# 2022 FMCSA CMV Seat Belt Campaign: Talking Points for Safety Partners

## What is the Y I Buckle Up Campaign?

* The U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) launched a new national public awareness campaign, *Y I Buckle Up,* that encourages commercial motor vehicle (CMV) drivers to always wear seat belts.
* The campaign launched in tandem with National Truck Driver Appreciation Week in September 2022.
* The campaign directly supports the Department’s goal of zero roadway fatalities, as outlined in the National Roadway Safety Strategy, and FMCSA’s mission of preventing injuries, crashes, and fatalities involving large trucks and buses.
* The CMV community, including drivers and industry leaders, will receive safety tips and other educational resources through this campaign that reminds drivers that buckling up a) helps protect them in a crash, b) complies with the law, and c) helps them make it home safely.
* *Y I Buckle Up* aims to recognize the many CMV drivers who already buckle up while encouraging behavior change of those who do not through compelling, safety-focused creative materials.
* By raising awareness of seat belt use and sharing educational materials with the CMV community, we can all work together to remind drivers to always buckle up and stay protected in the event of a crash.
* Through this campaign, we can help lower the rise in fatal crashes due to unsafe driving behaviors, specifically not wearing seat belts, and help drivers remain safe on U.S. roadways.

## Key Messages and Calls to Action

* While most CMV drivers wear seat belts, we need to close the gap and ensure all CMV drivers **always** buckle up.
* The call to action is simple: **All CMV drivers need to buckle up to save their lives**.
	+ CMV drivers: Wear your seat belt at all times.
	+ CMV carriers/motorcoach companies and member organizations: Use and share educational materials with your employees or members to communicate the safety need to always buckle up.
* One of the most important things a large truck or bus driver should do is buckle up.
* For more information on the campaign, and to access shareable resources including social media assets and video PSAs, please visit [www.fmcsa.dot.gov/seatbelts](https://www.fmcsa.dot.gov/seatbelts?utm_source=earnedtoolkit&utm_medium=talkingpoints&utm_campaign=cmv_safetybelt).

## Seat Belt Safety

* From 1960-2012, more than 600,000 lives were saved by vehicle safety technologies including seat belts, air bags, child safety seats, electronic stability control, and others[[1]](#footnote-1).
* Of those 600,000 lives saved over five decades, more than half (329,000) were because of seat belts[[2]](#footnote-2).
* An estimated 14% of CMV drivers do not wear their seat belts, according to a survey conducted by FMCSA in 2016[[3]](#footnote-3).
* Of large truck occupants (drivers or passengers) in fatal crashes in 2020, 14% **were not wearing a seat belt** and of that 14%, nearly half (43%) were killed[[4]](#footnote-4).

## Road Safety Is Our Priority

* Fatal crashes on America’s roadways are rising and not wearing a seat belt is a crucial contributing factor.
* In 2020 alone, more than 38,000 people died on the road—a 7% increase from the year prior[[5]](#footnote-5).
* Of large truck-related crashes in 2020, nearly 5,000 people died and more than 146,000 were injured[[6]](#footnote-6).
* FMCSA—the lead federal agency responsible for regulating and providing safety oversight of CMVs—is continuing its work and commitment to keeping large truck and bus drivers safe on our roads.
* Large truck and bus drivers are at the core of the CMV community and critical to keeping the American economy, and people, moving, which is why it is imperative that we ensure safety is top of mind for all road users.
* The *Y I Buckle Up* campaign is part of FMCSA’s [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads?utm_source=earnedtoolkit&utm_medium=talkingpoints&utm_campaign=cmv_safetybelt) program, which promotes road safety as everyone’s responsibility. The program educates all motorists on how to share the road safely with large trucks and buses.
* Safety remains the U.S. Department of Transportation’s top priority. The Department is launching new programs—and enhancing existing ones—across agencies and external stakeholder groups to achieve zero roadway deaths.
	+ The Bipartisan Infrastructure Law gives FMCSA funding to create grants for states to build safety programs and initiatives that help keep our roads safe.
1. [Transportation.gov](https://www.transportation.gov/NRSS/SaferVehicles) [↑](#footnote-ref-1)
2. [Transportation.gov](https://www.transportation.gov/NRSS/SaferVehicles) [↑](#footnote-ref-2)
3. [FMCSA: Safety Belt Usage by Commercial Motor Vehicle (SBUCMVD)](https://www.fmcsa.dot.gov/safety/safety-belt/safety-belt-usage-commercial-motor-vehicle-sbucmvd-2016-survey-executive-summary#:~:text=The%20estimated%20overall%20safety%20belt,and%20is%2069.8%25%20in%202016.) [↑](#footnote-ref-3)
4. FMCSA: 2020 Large Truck and Bus Crash Facts (pre-release) [↑](#footnote-ref-4)
5. [NHTSA: Overview of Motor Vehicle Crashes in 2020](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813266) [↑](#footnote-ref-5)
6. [NHTSA: Overview of Motor Vehicle Crashes in 2020](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813266) [↑](#footnote-ref-6)