When it comes to safety, we at the Nebraska Department of Transportation have a front seat to see just how crucial safe driving habits are. We could post on our website, share videos and pictures on our social media accounts, or even post actual data on how seat belts can save your life (we do all these things!), but it will never make as great of an impact as it could coming from a trusted source.

Students come to school and know that their classrooms and teachers are safe. Teachers are on the front lines to make a difference in the lives of one of the most important demographics in our society. You’re asked to be educators, mentors, therapists, counselors, even bodyguards. We honor and respect all that you’re doing for the children in our great State, and we hope you’ll see value in the Buckle Up Phone Down movement.

At the heart of this campaign is the safety and wellbeing of all Nebraskans.

We want to see a safer state with safer drivers and roads.

We want to see traffic fatalities in our state drop to zero.

We want to see the next generation take pride in being leaders who aren’t afraid to go against the grain.

We want to see the next generation live to see generations to come.
What is Buckle Up Phone Down?
Buckle Up Phone Down is a new safety initiative reminding individuals, businesses, and schools that two of the most impactful decisions that drivers can make are to buckle up and put their phone down. Last year, 248 people were killed on Nebraska roadways. 38 of those were under the age of 19.

No matter the age, safe habits in the car matter. From their first day of pre-school until their graduation day, you impact the lives of students, and BUPD is just another tool for you to use. Each child can make a choice to buckle up, and by doing so, has the potential to positively impact those around them. By speaking up with their voice and their actions, they can begin a ripple effect of safe habits in the car.

What does it mean to be a Buckle Up Phone Down School?
A Buckle Up Phone Down School is a school that prioritizes the safety of faculty, staff, and students, specifically while driving. We encourage schools to discuss safe driving habits at least twice with your students throughout the school year. The first time can be today! We’ve included a link to our Buckle Up Phone Down School website and toolbox, which includes posters to download, print, and hang around the building, as well as Zoom backgrounds, a slideshow, talking points, our logos, and a form where you can submit your school’s information to be included and highlighted on our website.

We will also be having a “Buckle Up Phone Down Week” in March 2021 – plan to participate! We’re still planning what it will look like, but we intend to highlight our Buckle Up Phone Down schools and invite them and their students to participate in activities throughout the week.

It’s simple – commit to reminding faculty, staff, and students that their safety is of the upmost importance, and that buckling up and putting down their phone could save their life and the lives of their families and friends.

What do I need to become a Buckle Up Phone Down School?
To become a Buckle Up Phone Down School, fill out this form: https://forms.gle/9f1cno5sYxi7CZBA6

Once we have your information, we’ll get in touch with your contact and send you a packet of materials. We’ll also highlight your school on our Buckle Up Phone Down website.

We know you’re busy, and we want to make this as easy to incorporate into your school’s culture as possible. If you have an idea, need resources or speakers, or want additional materials, just let us know!

How can we incorporate Buckle Up Phone Down year-round?
- Place your “Buckle Up Phone Down School” decals in highly visible locations – we suggest your main entrance.
- Include safe driving reminders in your school announcements.
- Ask sporting events announcers to add a safe driving message at the end of sporting events.
- Place the logo on signage near roads and school parking lots.
- Get your activities, clubs, and organizations involved – FFA, FBLA, FCCLA, Student Council, etc. – this is a great opportunity for students to realize firsthand how vital safe driving habits are!
Materials Available for Schools

Zoom/Webex Virtual Backgrounds

Set of six posters for High Schools

Set of two posters for Elementary/Middle Schools

Decals for School Doors

Why should we care?

1 in every 5 teens will be in a crash this month.

Seat belts increase your odds of survival by 40 percent if you’re in a crash.

"Sorry, you’re not above the law of inertia.

Objects in motion stay in motion - ring a bell? If you get in a car crash without a seat belt on, nothing’s stopping you from continuing at the speed of your car, even if that means smashing into (or flying through) your windshield."

Slideshow Presentation with Discussion Questions