



Bureau of Transportation Safety
and Technology
700 SW Harrison
Topeka, KS 66603-3754

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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10-016

CONTACT:

Chris Bortz

KDOT Bureau of Transportation Safety and Technology
785-296-3756

or

Neal Thurman
Trozzolo Communications Group
816-842-8111

New approaches to increase seat belt use in rural counties

KDOT, Crawford County officials to discuss program at special media event outside Chanute

TOPEKA – A new approach to promoting seat belt use in rural Kansas counties includes both public awareness and enforcement campaigns, and grassroots efforts by local law enforcement. State and local officials will discuss these activities at a special media event at 10:30 a.m. Thursday, March 11 at the Lil' Toledo Lodge and Event Center outside Chanute.

Pete Bodyk, traffic safety manager for the KDOT Bureau of Transportation Safety and Technology, will outline the details of a special public awareness and enforcement pilot program targeted at 10 primarily rural counties in southeast Kansas. Crawford County Sheriff Sandy Horton will discuss why rural counties have traditionally lower seat belt usage rates than urban counties, as well as a successful new campaign to increase seat belt use by high school students, developed by his department in conjunction with students at six local high schools. Crawford County Undersheriff Dan Peak will share his firsthand experience surviving a violent crash only because he was wearing a seat belt.

Also on hand at the event to answer questions will be Dan Schulte of DCCCA, who oversees the state's annual seat belt usage observational survey.

This information is available in alternative accessible formats. To obtain an alternative format, contact KDOT Transportation Information, Eisenhower Building, 700 SW Harrison, 2nd Floor West, Topeka, Kan., 66603-3754, or (785) 296-3585 (Voice)/Hearing Impaired - 711.

WHO: Pete Bodyk, KDOT
Crawford County Sheriff Sandy Horton
Crawford County Undersheriff Dan Peak

WHAT: Media event explaining the successful new approach to increasing seat belt usage in rural counties.

WHEN: 10:30 a.m., Thursday, March 11

WHERE: Lil' Toledo Lodge and Event Center, about 10 miles southeast of Chanute on 170th Road in Neosho County.

(Directions: Hwy. 169 south to Chanute's 35th St. exit. Go east (left) on 35th St. to Elk Rd. Turn right and go south to 160th (Shaw Rd). East (left) to Jackson Rd. then north on Jackson one mile. Turn right onto 170th Road. One mile to the gate.)

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