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*Subject line: We get it—you love your YAMs, and so do we!*

Dear valued member of the [Organization] community,

[[Organization]] has partnered with the Delaware Office of Highway Safety (OHS) and state police to bring you some encouraging news! Seat belt use in Delaware is at an all-time high of 92.5%.

However, this means one out of every 10 of your fellow Delawareans—quite possibly your neighbors, friends, family members or even you—is still not wearing a seat belt when driving or riding in a vehicle. And *this* means all those people are putting themselves at much greater risk of being ejected during a crash (30 times more likely) or killed in a crash (80% more likely).

**So, whether you are in the click-it-every-time group, are the occasional seat belt wearer or are that one in 10 non-wearer, we need you to please read this entire email and help us get Delaware’s seat belt use rate to 100%!** Here are some powerful facts to motivate you to buckle up *every time—no excuses—*andto share with loved ones to inspire them to do the same. Wearing a seat belt:

* Increases your chances of surviving a crash by almost 50%.
* Significantly lowers your chances of being injured during a crash. In the front seat of a car, occupants wearing a seat belt can reduce the risk of moderate-to-critical injury by 50%. In a small truck, that jumps to 65%.
* Protects you in ways airbags do not. In fact, the force of an airbag can seriously injure or even kill you if you’re not buckled up.
* Is the law! A police officer can pull a car over and levy fines if anyone in the vehicle is not wearing a seat belt.
* Can save you money. Wear your seat belt and avoid potential fines, legal fees and medical costs.

Lastly, help us with this important program, especially for all the YAMs (young adult males) you love—your sons, spouses, schoolmates, colleagues, nephews and so on. YAMs are by far the biggest violators of Delaware’s seat belt laws, comprising 53% of Delawareans who drive or ride in a vehicle unrestrained.

Thank you for joining the [[organization]] community in keeping you and your loved ones—and all Delaware drivers, passengers and pedestrians—safe.

Sincerely,

[[Name, first and last]]

[[Position]]

*P.S. Talk about impact! Crashing without a seat belt while moving at just 20 mph feels like taking a knockout punch from Mike Tyson. Gain more knowledge like this—and the power to inspire potentially lifesaving seat belt behavior—by exploring* [*ArriveAliveDE.com/BuckleUp*](https://www.arrivealivede.com/Buckle-Up/)*.*