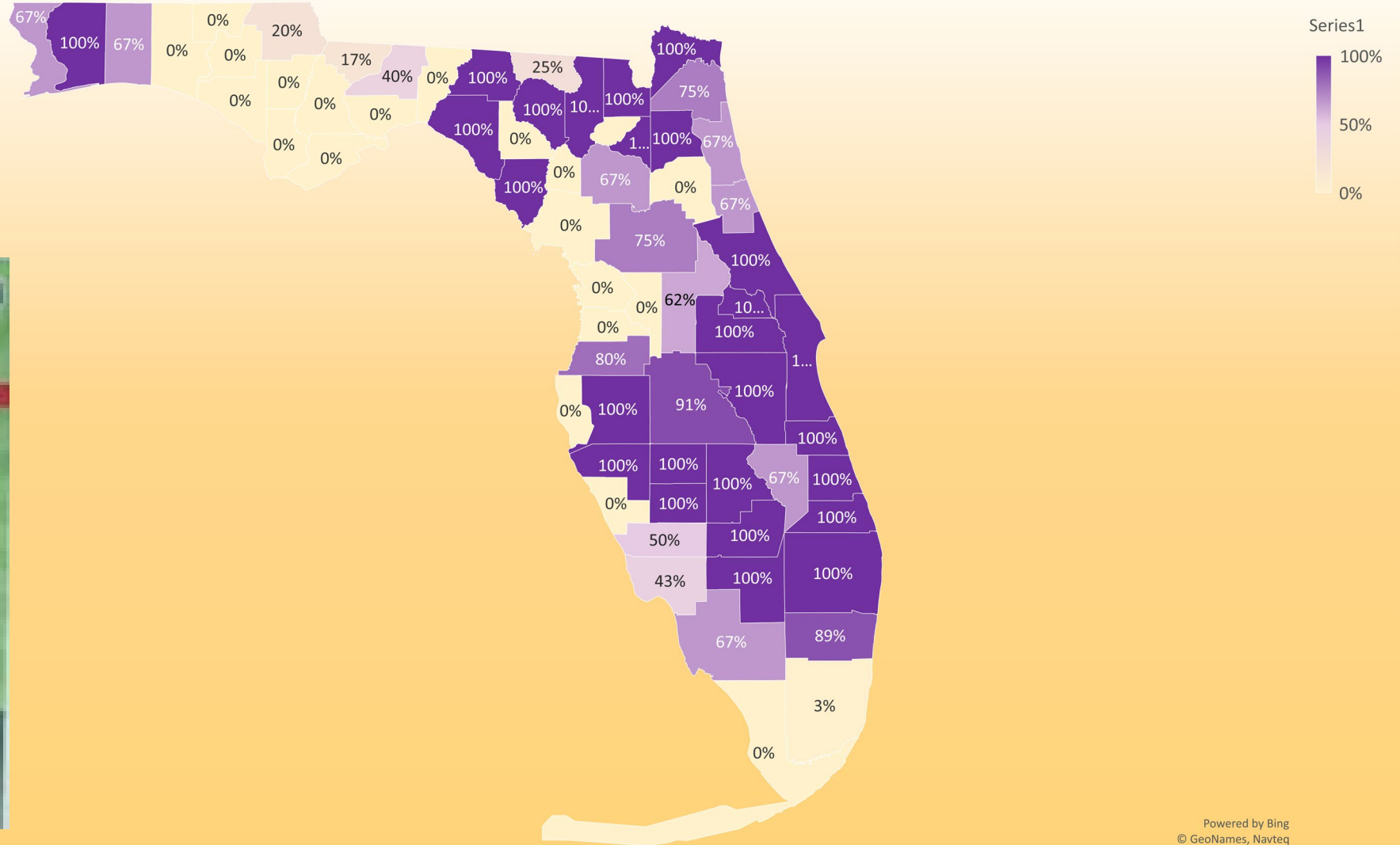
District 6	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	1	500	500
CIOT Banner	31	125	4
CIOT Enforcement Yard Sign	38	590	16
CIOT USB Drives	36	322	9
Child Restraint LEO Reference Card	0	0	0

