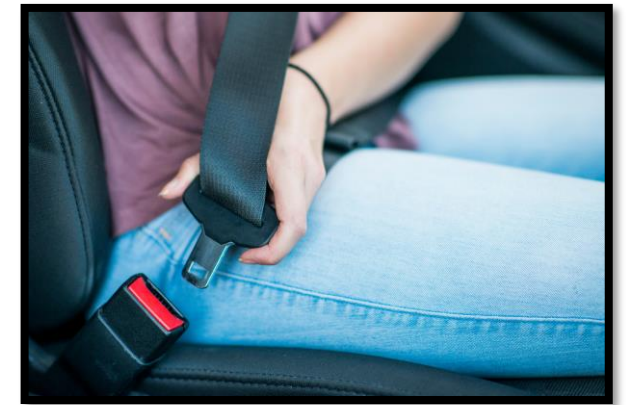
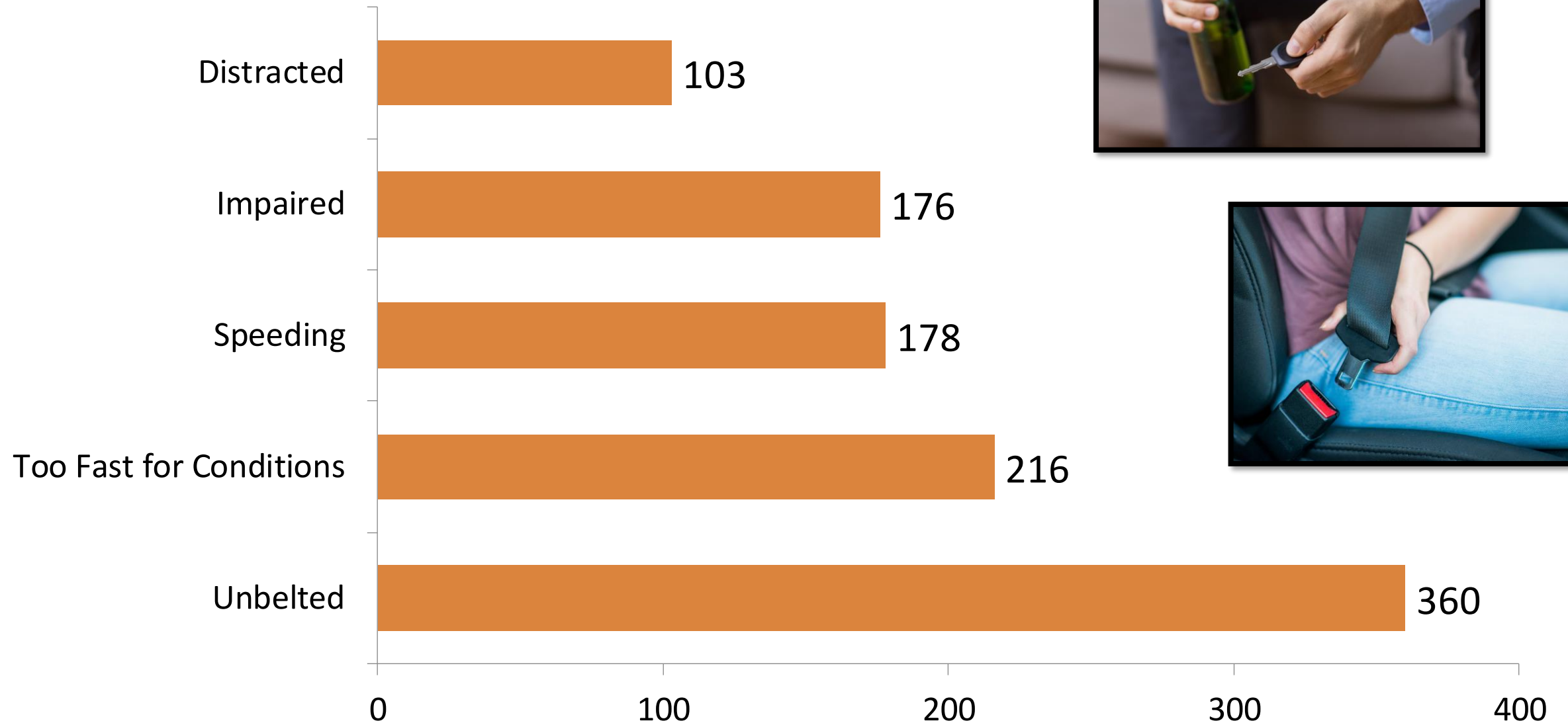




