NEWSLETTER ARTICLE FOR PARTICIPATING BUSINESSES

Buckle Up Phone Down: A Safety Challenge That Can Make a Difference

[YOUR BUSINESS NAME] is challenging our employees to buckle up and put their phones down when they drive.

The Missouri Department of Transportation’s Buckle Up Phone Down campaign is tackling the two most impactful actions a driver can take to prevent or survive crashes and [BUSINESS] is joining them in the fight.

First, drivers can put their phones down when they slide behind the wheel. Distracted driving is a major cause of crashes, not only in Missouri, but in the entire United States. The Missouri State Highway Patrol reports that cellphones were involved in nearly 2,500 crashes in 2018 alone.

Next, people can buckle up each and every time they get in a vehicle. Of the 685 drivers and passengers killed on Missouri roadways in 2018, a tragic 63% were unrestrained.

 The hope is to get Missouri’s businesses to openly support employee safety, either through internal safety campaigns or by changing policy to ban cellphone use in company vehicles and make seat belts mandatory.

Statistics show that these two policy changes could have an impact on both incidents and highway fatalities.

The Buckle Up Phone Down Challenge is trying to change these numbers. Videos, social media posts and a dedicated website will feature citizens and employees of participating businesses and agencies giving the “thumbs up/thumbs down” sign to show their support of the effort.

The website is located at www.modot.org/BuckleUpPhoneDown and also features a Partners page where participating businesses and agencies can display their logos to show support. A Gold Standard section highlights those businesses who already ban cellphone use and require seat belts by policy.

Together, we can make a difference and save lives.