



## Communications

Thursday, Aug. 28, 2025

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### **‘Never Skip the Click’: ODOT, OTA launch statewide campaign to save lives; Oklahomans rank 44th in seat belt use**

The Oklahoma Department of Transportation and the Oklahoma Turnpike Authority launched a statewide campaign Thursday encouraging all Oklahomans to make one life-saving decision every time they get in a vehicle: buckle up. Kicking off on Labor Day and continuing throughout September, the campaign titled “Never Skip the Click” comes in response to Oklahoma’s low seat belt usage rate, currently just 86%, far below the national average of 91%. In fact, NHTSA data from 2023 ranked Oklahoma 44th in the nation for seat belt use.

Males aged 16 and older are especially at risk, particularly in rural areas where seat belt use can drop to 77%.

“Seat belts save lives, and our new ‘Never Skip the Click’ campaign is about turning that one small action into a habit,” said ODOT Executive Director Tim Gatz. “Nearly half of all fatal crashes involve someone not buckled up, and we can change that with two seconds and one click. Buckling up is the simplest way to bring more Oklahomans home safely.”

The goal of the campaign is simple but urgent: to increase seat belt use statewide, especially among young men and rural drivers, by reshaping the culture around seat belt safety. “We want seat belt use to become second nature, something you do every time, without a second thought,” said ODOT employee, lifelong safety advocate and campaign spokesperson, Roger Straka. “This campaign isn’t about rules or lectures. It’s about real people turning a simple action into a habitual practice that could save their lives.”

“Never Skip the Click” will use peer-driven, culturally relevant messaging to connect with Oklahomans where they live, work and drive aiming to permanently

change behavior. The campaign also highlights this message on highway signs across the state each Wednesday during the month.

Engagement will also extend into schools and homes, with classroom kits and social media challenges like #ClickCheck to normalize seat belt conversations at home. ODOT and OTA are partnering with public safety and community advocates across Oklahoma, and campaign materials are available to anyone who wants to help spread the message that seat belts save lives.

“On our turnpikes, drivers are traveling at higher speeds, which makes seat belts even more critical,” said OTA Executive Director, Joe Echelle. “Crashes can happen in an instant and that one click can be the difference between walking away or not making it home. ‘Never Skip the Click’ is about protecting yourself and the people you care about every single trip.”

For more information about the campaign or download our partner toolkit, visit [www.DriveSafelyOklahoma.com](http://www.DriveSafelyOklahoma.com).

**(Editors and News Directors: For questions, please call ODOT Communications at 405-521-6000 or OTA Communications at )**

**NEVER SKIP THE CLICK**



**Make it Home Safe. Make Oklahoma Safe.**

# DID YOU KNOW?



According to 2023 data, Oklahoma ranked 44th in the nation for seat belt usage.

**Buckle up. Every seat. Every time.**



**Access free materials:**



**Presented by:**



**OKLAHOMA**  
Transportation



**OKLAHOMA**  
Turnpike Authority

In partnership with public safety and community partners across Oklahoma.

*Never Skip the Click Campaign Poster with QR code to access free campaign materials*

**NEVER SKIP THE CLICK**



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*Never Skip the Click campaign poster featuring lifelong safety advocate and ODOT campaign spokesperson, Roger Straka*



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**Buckle up. Every seat. Every time.**

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