



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 14,000 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 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) features both individual citizens and employees of participating businesses giving the “thumbs up-thumbs down” sign to show their support of the effort.

For more information, or to take the Buckle Up Phone Down Challenge, go to www.modot.org/BuckleUpPhoneDown.

