



BUCKLE UP PHONE DOWN

The Problems

According to the National Highway Traffic Safety Administration, **more than 36,000 people were killed** in traffic crashes in 2019.



So far in 2020, **68%** of Missouri roadway fatalities were **not wearing a seat belt**.

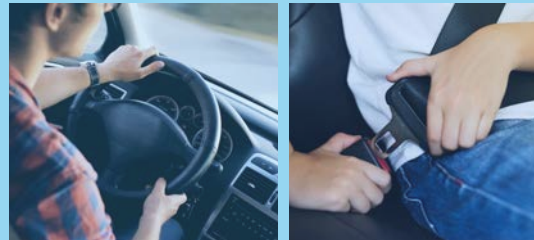
Distracted driving claimed at least **2,841 lives** nationwide in 2018 alone.

The Goal

The BUPD challenge aims to change the culture of roadway safety. The ultimate desired result is **zero fatalities**.

Objectives along the way:

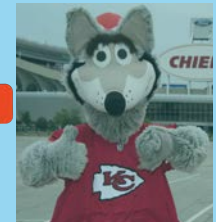
- More BUPD pledges
- Better seat belt usage rates
- Fewer distracted driving crashes



The Approach

The campaign challenged Missouri businesses to **adopt policies** supporting seat belts and eliminating cellphone use while in company vehicles.

Individuals were encouraged to **pledge to fasten their seat belt**--whether driver or passenger--**and put their cellphone down** when driving.



This approach was reinforced through special outreach events in communities across the state.

The Outcomes

Recognition:

- More than 12,800 individuals and 560 businesses have **taken the BUPD pledge**.



Driver Behavior:

- In a 2020 survey to pledges:
 - 397 businesses reported having a **seat belt policy** in place.
 - 303 businesses reported having a **cellphone policy** in place.
- Missouri **seat belt use has increased** by approximately 5% since 2016.
- Missouri has seen a **decrease in distracted driving fatalities** in recent years.

Seat belt use

increased by 5%

since BUPD's creation



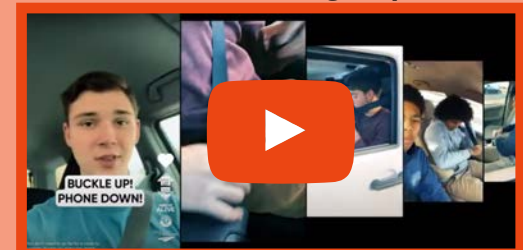
96%

of pledges report phones down every trip

Take the Pledge!

Accept the BUPD Challenge and help us achieve zero fatalities:

www.modot.org/bupd



Follow along with BUPD on social media: **#BUPD**