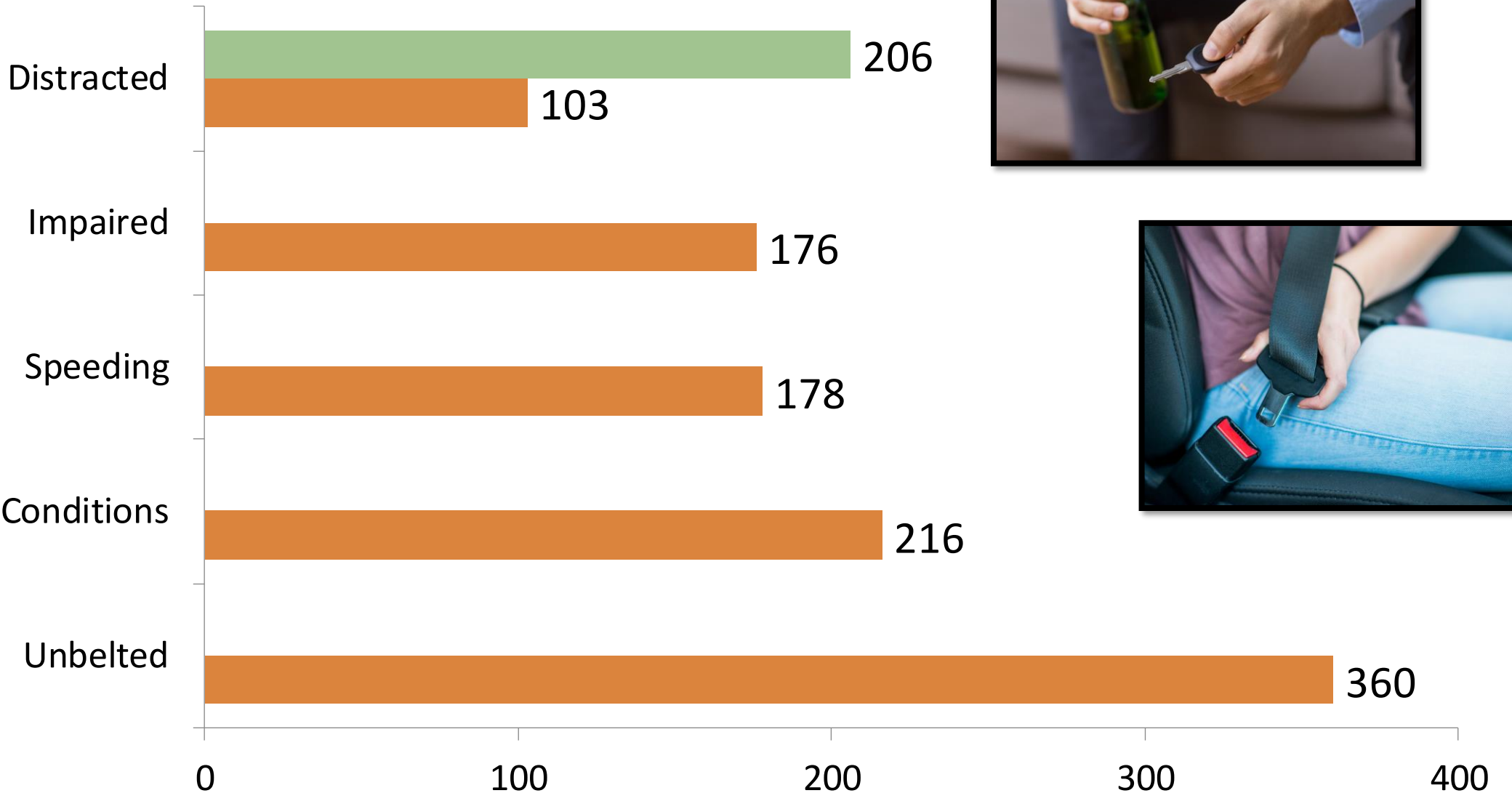
Buckle Up Phone Down: A Grassroots Campaign to Save Lives

