MINNESOTA
TOWARD ZERO DEATHS

TZD *Seat Belt Convincer*

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 Convincer (SBC) can greatly impact how participants value the importance of buckling up. A participant will experience the actual force generated during a 5-10 mph collision. People will realize the seat belt's restraint value and gain new respect for its protection.
Each of the eight TZD regions has a free SBC to spread awareness and 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 SBC.
- Develop your talking points. Remember the Seat Belt Convincer is a two-part demonstration highlighting the proper way to buckle up and the importance of a safety belt in a crash.
- Review convincer towing (pg. 5 owners manual).
- Review convincer setup for operation (pg. 6 owners manual).

Do's

- Make sure the person is volunteering to ride. (make sure to ask)
- They have none of the items listed on the warning list. (Such as no neck or back issues, not wearing contacts and not expecting)
- Provide seat belt and child seat education during the event.
- Keep track and report the number of rides to your regional TZD coordinator.

Don'ts

- No one under 5 foot allowed to ride.
- Do not allow people to stand next to the convincer as it does move some during impact.
- Do not operate if not on level ground, without front support stands at proper length and wheels fully chocked.

For more information contact your TZD Regional Coordinator, or
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