

Hispanic Buckle Up Toolkit

Promoting Seat Belt Use Among Hispanics

**Hazlo por tu familia, ¡abróchate el cinturón!
Do it for your family, buckle up!**

The National Highway Traffic Safety Administration (NHTSA) and the National Latino Children's Institute (NLCI) developed this Web-based toolkit to educate immigrant Hispanics about the importance of seat belts and increase the use in the population.

According to the Centers for Disease Control and Prevention, traffic crashes are the leading cause of death in the United States among Hispanics under age 34.

NLCI learned that the greatest motivator for underscoring the importance of using a seat belt every time immigrants rode in a vehicle were the emotions evoked by family. Using images and a few phrases, along with reminders of the importance of the family were the best motivators to increase seat belt use.

Click [HERE](#) and get your toolkit now.



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