

# Take the challenge!



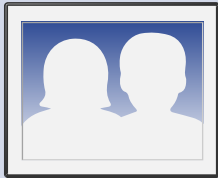
**593\*** people died in crashes on Wisconsin highways in 2020.

**Most of those crashes were preventable.**

Buckle Up Phone Down (BUPD) highlights the two most important actions a driver can take to help us achieve zero deaths on our roads.

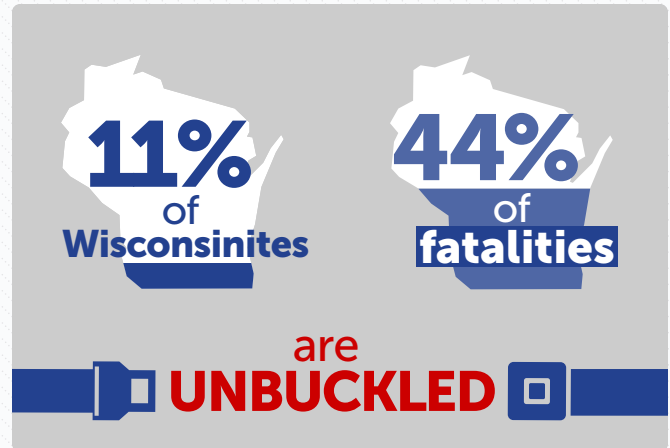
\*Including bicyclists, pedestrians and motorcyclists

## Buckle Up facts



**177 fatalities**

involved drivers or passengers without a seatbelt



## Phone Down facts

In 2020, **distracted driving** was a factor in

**8,997 crashes**



and **31 fatalities**



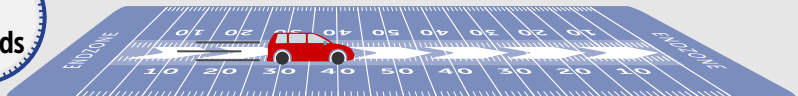
*Distracted driving is not just a younger driver problem. in 2019*

**72%** of **distracted drivers** involved in traffic crashes are **older than 25-years-old**

Sending or reading a text takes your eyes off the road for



At 55 mph, that's like driving the length of an entire football field **with your eyes closed.**



## What can you do? Take the challenge!

The challenge is simple: when you get into any vehicle, **Buckle Up.** If you are the driver, no matter your age, no matter your location, put your cell Phone Down. **Every trip, every time!**

[wisconsin.gov/BUPD](http://wisconsin.gov/BUPD)

