

# Take the challenge!



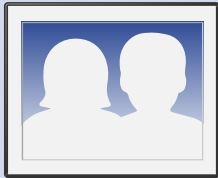
595\* people died in crashes on Wisconsin highways in 2022.

**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.

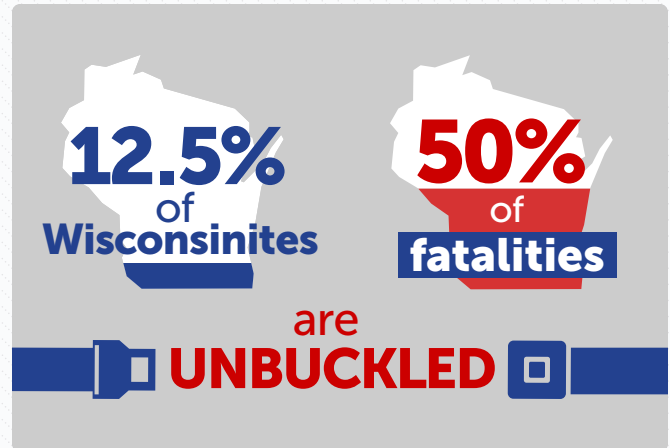
\*Including bicyclists, pedestrians and motorcyclists

## Buckle Up facts



168 fatalities

involved drivers or passengers **without a seat belt**



## Phone Down facts

In 2022, **distracted driving** was a factor in **9,677 crashes** and **39 fatalities**



*Distracted driving is not just a younger driver problem. in 2022*

**65%** 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!**

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