Jon Nelson
Missouri Department of Transportation

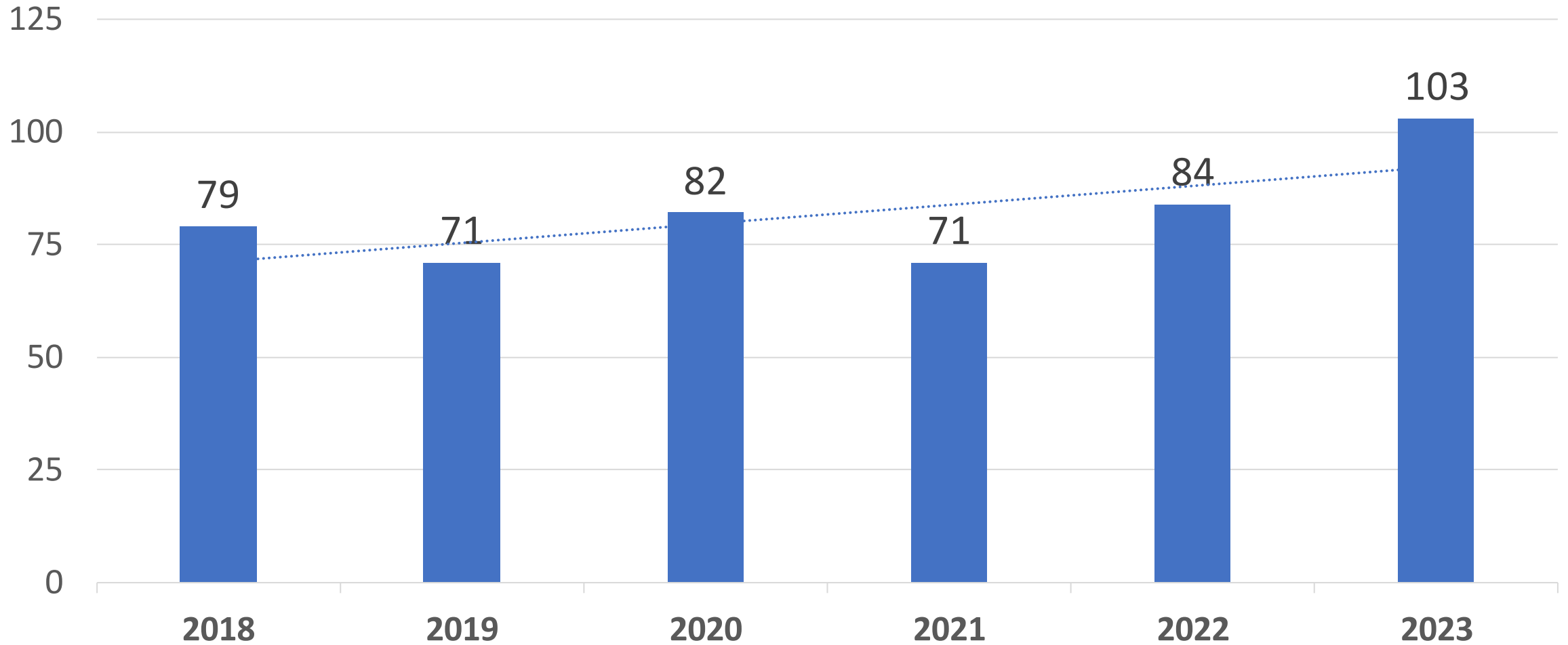
Risky Behaviors



Risky Behaviors



Reported Distracted Driving Fatalities



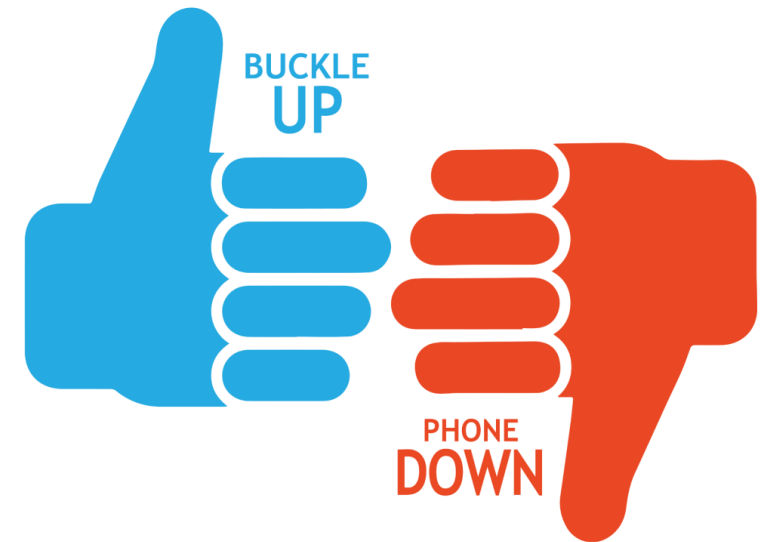
Weak Public Policy

- No Primary Seat Belt Law
- Distracted Driving
 - Texting Only
 - Under 21 Only
- Advocates for Highway and Auto Safety
 - “Danger” rating
- National Safety Council
 - “Off Track” rating

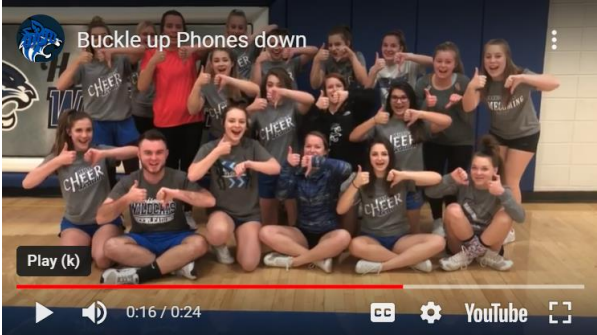


2017 – Buckle Up Phone Down (BUPD)

- Grassroots
 - Regional Coalitions
- Peer-to-Peer
 - Schools & Businesses
- Cultural Awareness
- Actionable
- Ownership



