

Take the challenge!



563* people died in crashes on Wisconsin roadways in 2023.

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.

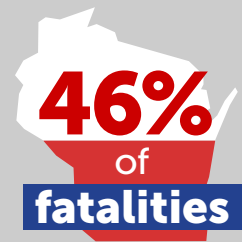
*Including bicyclists, pedestrians and motorcyclists

Buckle Up facts



142
fatalities

involved drivers
or passengers
without a seat belt



are
UNBUCKLED

Phone Down facts

In 2023, **distracted driving** was a factor in

9,261 and **23**
crashes **fatalities**



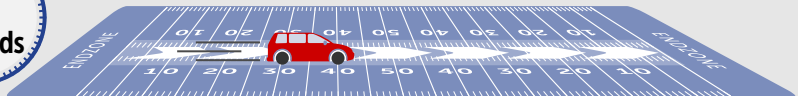
Distracted driving is not just a younger driver problem.
in 2023

64% 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

