

BUCKLE UP PHONE DOWN DAY

THE PROBLEM

According to the National Highway Traffic Safety Administration, 40,901 people were killed in traffic crashes in 2023.

Distracted driving claimed at least 3,275 lives nationwide in 2023 alone. And thousands of additional lives could have been saved with the use of seat belts.

With no primary seat belt law or an all-driver texting ban (at the time), Missouri looked for a new approach to reversing these dangerous trends. The new secondary hands-free law went into effect as of August 28, 2023.



THE GOALS

October 29 is BUPD Day.

This year, our goal is a zero-fatality BUPD Day.

To get there, we must change driver behavior for the better, including increased seat belt usage rates and fewer distracted driving crashes.



THE CHALLENGE

Individuals are encouraged to take the pledge to buckle up every trip, every time, and if they're driving, put the phone down.

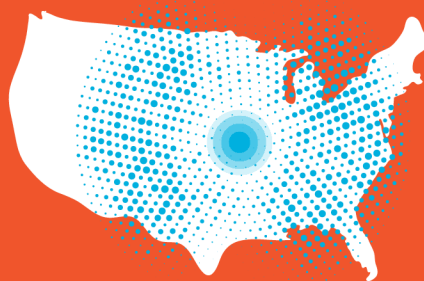
Businesses are challenged to adopt policies supporting seat belts and eliminating cellphone use while in company vehicles.



THE MOVEMENT

BUPD Day is the perfect opportunity to strengthen this positive change in your business. More than 56,000 individuals and 700 businesses have taken the pledge to BUPD.

Various states, state agencies, schools, law enforcement partners and other safety partners take BUPD Day as an opportunity to spread the word throughout communities and social media about #BUPD and #BUPDDAY.



GET INVOLVED

Accept the BUPD Challenge as an individual or business at modot.org/bupd

Get the movement started in your organization! Check out the BUPD Starter Kit available for download at modot.org/bupd-starter-kit

Some ways to launch your own BUPD movement and make progress toward this goal include:

- Adopt or strengthen your own **BUPD policy**.
- Implement a cell phone/seat belt use survey on **BUPD Day**.
- Install **free BUPD signs** at your business location.
- Place sign-up sheets for employees to take the **BUPD pledge**.
- Put **BUPD messaging** on company outdoor message boards/signage.



To order free BUPD metal or yard signs, contact BUPD Champion Ashley Metelski, ashley.metelski@modot.mo.gov

Follow along with the *Buckle Up Phone Down* movement on social media: **#BUPD**

