THE PROBLEM
According to the National Highway Traffic Safety Administration, 42,915 people were killed in traffic crashes in 2021.

Distracted driving claimed at least 3,142 lives nationwide in 2020 alone. And thousands of additional lives could have been saved with the use of seat belts.

With no primary seat belt law nor all-driver texting ban, Missouri looked for a new approach to reversing these dangerous trends.

THE GOALS
October 21st is BUPD Day. This year, our goal is a zero-fatality BUPD Day.

To get there, we must change driver behavior for the better, including increased seat belt usage rates and fewer distracted driving crashes.

THE MOVEMENT
BUPD Day is the perfect opportunity to strengthen this positive change in your business. More than 20,000 individuals and 700 businesses have taken the pledge to BUPD.

Various states, state agencies, schools, law enforcement partners and other safety partners take BUPD Day as an opportunity to saturate social media with #BUPD and #BUPDDay.

GET INVOLVED
Accept the BUPD Challenge as an individual or business at www.buckleupphonedown.com.

Get the movement started in your organization! Check out the BUPD Starter Kit available for download at modot.org/bupd-starter-kit.

Some ways to launch your own BUPD movement and make progress toward this goal include:

- Adopt or strengthen your own BUPD policy.
- Implement a cell phone/seat belt use survey on BUPD Day.
- Install BUPD signs at your business location.
- Place sign-up sheets for employees to take the BUPD pledge.

THE CHALLENGE
Individuals are encouraged to take the pledge to buckle up every trip, and if they’re driving, put the phone down.

Businesses are challenged to adopt policies supporting seat belts and eliminating cellphone use while in company vehicles.

Join the Buckle Up Phone Down Day discussion on social media: #BUPD and #BUPDDay