



Established in 2017, the **Buckle Up Phone Down Challenge** was created to address the two most impactful actions a driver can take to prevent crashes or survive if one occurs: buckling their seat belts—every occupant, every time—and putting the phone down or turning it off if you’re driving. More than 10,000 individuals and businesses have accepted

the challenge by signing a pledge to buckle their seat belts and put their phones down or turn them off while driving. Participants are encouraged to sign up online at [modot.org/BuckleUpPhoneDown](http://modot.org/BuckleUpPhoneDown) or at BUPD promotional events.

The campaign features news releases, YouTube videos and Facebook, Twitter and Instagram posts to get the message out. A dedicated website ([www.modot.org/BuckleUpPhoneDown](http://www.modot.org/BuckleUpPhoneDown)) features both individual citizens and employees of participating businesses giving the “thumbs up-thumbs down” sign to show their support of the effort.

The BUPD message is working. According to a 2019 survey, seat belt use in Missouri has reached 87.7%—a 6.3% increase from January 2017 when BUPD began.

For more information, or to take the Buckle Up Phone Down Challenge, go to [www.modot.org/BuckleUpPhoneDown](http://www.modot.org/BuckleUpPhoneDown).

