MINNESOTA
TOWARD ZERO DEATHS

TZD *Buckle Up* Stencil Installation Guide

Background

Wearing a seat belt is the best defense if someone is ever involved in a crash. According to the 2021 Observational Seat Belt Survey, Minnesota has a 92.4 percent seat belt rate for front seat occupants, but more people can be buckling up.

Unbelted motorists contributed to the recent significant rise in traffic fatalities in Minnesota. The 110 unbelted deaths in 2021 is the highest number since 2014.

Purpose

TZD has free *Buckle Up* stencils to spread awareness and encourage seat belt use in your communities. Users will need to supply the paint.

Next steps

Some additional things to keep in mind when you are applying the stencils:

Do's

- Use white paint only.
- Place on sidewalks or trails leading to parking areas.

Don'ts

- Do not place on public roads.
- If placed in parking lots, do not place at driver decision points such as approaching pedestrian crossings or stop signs.
- Do not place on highway entrance ramps.

For more information

Contact your TZD Regional Coordinator, or
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DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF PUBLIC SAFETY STATE OF MINNESOTA

DEPARTMENT OF HEALTH