Buckle Up Phone Down

Talking points for businesses

* [BUSINESS] is challenging our employees to buckle up and put their phones down EVERYTIME they are driving a vehicle.
* [BUSINESS] is working with the Missouri Department of Transportation to help reduce incidents and fatalities related to driver and passenger behavior.
* MoDOT’s Buckle Up Phone Down campaign is tackling the two most impactful actions a driver can take to prevent crashes or survive if one occurs.
* Distracted driving is a leading cause of crashes in the United States.
* The National Safety Council reports that the number one cause of workplace fatalities is traffic crashes.
* The National Safety Council reports that drivers, sales workers and truck drivers are the number one occupations with the highest number of fatalities.
* These incidents could be reduced if people would not only stop texting, but not interact with their phones at all while driving.
* The American Automobile Association reports that texting increases the chances of a car crash by 50%.
* Cellphones contributed to nearly 2,486 crashes in Missouri in 2019.
* Although many factors can contribute to the reduction in fatalities and serious injuries in a crash, we believe the [Buckle-Up/Phone-Down](https://www2.modot.org/BuckleUpPhoneDown/) campaign is contributing to the increased seatbelt usage.  Since 2013, the usage has been slowly increasing with the onset of many municipalities enacting primary seat belt ordinances. This makes it possible for law enforcement to pull people over as a primary offense in those areas. Based on the surveys, the rate of usage in 2013 was 80.1%.  By 2018, the rate had risen to just 87.1%. The BUPD campaign was launched in 2017 and as of 2019, the seatbelt usage rate had risen to 87.7%. In 2020, Missouri did experience a slight decrease of 86.1% in the seatbelt usage rate.
* But sometimes even the most attentive drivers are involved in a crash caused by other drivers. That’s when wearing a seat belt every time you enter a vehicle becomes your best defense against injury and death.
* The Buckle Up Phone Down Challenge features citizens and employees of participating agencies giving the “thumbs up/thumbs down” sign to show their support on social media and on MoDOT’s BUPD Wall of Fame website (www.modot.org/BuckleUpPhoneDown).
* The website’s Partners page features the logos of businesses and agencies that show support by accepting the challenge.
* Does [BUSINESS] have a policy that requires seat belt use in all vehicles and no cellphone use, not even hands-free? Then your business meets the Gold Standard of safety. Gold Standard partner logos are highlighted on the Buckle Up Phone Down homepage in a special section.