The Early Days





THE CHALLENGE GROWS



Go Further



Your Pet, Our Passion.®



CenturyLink®

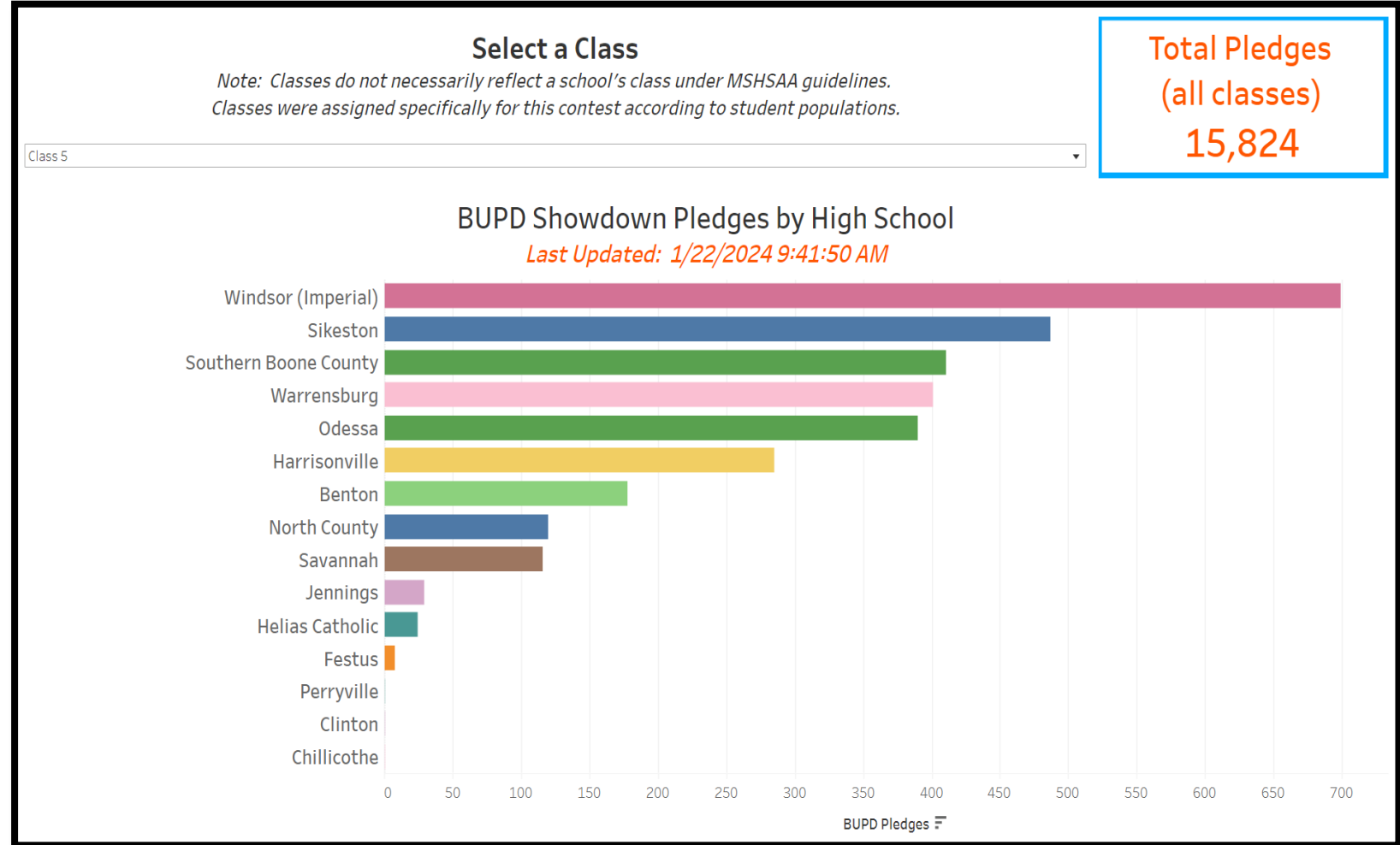


BUPD High School Showdowns

- Launched in October 2021
 - Partnership with AAA
 - GHSA Grant
 - 15 high schools
- 2022 - 70 high schools
- 2023 - 110 high schools
 - 52,500 students



Showdown Website & Leaderboard



BUPD Business Showdown

- Started in 2022
 - Partnership with AAA and Missouri Employers Mutual
 - GHSA Grant
- Employer Policies
- Employee Training
- **New for 2023 – *Safest Driver Competition!***



Employer Toolkit



Why should my company adopt the Buckle Up Phone Down Policy?

The Problem



Motor vehicle crashes are the leading cause of work-related deaths in the U.S.¹

The Lives



From 2011-2020, more than 17,000 workers in the U.S. died in a work-related motor vehicle crash.¹

The Costs



In 2019 alone, work-related crashes cost employers \$39 billion.²

- \$75,000 per no injury
- \$751,000 per d

Sources

¹Bureau of Labor Statistics [2022]. [Census of Fatal Occupational Injuries, 2019-2020](#).

²NETS [2021]. [Cost of Motor Vehicle Crashes to Employers - 2019](#)

What are the implications for my company?

Employee Safety. Obviously the first implication is ensuring the safety of your most important resource – your employees. Allowing employees to conduct business on cell phones while driving makes them **four (4) times more likely** of being in a motor vehicle crash. The risks are even higher when the employee is texting and emailing while driving.

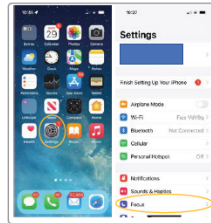
