

Take the challenge!



537 people died in crashes on Wisconsin roadways in 2025.*

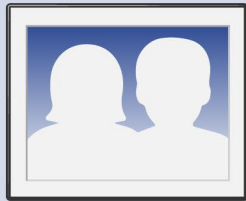
Most of those crashes were preventable.

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

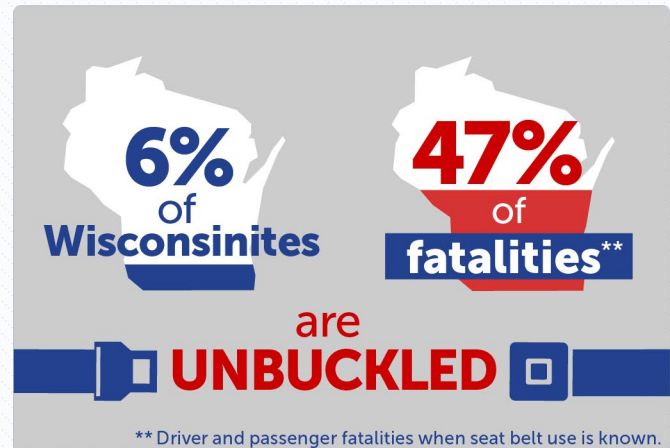


Buckle Up facts



146 fatalities

involved drivers or passengers without a seat belt



Phone Down facts

In 2025, **distracted driving** was a factor in

9,049 crashes and **31 fatalities**



Distracted driving is not just a younger driver problem. in 2025

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!**

wisconsindot.gov/BUPD

