

SAMPLE PUBLIC SERVICE ANNOUNCEMENT – VERSION 1

PRESERVE YOUR HISTORY. BUCKLE UP FOR EVERY TRIP, EVERY TIME.

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DURING BLACK HISTORY MONTH, THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION CELEBRATES THE RICH HISTORY AND SIGNIFICANT CONTRIBUTIONS OF AFRICAN AMERICANS. DID YOU KNOW THAT IN 1923, GARRETT A. MORGAN, AN AFRICAN AMERICAN, WAS GRANTED THE PATENT FOR THE FIRST AUTOMATED TRAFFIC SIGNAL IN THE UNITED STATES? TO PRESERVE YOUR HISTORY, IT'S IMPORTANT THAT YOU BUCKLE UP FOR EVERY TRIP, EVERY TIME. AND MAKE SURE THAT ALL CHILDREN ARE ALSO CORRECTLY RESTRAINED IN THE BACK SEAT IN THE CORRECT CHILD SAFETY SEAT FOR THEIR AGE, WEIGHT, AND/OR HEIGHT. IN 2002, MOTOR VEHICLE CRASHES WERE THE LEADING CAUSE OF DEATH FOR AFRICAN AMERICANS AGE 3 AND AGES 5 TO 14, AND THE SECOND LEADING CAUSE OF DEATH FOR AFRICAN AMERICANS AGE 2 AND AGES 15 TO 29. SAFETY BELTS ARE PROVEN TO REDUCE THE RISK OF DEATH TO FRONT SEAT PASSENGER CAR OCCUPANTS BY 45% AND 60% IN OCCUPANTS OF VANS, SUVS AND PICKUP TRUCKS. DURING THIS YEAR'S BLACK HISTORY MONTH, BUCKLE UP YOURSELF, YOUR LOVED ONES EVERY TRIP, EVERY TIME, NO MATTER THE DISTANCE. FOR MORE INFORMATION, LOG ONTO WWW.NHTSA.DOT.GOV OR WWW.BOOSTERSEAT.GOV.

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SAMPLE PUBLIC SERVICE ANNOUNCEMENT – VERSION 2

PRESERVE YOUR HISTORY. BUCKLE UP FOR EVERY TRIP, EVERY TIME.

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REMEMBER, REFLECT, AND REJOICE AS YOU PAY HOMAGE TO THE RICH LEGACY OF ACHIEVEMENT OF AFRICAN AMERICANS IN THIS COUNTRY DURING THIS YEAR'S BLACK HISTORY MONTH. AND AS A WAY OF KEEPING HOPE ALIVE, MAKE SURE THAT YOU'RE BUCKLED UP AND CHILDREN ARE PROPERLY RESTRAINED IN THE BACK SEAT IN THE CORRECT CHILD SAFETY OR BOOSTER SEAT FOR THEIR AGE, HEIGHT, AND/OR WEIGHT. ACCORDING TO THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION, SAFETY BELT USE AMONG AFRICAN AMERICANS INCREASED FROM 69 PERCENT IN 2000 TO 80 PERCENT IN 2004 – AN 11 PERCENTAGE POINT INCREASE IN JUST FOUR YEARS. WHILE THIS TREND IS CERTAINLY POSITIVE, APPROXIMATELY 1 OUT 5 AFRICAN AMERICANS STILL DOES NOT BUCKLE UP ON EVERY TRIP. PRESERVE OUR HISTORY AND MAKE SURE THAT EVERYONE IS BUCKLED UP. FOR MORE INFORMATION, LOG ONTO WWW.NHTSA.DOT.GOV. OR WWW.BOOSTERSEAT.GOV

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