NEWSLETTER ARTICLE FOR PARTICIPATING BUSINESSES

**Buckle Up Phone Down: A safety challenge that can make a difference**

[YOUR BUSINESS NAME] is challenging our employees to buckle up and put their phones down when they drive.

Vision Zero’s *Buckle Up Phone Down* (BUPD) program is tackling two important actions a driver and/or vehicle occupant can take to prevent or survive crashes and [BUSINESS] is joining them in the fight.

First, drivers can put their phones down when they get behind the wheel. Distracted driving is a major cause of crashes, not only in North Dakota, but nationwide. In 2020, the National Highway Traffic Safety Administration reports that there were 3,142 fatalities in the United States due to distraction.

Next, people can buckle up each and every time they get in a vehicle. Of the 98 drivers and passengers killed on North Dakota roads in 2022, nearly 67% were not wearing a seat belt.

The hope is to get North Dakota businesses to openly support employee safety, either through internal safety campaigns or by changing policy to ban cellphone use in company vehicles and make seat belts mandatory.

To show support, [BUSINESS] along with other businesses, schools and individuals in North Dakota will post on social media and take photos giving the “thumbs up/thumbs down” sign with the hashtag #NDBUPD.

Learn more about BUPD and Vision Zero, North Dakota’s traffic safety initiative with the goal of ending motor vehicle fatalities and serious injuries, at VisionZero.ND.gov.

Together, we can make a difference and save lives.



