**OVERVIEW**

The Missouri Department of Transportation and Missouri Coalition for Roadway Safety are challenging all drivers to buckle up and put their phones down on the seventh annual Buckle Up Phone Down Day, Wednesday, Oct. 25. This day is an opportunity to bring these two impactful safety issues (distracted driving and occupant protection) to light to all drivers.

**HOW IT WORKS**

Drivers and passengers can accept the challenge and pledge to buckle up and put your phone down when you drive, by going to [modot.org/bupd](http://www.modot.org/bupd)

Next, use your creativity and make the challenge your own!   
*Here are some examples of how to get involved:*

* Set up a table during peak campus travel time and ask students to take the BUPD pledge
* Let a club take the lead to share this safety message and promote the challenge
* Allow students to create a video about taking the pledge and challenge other schools to get involved
* Incorporate BUPD information into health or engineering classes and ask students and faculty to take the pledge
* Promote during football games (or other sporting events)
* Install BUPD signs throughout school campus
* Ask college administrators and school mascots to get involved to help spread the word
* Share BUPD content on social media
* Distribute educational and promotional items provided upon request by the Southeast Coalition for Roadway Safety

**STATS & DATA**

* In 2022, 58% of teen occupant fatalities (ages 15-19) were unbuckled
* If all drivers and passengers on Missouri's roadways buckled up, **an estimated 250 lives would be saved** every year
* 65% of vehicle occupants killed in 2021 Missouri traffic crashes were unrestrained
* **As of August 28, 2023 it is now against the law for all drivers to physically hold a cell phone while driving**
* **Sadly, over half of the distracted driving fatalities in Missouri claimed the life of someone other than the driver**
* 4.6 seconds is the amount of time texting drivers spend with their eyes off the road
* In 2022, 84 people in Missouri were killed in distracted driving crashes