

**Buckle Up Phone Down talking points for partner organizations**

* **[BUSINESS/ORGANIZATION]** is challenging our employees to buckle up and put their phones down every time they are driving a vehicle.
* **[BUSINESS/ORGANIZATION]** is working with the Wisconsin Department of Transportation to help reduce crashes and fatalities related to driver and passenger behavior.
* WisDOT’s Buckle Up Phone Down campaign is tackling the two most important actions a driver can take to prevent or survive a crash.
* Distracted driving is a leading cause of crashes in the United States. According to WisDOT, 40 people died in crashes related to distracted driving in Wisconsin in 2021.
* WisDOT reports 167 drivers and passengers who were not wearing seat belts died in crashes in 2021.
* The National Safety Council reports traffic crashes are a leading cause of workplace fatalities. Drivers, sales workers and truck drivers are the occupations with the highest number of fatalities. Source: NSC Injury Facts [link: https://injuryfacts.nsc.org/work/work-overview/work-safety-introduction/]
* The American Automobile Association reports texting while driving doubles the chances of being involved in a crash. Source: AAA 2018 crash risk analysis [link: https://aaafoundation.org/crash-risk-cell-phone-use-driving-case-crossover-analysis-naturalistic-driving-data/]
* Although many factors can help reduce deaths and serious injuries in a crash, the [Buckle Up Phone Down](https://www2.modot.org/BuckleUpPhoneDown/) campaign will encourage more people to wear their seat belt.
* Even the most attentive drivers can be involved in a crash caused by others. That’s why wearing a seat belt every time you get into a car becomes your best defense to stay safe.
* As part of the Buckle Up Phone Down Challenge, we will share “thumbs up/thumbs down” photos on social media to show support. Some images will be shared on WisDOT’s website: [www.wisconsindot.gov/BUPD](http://www.wisconsindot.gov/BUPD)