NEWSLETTER TEMPLATE

Take the Challenge: Buckle Up Phone Down

[YOUR GROUP/BUSINESS NAME] is joining the Indiana Department of Transportation in encouraging all Hoosiers to buckle up and put the phone down each and every time they get in a vehicle.

INDOT’s Buckle Up Phone Down campaign is part of a nationwide initiative that tackles two of the most impactful actions both drivers and passengers can take to improve safety on Indiana roadways.

First, every person should buckle up every time they get into a vehicle. While only six percent of vehicle occupants are unbelted, they account for 47 percent of all fatalities. Second, drivers should put their phones down when they’re behind the wheel. According to AAA, texting while driving increases risk of a crash by 50 percent, and more than 7,000 crashes were related to distracted driving or mobile devices in Indiana in 2022.

Buckle Up Phone Down aims to change driver behavior. More information and additional resources available on INDOT’s Buckle Up Phone Down website: BUPDIN.com.

Statistics show that buckling up and putting the phone down each and every time you’re in your vehicle can have a positive impact on highway incidents and fatalities.

Together, [YOUR GROUP/BUSINESS NAME] can and will make a difference.

Buckle Up. Phone Down. Every Trip. Every Time.

*Buckle Up Phone Down was initially launched in 2017 by the Missouri Department of Transportation.*