LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE
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Click It or Ticket: Save $50, save your life this Thanksgiving

Nov. 23, 2026 – Wearing your seat belt this Thanksgiving can save you from a $50 traffic ticket, and it also can save your life during the Louisiana Highway Safety Commission's Click It or Ticket campaign.

The statewide campaign, which runs through Saturday, November 28, directs state highway safety funds to law enforcement agencies to provide extra officers who are trained to spot seat belt violators. Those officers will be patrolling the highways across Louisiana, looking for drivers and passengers who are not wearing their seat belts, LHSC Executive Director Lisa Freeman said.

Violators will get a $50 ticket for a first offense. The cost for a second offense goes up to $75, plus court costs.

"Getting a ticket isn't on anyone's Thanksgiving menu, but the consequences of not wearing your seat belt go far beyond financial," Freeman said. "Buckling up is still the best way to avoid a serious injury if you're in a crash, and it might keep you alive."

In Louisiana, wearing a seat belt is required in all motor vehicle seats, including the back seat. Children must be properly restrained in a car seat appropriate for their age and size, and all children under 13 must ride in the back seat.

During last year's Thanksgiving holiday, nine people were killed, and 440 people were injured in motor vehicle crashes in Louisiana, according to data from the Center for Analytics and Research in Transportation Safety at LSU.

In 2025, 63.3% of all occupants who died in a crash did not use a safety belt in cases where safety belt use is known, according to CARTS.

Since the latest observational survey results show that nearly 90% of people in Louisiana are buckling up, the statistics indicate that unbelted occupants are much more likely to be killed in a crash than drivers and passengers who wear their seat belts.

"This campaign isn't about a $50 ticket," Freeman said. "It's about making sure you can walk away from a crash. It's about making sure you're at the Thanksgiving table this year."

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