MINNESOTA TOWARD ZERO DEATHS

TZD Seat Belt Persuader

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

The Seat Belt Persuader (SBP) can greatly impact how participants value the importance of wearing a seat belt. The rider experiences a vehicle rollover but at a much slower rate. Riders will realize the seat belt's restraint value and gain a new respect for its protection. This includes whether you are a driver or a passenger in the vehicle.

Most of the TZD regions have a SBP that can be used, free of charge, to spread awareness and to encourage seat belt use in your communities.

Next Steps:

When planning your event

- Make sure you have the proper amount of space and power for the SBP.
- Develop your talking points. The seat belt persuader shows the dynamics of the seat belt when going through a rollover crash. Emphasize buckling up is your best defense of surviving a crash.
- Review the SBP manual for proper towing instructions.
- Review SBP manual for setup/operation instructions.

Do's

- Make sure that the person is volunteering to ride. (Make sure to ask.)
- Ensure that riders take off glasses and take out anything in their pockets that could fall out as they are rolling over on the persuader.
- Provide seat belt and child seat education during event.
- Keep track and report the number of rides to your regional TZD coordinator.

Don'ts

- No one under 5 foot allowed to ride.
- No one over 250 lbs allowed to ride.
- Do not allow people to stand next to the persuader while it is in motion.
- Do not operate if not on level ground. Ensure side outriggers are extended and wheels are fully locked.

For more information contact your TZD Regional Coordinator, or
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