Legal Liability. The second is legal liability for your company if another person is injured or killed in a crash caused by your employee. Jury settlements in recent years have included **\$21.6 Million, \$18 Million, \$16.1 Million, and \$5.2 Million.** Your best legal protection is to place a policy that prohibits all work-related cell phone use by all employees in any vehicle.

DO NOT DISTURB

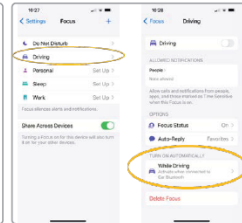
Taking your eyes off the road for just 2 seconds doubles your chances of being involved in a crash. To prevent driving distracted, here's how to turn on your "Do Not Disturb While Driving" setting (DNDWD) on your smartphone.



For an iPhone

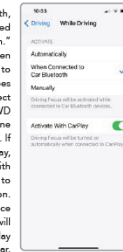


For iOS 15, open Settings and select Focus.



Select "Driving" from the Focus menu and select "Activate automatically"

If your car has Bluetooth, select "When Connected to Car Bluetooth." DNDWD turns on when your phone connects to your car. If your car does not have Bluetooth, select "Automatically." DNDWD turns on when your phone detects you are driving. If you have Apple CarPlay, slide the "Activate with CarPlay" toggle switch to the right/green position. DNDWD will silence notifications and you will be able to use the CarPlay interface in your car.



[Your Company Logo]



[Your Company] Buckle Up Phone Down Policy

Our company believes unsafe driving may disrupt the work environment; may cause safety problems for employees and the general public; may discredit our company; and may undermine the integrity of our company's objectives and goals.

