Subject: Target Zero: Unrestrained Occupants

[Dear XXX]:

Target Zero is truly a team effort. And with crash fatalities and serious injuries on the rise, your help is more important than ever. We thank you in advance for your efforts in making Washington State’s roadways safer.

[Linked here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Unrestrained-Occupants_5.29_TA.docx.pdf) you will find an additional fact sheet on unrestrained occupants, which we believe will be of assistance to you. From 2015–2017, nearly one in five fatally injured persons were not using or properly using a seat belt or child passenger system. There has also been no change in reported serious injuries for unrestrained or improperly restrained children, an average of 10 every year since 2012.

This fact sheet includes a subject overview, next steps, and ways you can assist in helping us reach our ambitious goal of zero traffic fatalities and serious injuries by 2030.

As you work to incorporate the action items in the Target Zero plan in your work, also remember there are communications materials available to you at [WTSCPartners.com](http://www.wtscpartners.com). You’ll find downloadable messages, graphics and video there on Target Zero priority issues you can incorporate into your own work.

Washington has always been, and will remain, at the forefront of traffic safety, thanks to your work, along with all our other partners. The Target Zero plan is a reflection of our unified dedication to making our roads the safest in the nation. We appreciate your commitment to the plan and for your efforts to make zero deaths and serious injuries on our roadways a reality.

Thank you again for your ongoing support and we look forward to continuing to work with you on this important safety effort.

Regards,

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