



BUCKLE UP PHONE DOWN

INFORMATION FOR SCHOOLS

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 tenth Annual Buckle Up Phone Down Day, Wednesday, Oct. 28. This day is an opportunity to bring these two impactful safety issues (occupant protection and distracted driving) to light for young drivers.

In 2024, 63% of people who died in vehicle crashes were not wearing seat belts. Nearly 9 in 10 people engage in smartphone activities while driving. More than half of the people killed in distracted driving crashes in Missouri were someone other than the distracted driver.

Safety is everyone's responsibility. Help us make a difference so your students and families can get home safe each and every day.

What can we do?

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

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.
- Have 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 via social media.
- 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. The Southeast Coalition for Roadway Safety will provide Smarties or Lifesavers mints for schools to distribute as a positive reinforcement and a thank you to those who wear a seat belt.
- Promote during daily announcements, football games (or other sporting events), newsletters, on social media, etc.
- Install [BUPD signs](#) throughout the school campus.
- Distribute educational and promotional items provided upon request by the Southeast Coalition for Roadway Safety.

Contact Ashley Metelski by Tuesday, Oct. 13 to order candy, signs and promotional items

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