Demonstration of *Buckle Up Phone Down* in Jackson, Mississippi, and Sioux Falls, South Dakota

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16. Abstract

The *Buckle Up Phone Down* (BUPD) program was created in 2017 by the Missouri Department of Transportation (MoDOT) in response to an increase in crash fatalities. MoDOT recognized that unrestrained motorists and cell phone use while driving were contributing to the problem, and existing seat belt and distracted driving laws in the State provided little support for enforcement-centered countermeasures. These factors influenced BUPD's design which features grassroots efforts to spread the program and messaging focused on personal responsibility. The statewide program has garnered much support from public and private sectors since its inception. Due to the growing interest in the program and lack of a formal evaluation, the National Highway Traffic Safety Administration (NHTSA) requested to learn more about the program, its essential elements, and the feasibility of implementing the program. The Missouri BUPD program was studied to assist with the demonstration of similar programs in two locations (Jackson, Mississippi, and Sioux Falls, South Dakota). It is important to note that this was not a replication of Missouri's *Buckle Up Phone Down* program. Instead, demonstration programs integrated key elements of the Missouri model program to design the leadership structure, program material, and publicity and outreach efforts. Implementation Teams designed BUPD programs within 3 months and implemented programs over 6 months (October 2022 – March 2023). Descriptions of both demonstration programs along with qualitative insights, lessons learned, and suggested steps to implement a BUPD program are provided in this report. A separate evaluator conducted a formal evaluation of this demonstration program.

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List of Abbreviations

ALS	Amyotrophic Lateral Sclerosis
ASL	American Sign Language
BUPD	Buckle Up Phone Down
BUPDJax	Buckle Up Phone Down Jackson
COR (TO)	Contracting Officer's Representative (Task Order)
DMA	Designated Market Area
GHSA	Governors Highway Safety Association
MDPS	Mississippi Department of Public Safety
MoDOT	Missouri Department of Transportation
MOHS	Mississippi Office of Highway Safety
MOU	Memorandum of Understanding
MSMA	Mississippi State Medical Association
MSS	Mississippi Safety Services
NHTSA	National Highway Traffic Safety Administration
PSA	Public Service Announcement
QR Code	Quick Response Code
SADD	Students Against Destructive Decisions
SDEMSC	South Dakota Emergency Medical Services for Children
SDOHS	South Dakota Office of Highway Safety
SFBUPD	Sioux Falls Buckle Up Phone Down
SHSO	State Highway Safety Offices
SOHS	State Office of Highway Safety
TATU	Teens Against Tobacco Use

Acknowledgments

Introduction and BUPD Program Overview

The concept for *Buckle Up Phone Down* originated within the Missouri Department of Transportation in 2017 as a response to an increasing number of motor vehicle fatalities in the State. MoDOT recognized that two contributors to the problem were unrestrained occupants and distracted driving and realized State laws alone did not deter the risky behavior. MoDOT decided that encouraging personal responsibility would be key to changing behavior and began planning a solution that came to be *Buckle Up Phone Down*.

Inspiration for the BUPD program is attributed to the ALS Ice Bucket Challenge, a 2014 grassroots program that raised $115 million and awareness for ALS on a national scale. The Ice Bucket Challenge spread quickly as individuals challenged friends and family to participate. MoDOT's vision for a program used the challenge aspect and grassroots approach to encourage personal responsibility. The idea for the slogan "Buckle Up Phone Down" and the signature dueling thumbs pose (i.e., one thumb up for "Buckle Up" and one down for "Phone Down") came from MoDOT employees. The intent of the program is simple: to challenge as many drivers and passengers as possible to wear a seat belt and put the phone down while driving.

MoDOT launched the BUPD program as a statewide effort in early 2017 and has continued the program each year since. MoDOT's first action was to enact a department-wide policy requiring seat belt use (drivers and passengers) in government vehicles and prohibit cell phone use while driving government vehicles. Program implementers then approached large businesses and challenged them to enact a similar policy for their employees. Several months after the program launched, Missouri's governor backed the program and agreed to be featured in a promotional video.

