**OVERVIEW**

The Missouri Department of Transportation and the Missouri Coalition for Roadway Safety are challenging all drivers to buckle up and put their phones down on the ninth Annual Buckle Up Phone Down Day, Wednesday, Oct. 29. This day is an opportunity to bring these two impactful safety issues (occupant protection and distracted driving) to light to young drivers.

**HOW IT WORKS**

Drivers and passengers can accept the challenge and pledge to buckle up and put their phone down when driving 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 booth during lunch and ask students to take the pledge.
* Let a club (such as FCCLA or SADD) 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 your school’s health class and ask students to take the pledge.
* Conduct seat belt checks on the day or week of BUPD Day.
* Promote during daily announcements, football games (or other sporting events), newsletters, on social media, etc.
* Install [BUPD signs](https://www.savemolives.com/mcrs/bupdsigns) throughout the school campus.
* Distribute educational and promotional items provided upon request by the Southeast Coalition for Roadway Safety.

**STATS & DATA**

* In 2023, 77% of teen occupant fatalities were unbuckled.
* If all drivers and passengers on Missouri's roadways buckled up, **an estimated 235 lives would be saved** every year.
* **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.**
* Nearly 9 in 10 people engage in smartphone activities while driving.
* In 2023, 106 people in Missouri were killed in distracted driving crashes.