

Take the challenge!



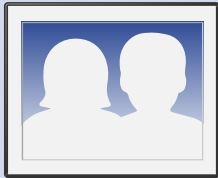
595* people died in crashes on Wisconsin highways in 2021.

Most of those crashes were preventable.

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

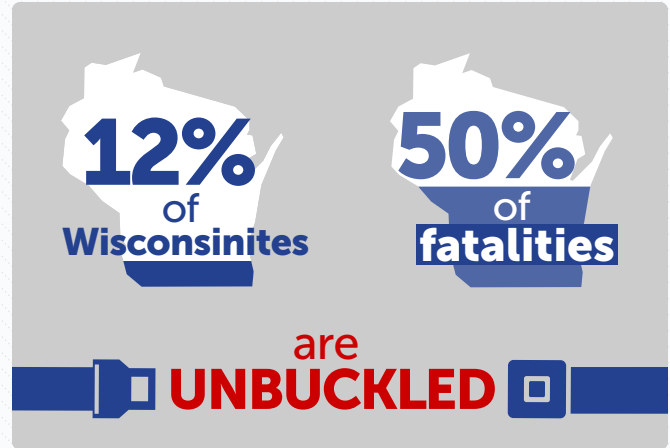
*Including bicyclists, pedestrians and motorcyclists

Buckle Up facts



167 fatalities

involved drivers or passengers without a seat belt



Phone Down facts

In 2021, distracted driving was a factor in

10,219 crashes



and 40 fatalities



Distracted driving is not just a younger driver problem. in 2021

63% 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

