



DPS PR# 11-029
May 17, 2011

Click It or Ticket 2011 Campaign

(ANCHORAGE, Alaska) – From May 25, 2011 through June 4, 2011, the Alaska State Troopers and partnering law enforcement agencies statewide will be out in force looking for unbuckled drivers as a part of the 2011 Click It or Ticket campaign.

Some people say if they don't wear their seatbelt and die because of it, they are not hurting anyone else. This, of course, is absurd. Besides the fact that they may strike another person in the vehicle, injuring or killing them, their death would cause pain to many people, like the ripples caused from a stone hitting the water.

Modeled after a speeding campaign produced in Victoria, Australia, this year's Click It or Ticket campaign is different from what the Alaska State Troopers has produced in the past. This campaign consists of 19 separate 30-second PSAs. The first spot describes the events that took the life of 18 year old Jeromey Ramage on November 24th, 2010 just north of Healy. The subsequent 18 ads are 25 second excerpts from interviews with people affected by Jeromey's death.

The Ripple Effect campaign will run on statewide Alaska television and radio from May 23rd to June 5th and from August 19th to September 5th. The campaign will also be posted on the Alaska State Troopers' highway safety ads YouTube channel.

<http://www.youtube.com/user/asthwsads>

Synopsis of the motor vehicle crash

On 11/24/10 at 4:59pm AST received a report of a single vehicle rollover crash near milepost 252 of the Parks Highway, just north of Healy. A Dodge Dakota driven by Kristin Mogg (19 YOA, North Pole) was driving toward Fairbanks from Anchorage. Mogg's passenger was identified as Jeromey Ramage (18 YOA, North Pole). Mogg's vehicle started sliding on the icy roadway and she reported over correcting and losing control of the vehicle. The vehicle crashed down an embankment and rolled several times. Mogg reported Ramage was not wearing his seatbelt and he was ejected from the vehicle. Ramage is reported to have landed in a small pond along the side of the roadway. Passersby stopped and rendered aid until EMS could arrive on scene. Ramage's mother and step father were contacted and notified by AST of the crash. Ramage was medivaced from Healy to Alaska Regional Hospital for treatment. Healy EMS reported Ramage's injuries were life threatening and did not expect him to survive. On 11/25/10 the State Medical Examiner's Office reported to AST that doctors in Anchorage had declared Ramage brain dead. He was kept on life support until 11/27/10 when they harvested his organs, for donation to others in need.

People to contact for more information:

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