**Define the Issue**

October 25 has been named Buckle Up Phone Down Day for 2023. MoDOT, the Missouri Coalition for Roadway Safety, area businesses, high schools and other safety partners will be hosting various cooperative efforts and social media events to create awareness, enthusiasm, and engagement for the BUPD program. This year marks the seventh BUPD Day.

**OBJECTIVES**

* Create awareness of the Buckle Up Phone Down Challenge.
* Stoke enthusiasm with coalition members.
* Recognize and celebrate current participants.
* Encourage individuals and businesses to take the BUPD pledge and pass it on.
* Encourage a day with ZERO roadway fatalities.

**Messages and Talking points**

* Of the more than 500 fatalities so far in Missouri this year 61% of them were unbuckled.
* Distracted driving is a leading cause of crashes in Missouri and the United States.
  + In Missouri, this dangerous activity claimed 71 lives in 2021 alone but is widely underreported.
* Buckling up every trip and putting the phone down when you get behind the wheel are two simple actions with life-saving results.
* Buckle Up Phone Down Day is an opportunity to bring these two impactful safety issues to light to the public, the media and our partners.
* The southeast/south central Missouri high schools represented in the 2022 Teen Seat Belt Survey indicate that 60% of those students surveyed wore their seat belt. This is the lowest in the state.
* You can accept the challenge and pledge to buckle up and put your phone down when you drive by going to modot.org/bupd
* The hashtags #BUPDDay and #BUPD will be used throughout the day on MoDOT’s social media channels. Individuals and businesses are encouraged to follow along and participate using these hashtags.
* An estimated 250 lives could be saved on Missouri roads each year if everyone buckled up.
* According to 2022 data, Missouri has a seat belt usage rate of 88.9%, just below the national average of 91.6%
* Recent data from AT&T shows that nearly 9 in 10 people engage in some level of smartphone activity while driving. Sadly, over half of distracted driving fatalities in Missouri claimed the life of another person.

**modot OUTREACH EFFORTS**

* The AAA BUPD Showdown (in high schools only) launches on BUPD Day.
* The Governor will issue a proclamation, officially making October 25 Buckle Up Phone Down Day in Missouri.
* Social media posts will promote the Day, using the hashtags #BUPDDAY and #BUPD.
* DMS Boards on interstate signs will bring awareness to BUPD Day.
* Letters will be sent to cities in Missouri and DOT’s across the nation, encouraging them to join us in promoting/proclaiming BUPD Day and seat belt ordinances.
* Paid advertising through various mediums will be done throughout the state.

**One of the goals this year (set by the Executive Board) is for coalition partners to assist with the promotion of BUPD Day in the communities you serve. We want to make this as successful as possible, and this can only be done with help through our partners.**

The BUPD Day flyer explains how businesses and community members can get involved. We encourage coalition partners to utilize this when promoting BUPD Day. The coalition is happy to provide free BUPD metal and yard signs to partners for distribution. BUPD promotional material is available upon request.   
 **Suggestions on who your agency can reach out to in the communities you serve:**

* Any kind of business that has to do with vehicles, such as car dealerships, car washes, automotive repair shops, towing companies, trucking companies, etc.
* Chamber of Commerce’s
* City or County entities
* Civic groups, such as Lion’s Club, Kiwanis, Rotary, etc.
* DMV’s
* Insurance agencies
* Schools
* Your agency!