District 7	Number of locations distributed to	Total Number of items distributed	Average number of items distributed per location
Safety Belt Activity Booklet	19	7875	414
CIOT Banner	2	10	5
CIOT Enforcement Yard Sign	19	187	10
CIOT USB Drives	9	67	7
Child Restraint LEO Reference Card	16	3300	206

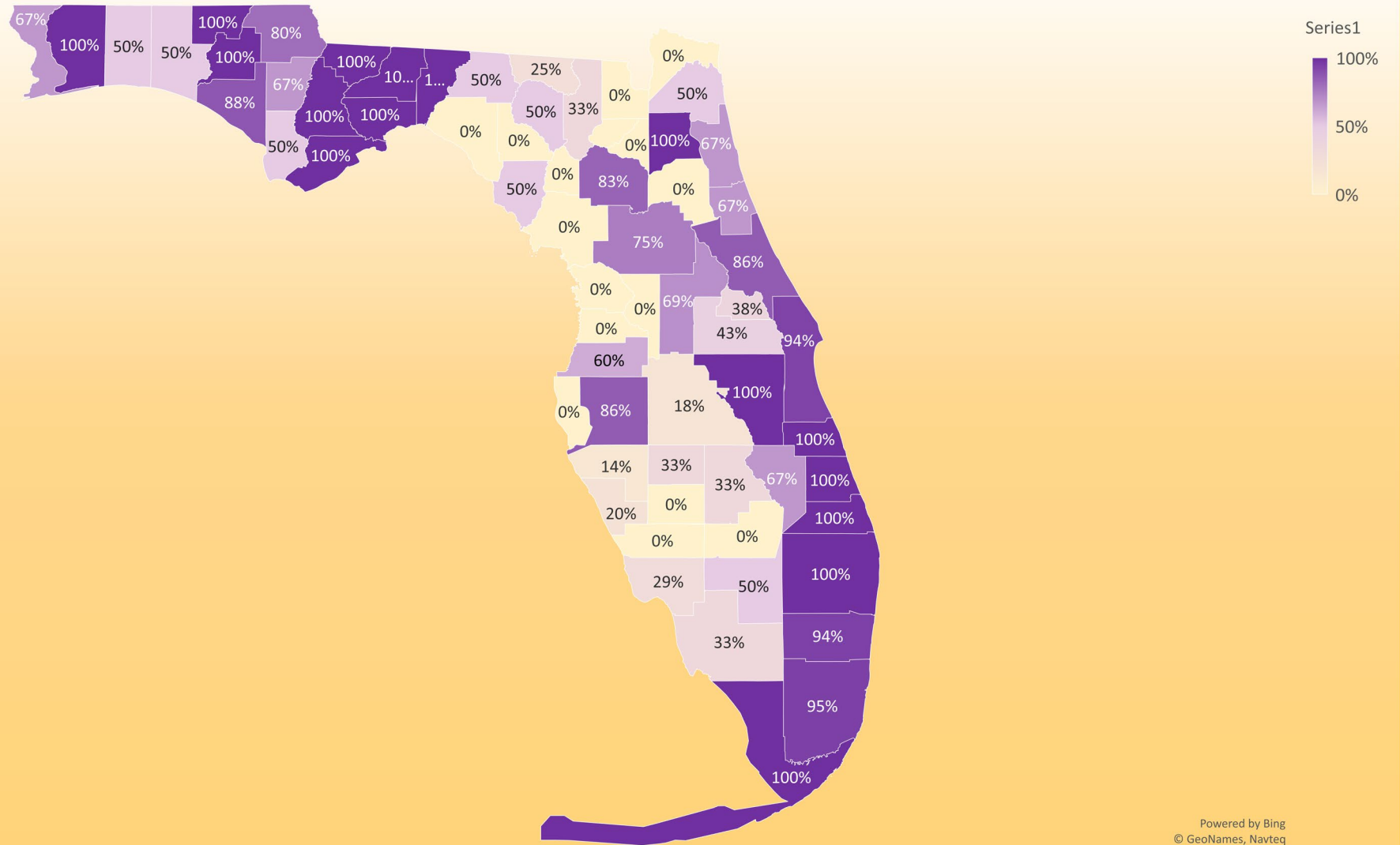
Banner Distribution by County



Safety Belt Activity Book Distribution by County



CIOT Yard Sign Distribution by County





Questions?

Click It or Ticket 2021