Vehicle crashes continue to be a top cause of work-related injuries and deaths. Our company wishes to prevent vehicle crashes and associated injuries. Our company has developed this policy specifically to address unsafe driving practices that are not in the best interest of our company. Please do your part to make your work-related trip safer.

Our company expects anyone driving or riding in any vehicle for company business to follow the safe driving policy listed below. These safe driving rules are basic expectations and should not be difficult for any employee, whether driving or not, to follow.

At any point noncompliance is discovered, documented corrective action will be taken. Questions about this policy can be directed to your manager.

Thank you and please drive safely!

Buckle Up Phone Down Safety Rules:

1. **Wear your seat belt** whenever driving a vehicle for company business or whenever riding in a vehicle for company business. All passengers must wear seat belts.
2. **Do not drive distracted.** Do not text or email, make or receive calls, or manipulate a cell phone or any cell phone functions (i.e., navigation, music) while driving. Utilize cell phone functions before driving or pull over and safely park before using a cell phone while traveling. Avoid other prohibited distractions that can increase crash risks.
3. **Do not drive over the posted speed limit.** Slow down when driving or traffic conditions deteriorate. Speeding is prohibited.
4. **Never report to work or drive while impaired.** Impairment can be caused by prescription medications, alcohol consumption, aftereffects of illicit drug use, illegally used prescription medication, or any other legal medication or substance that makes driving a vehicle unsafe.

I have received and reviewed a copy of the Buckle Up Phone Down Policy. I understand the terms of this policy and agree to abide by them.

Employee Signature: _____

Date of Policy Acknowledgement: _____



Cognitive demands of cell phone use narrows our field of vision

Safest Driver Competition

- 75 Businesses
- 10 Weeks
- Safest Business - \$10,000
- Top 3 Safest Drivers
 - 1st Place: \$2,500
 - 2nd Place: \$1,500
 - 3rd Place: \$1,000
- Weekly Prizes for safe drivers



Use token: Safe8

October 23rd - January 8th

Oklahoma Challenge

Oklahoma young drivers 16 -22 can win more than \$5000 in prizes!

Weekly cash prizes and so much more.

Download DriveWell Go and get started today.

DRIVE SAFE FOR A CHANCE TO WIN

The advertisement features a hand holding a smartphone displaying the DriveWell Go app interface. The app screen shows the 'Oklahoma Challenge' logo, a 'ARE YOU READY?' prompt with the tagline 'Make the world's roads safer. One drive at a time.', and buttons for 'New User' and 'Returning User?'. At the bottom of the app screen, it says 'Powered by CAMBRIDGE' with a logo. The background of the advertisement is a solid red color.

Unleashing Creativity



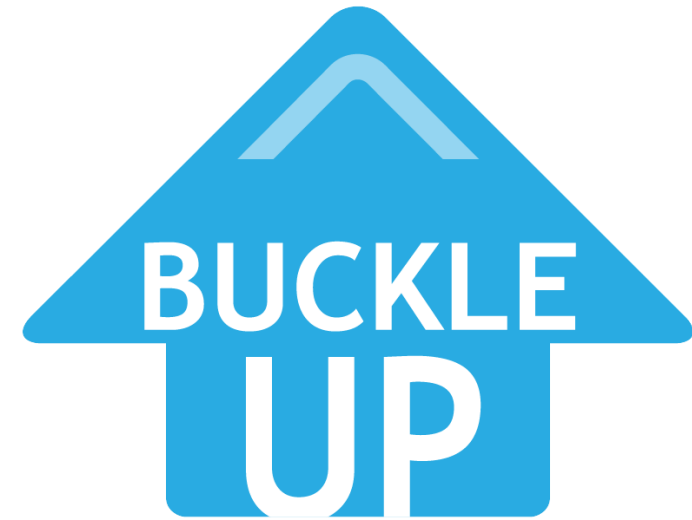
BUPD – Life Saving Results

- Seat belt use up 6-7%
- More than 75% of Missourians recognize BUPD
- Dozens of states/territories have joined
- 50,000+ pledges
- 2023: A Hands-Free Law!



Save the Date!

BUPD Day
October 30, 2024



— SHOW-ME —
ZERO



Buckle up – Phone down – Slow down – Drive sober

Jon Nelson
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