**Buckle Up Phone Down**

BUPD stresses the two most important things drivers can do to move the needle closer to the ultimate goal: zero deaths on our roadways. They're two simple actions with life-saving results.

**Buckle Up**: Taking a few moments to properly secure yourself and loved ones is the single greatest way to increase your likelihood of surviving a crash. Unfortunately, unbuckled occupants make up a disproportionate amount of roadway fatalities. In 2017 alone, seat belts saved an estimated 14,955 lives and could have saved thousands of additional lives if everyone had been wearing a seat belt.

**Phone Down**: In the last five years, perhaps no behavior on our roadways has become more alarming than distracted driving. This dangerous activity claimed at least 3,308 lives in 2022 alone. And with a recent AT&T study revealing nearly nine of every ten drivers admits to engaging in their smartphones while driving, roadways across the country have unnecessarily become a dangerous place to be.

The BUPD movement is intended to bring positive change to personal behavior and, ultimately, roadway safety. The successes of the movement are measured twofold: first through vast recognition of the message, and second through clear improvement in driver behavior.

One way to measure this success in recognition is through BUPD pledges. A key component of the challenge is a driver making a promise. To add a physical element to this promise, drivers can take a pledge to BUPD.

A great way for students to show their dedication to safer driving is by taking the BUPD pledge: <https://form.jotform.com/70314101030128>

The QR code for this website is included as a separate file. You may share this in your presentation to have students/parents/school staff go directly to the website and take the pledge. Buckle Up Phone Down logos are also included for your use as well. If your school would like to take photos that the Coalition can share on social media, please have those in the picture hold their thumbs up and down, like the ‘thumbs’ logo. Send all photos to Ashley Metelski, 573-380-9432 or [Ashley.metelski@modot.mo.gov](mailto:Ashley.metelski@modot.mo.gov)