

# SOUTH DAKOTA



# 949

passenger vehicle occupants were killed in South Dakota from 2009-2018.

## KEEP SOUTH DAKOTA SAFE

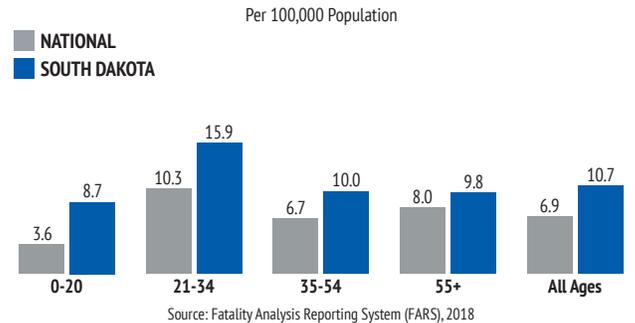
Encourage drivers and passengers to always buckle up.

This fact sheet provides a snapshot of **passenger vehicle occupant deaths and seat belt use** and an overview of proven strategies for increasing the use of seat belts, car seats, and booster seats. The information can help decision makers and community partners see gaps and identify relevant strategies to encourage people to always buckle up.

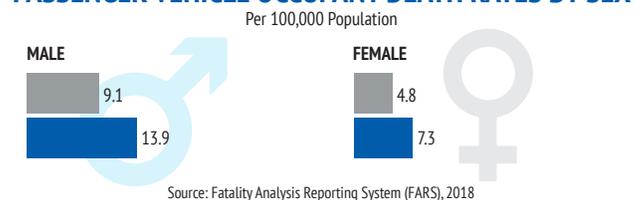
## FAST FACTS

- Motor vehicle crashes are a leading cause of death for people aged 1-54 in the United States.
- Wearing seat belts and properly buckling children into age- and size-appropriate car seats and booster seats can reduce the risk for serious injury and death in a crash by at least half.
- Although most drivers and passengers in the United States follow these safety measures on every trip, millions still don't.

## PASSENGER VEHICLE OCCUPANT DEATH RATES BY AGE



## PASSENGER VEHICLE OCCUPANT DEATH RATES BY SEX



## PERCENTAGE OF ADULTS WHO REPORT ALWAYS WEARING SEAT BELTS



Centers for Disease Control and Prevention  
National Center for Injury Prevention and Control

Working together, we can help keep people safe on the road—every day.

[www.cdc.gov/motorvehiclesafety/seatbelts/states](http://www.cdc.gov/motorvehiclesafety/seatbelts/states)

# WHAT WORKS

The strategies in this section are effective for increasing seat belt, car seat, and booster seat use. They are recommended by *The Guide to Community Preventive Services* and/or have been demonstrated to be effective in reviews by the National Highway Traffic Safety Administration.\* Different strategies might require different resources for implementation or have different levels of impact.

**Find strategies that are right for your state.**

## Strategies to Increase Seat Belt Use

- **Primary seat belt laws** allow police officers to stop and ticket someone for not buckling up. On average, in both rural and urban communities, primary seat belt laws result in higher rates of seat belt use and fewer crash deaths than **secondary seat belt laws**. Secondary laws allow officers to give tickets only if they have pulled drivers over for another reason. Seat belt laws are most effective when they **cover occupants in all seats** of the vehicle.
- **Increased penalties** for violating seat belt laws might include higher fines or points on a driver's license.
- **Short-term, high-visibility enforcement** of seat belt laws, such as Click It or Ticket, involves a brief period of increased police efforts (e.g., checkpoints or saturation patrols). These efforts are highly publicized through a **mass media campaign** that mixes both earned media coverage and paid advertisements. Combining law enforcement and media coverage is particularly effective for reaching people who are known to have lower rates of seat belt use, such as men, teens, and young adults.
- **Integrated nighttime enforcement programs** are short-term, highly visible enforcement strategies. They are conducted at night, when seat belt use is lowest and crashes are most common. They are combined with enforcement of other laws, such as impaired driving laws. Combining these strategies can help law enforcement use limited funding and resources for the greatest public safety impact.

## Strategies to Increase Car Seat and Booster Seat Use

- **Child restraint laws** require children riding in vehicles to use approved restraint devices (car seats, booster seats, or seat belts) appropriate for their weight, height, and age. Strengthening current laws with **booster seat provisions** that require children who have outgrown car seats to use booster seats until at least age 9 helps reduce injuries and deaths.
- **Enhanced enforcement programs** for child passenger safety are similar to those used for seat belt use (see above). Effective programs are short-term, highly visible in the community, and advertised widely in the media.
- **Distribution plus education programs** help parents and caregivers obtain **new, unused car seats** and learn how to properly use and install them. These programs often include hands-on demonstrations, which can help increase proper use and installation.
- **Incentive and education programs** reward parents or children with coupons or other prizes for correctly using car seats. Programs offer print materials, videos, or other instructional aids for parents and caregivers.

## IN SOUTH DAKOTA:

- Seat belt laws are secondary. They cover drivers and front seat passengers aged 18 and older.
- Child restraint laws require that all children aged 4 and under be buckled in a car seat or booster seat.

For up-to-date information on laws in your state, check with the Insurance Institute for Highway Safety at [www.iihs.org](http://www.iihs.org).



**Find more information at** [www.cdc.gov/motorvehiclesafety](http://www.cdc.gov/motorvehiclesafety)

- Injuries, costs, and other data on passenger vehicle crashes.
- Detailed information on effective strategies to improve seat belt use and child passenger safety.
- An interactive calculator to estimate the expected number and monetized value of injuries prevented, lives saved, and costs of implementation for 14 effective interventions.

\*Sources: The Guide to Community Preventive Services (The Community Guide), Motor Vehicle-Related Injury Prevention, at [www.thecommunityguide.org](http://www.thecommunityguide.org), and National Highway Traffic Safety Administration (2018). Countermeasures that work: a highway safety countermeasures guide for State Highway Safety Offices, Ninth edition, at [www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812478\\_countermeasures-that-work-a-highway-safety-countermeasures-guide-pdf](http://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812478_countermeasures-that-work-a-highway-safety-countermeasures-guide-pdf)