

**Sure.
It's the law.
And, yes,
there's a fine for
breaking it.
But that's not
why you do it.**

**Buckle up because
the laws of physics hit hard:**

- **The impact of a 35-mph crash is like a head-first dive from a three-story building.**
- **In a 20-mph crash, an unbelted baby hits the windshield with the force of a 400-pound sledgehammer.**
- **In a crash, a child held by an adult is crushed by a force of 1-1/2 tons.**

**That's a crash course in
physics. Pass or fail.
Safety is a snap.
It's up to you.**

**Right.
It'll never
happen to you.
Wrong.
Dead wrong.
You never know
when your
number is up.**

**Buckle up because
the chances are:**

- **7 in 10 people will be in a traffic crash in the next 5 years.**
- **1 in 3 people will be in a serious crash sometime.**
- **75% of people thrown from vehicles are killed.**

**Feeling lucky?
Not on your life!
Safety is a snap.
It's up to you.**

**OK.
It takes 3
seconds.
You're in a rush,
and you're not
going far. But
that's no excuse
to not do it.**

**Buckle up because
experience shows:**

- **Every 7-1/2 minutes a crash occurs in Iowa.**
- **3 out of 4 traffic crashes occur within 25 miles of home.**
- **Many fatal crashes occur at less than 40 mph.**

**Dead or alive. Double your
chance to survive.
Safety is a snap.
It's up to you.**

**You bet.
It costs to kid
yourself. It really
pays to buckle
up. Unbelted
crashes don't add
up; they multiply.**

**Buckle up because
without it, you risk:**

- **3 times higher hospital bills.**
- **8.5 times more head injuries.**
- **7.4 times likelier permanent disability.**

**Why add to the pain?
With seatbelts
you've got a lot to gain.
Safety is a snap.
It's up to you.**

**Yes.
There is
a right
and a wrong
way to do it.
So know
before you go.**

**Buckle up because, done right,
it helps keep you safe from:**

- **Colliding with windshields and steering wheels — where 38% of crash victims die.**
- **Losing control and crushing other passengers — the cause of 20% of auto crash deaths.**
- **Losing consciousness — so you can escape after the crash and rescue others if necessary.**

**Buckle right.
Low and tight.
Safety is a snap.
It's up to you.**

**True.
Pictures are
sometimes better
than words.
See how safety
is a snap.**

**Buckle up because
Iowa law requires:**

- **Front seat occupants must be in the appropriate safety belt or child safety seat system.**
- **Children under one year and less than 20 pounds must be in a rear-facing infant seat in all seating positions.**
- **Children one year (and 21 pounds) up to age six ride in an approved and secured child safety or booster seat in all seating positions.**
- **Children age six through eleven ride in a booster seat or adult safety belt in all seating positions.**

**It's the law.*
But it's also a good idea.
Safety is a snap.
It's up to you.**

*(For exceptions see Iowa Code 321.445 and 321.446.)

Safety Seats & Airbags



Always read your car owner's manual and follow manufacturer's instructions.



Face infant seat backward, and always in the rear seat if vehicle has a passenger side airbag. Fasten seat to the car and fasten infant securely in the seat.



Place toddler or booster seat facing forward in the rear seat if vehicle has a passenger side airbag. Fasten seat to the car and snugly secure toddler in the seat.



All children under 12 should be seated in the rear seat if the vehicle has a passenger side airbag.

It's up to you.

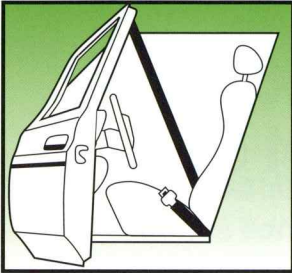
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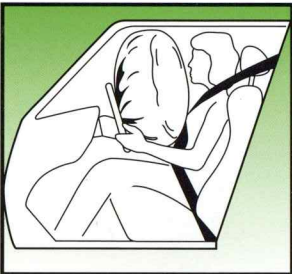
Wear shoulder belt tight over your shoulder, not under your arm. Wear lap belt low and tight, over your hip bones.



If the shoulder belt is automatic, remember to buckle the lap belt.



Properly worn, safety belts hold people in place in all kinds of crashes.



Air bags protect only in head-on crashes. Safety belts with air bags are the best protection.

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Safety Bureau
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