MoDOT reported data indicating an increase in seat belt use and a decrease in traffic fatalities in the year it launched and the two years that followed (Missouri Highway Safety Office, 2021). Those most closely involved with BUPD cited the program as an effective countermeasure. A formal, comprehensive evaluation, however, did not exist.
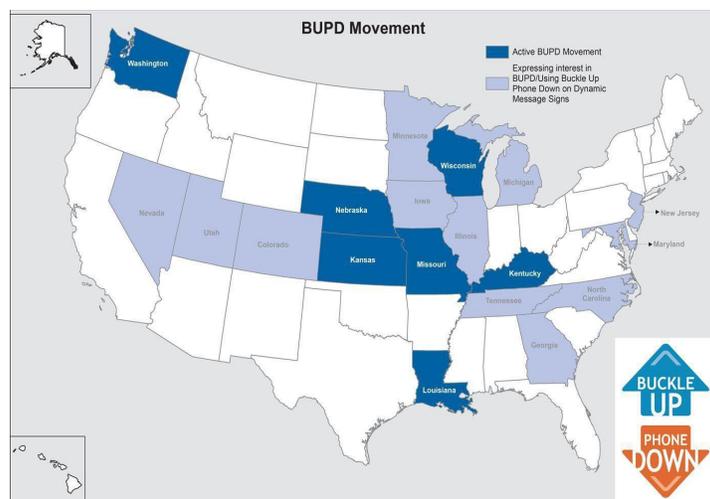
Figure 1. BUPD Movement in the United States (GHSA, 2021)

The promise of a positive countermeasure spurred interest from other States and organizations focused on traffic safety. Some started using the BUPD slogan and others implemented home-grown versions resembling MoDOT's program. Figure 1 illustrates the BUPD movement that occurred when the demonstration effort began (GHSA, 2021).

The National Highway Traffic Safety Administration (NHTSA) recognized the growing interest in the BUPD program and led an effort to learn more about the program, its essential elements, and the feasibility of implementing the program. The effort included assisting the demonstration of similar programs inspired by the Missouri BUPD in two locations over a six-month period in 2022/2023. Essential elements of the Missouri model were identified, and the process of program development and implementation were documented, along with challenges met along the way. Program implementers shared insight and recommendations for implementing the program in other locations.

The report that follows summarizes the Missouri program and provides the steps used to identify two locations to demonstrate the program, information about program development, descriptions of both demonstration programs along with qualitative insights, lessons learned, and suggested steps to implement the program. The following logic model (Figure 2) summarizes the rationale, inputs, and expected outcomes of the effort to demonstrate two BUPD programs based on the Missouri program.

A BUPD program's goal is to ultimately decrease roadway fatalities by focusing on two contributing factors.

PROGRAM INPUTS
A BUPD program promotes pledging to personal responsibility and adoption of a policy among employers and other organizations. The model program includes building a program infrastructure that includes appointing a *Site Champion* and putting together an *Implementation Team* that will *create program material* including a *BUPD website* to facilitate sustained pledging/challenging, policy adoption, and program promotion.

PROGRAM ACTIONS
Implementation Teams encourage individuals, businesses, and other organizations to visit the BUPD website to take the pledge to promote safer behavior. The team finds opportunities to promote BUPD at events, using corporate sponsors, government agencies, organizations, and local media. Publicity and outreach efforts are sustained.

INTERMEDIATE OUTCOME
BUPD program exposure leads to increased awareness of unsafe driving behavior.

OUTCOMES
The intermediate goals are to increase pledging, policies, and publicity leading to an increase in awareness. Ultimately, measurable improvements in seat belt use and a decrease in handheld phone use while driving should be observed.

PROBLEM
Roadway Fatalities

CONTRIBUTING FACTORS
- Low Seat Belt Usage
- Handheld Phone Use While Driving

PROGRAM INPUTS
- Site Champion/Implementation Team
- Centralized BUPD Website
- Publicity & Educational Material
- Earned & Paid Program Publicity
- Highly Visible Pledge/Challenge Events

ACTION
Seek and Request Community Participation

ACTION
Encourage Self-Responsibility

ACTION
Sustain BUPD Publicity & Outreach

INTERMEDIATE OUTCOME
Increase BUPD Awareness

OUTCOMES
New BUPD Pledges
Policy Adoption
New Partnerships

**Increase Seat Belt Use
Decrease Phone Use While Driving**

Figure 2. BUPD Demonstration Program Logic Model

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Buckle Up Phone Down Model

The programs presented in this report aimed to demonstrate the BUPD program created by MoDOT. The effort first gathered information about how MoDOT's program developed over time to identify the key elements that make it work. The leadership structure, design and use of program material, and approach to publicity and outreach are the foundation of Missouri's program. A model was created to illustrate the essential program elements of the Missouri program (Figure 3).
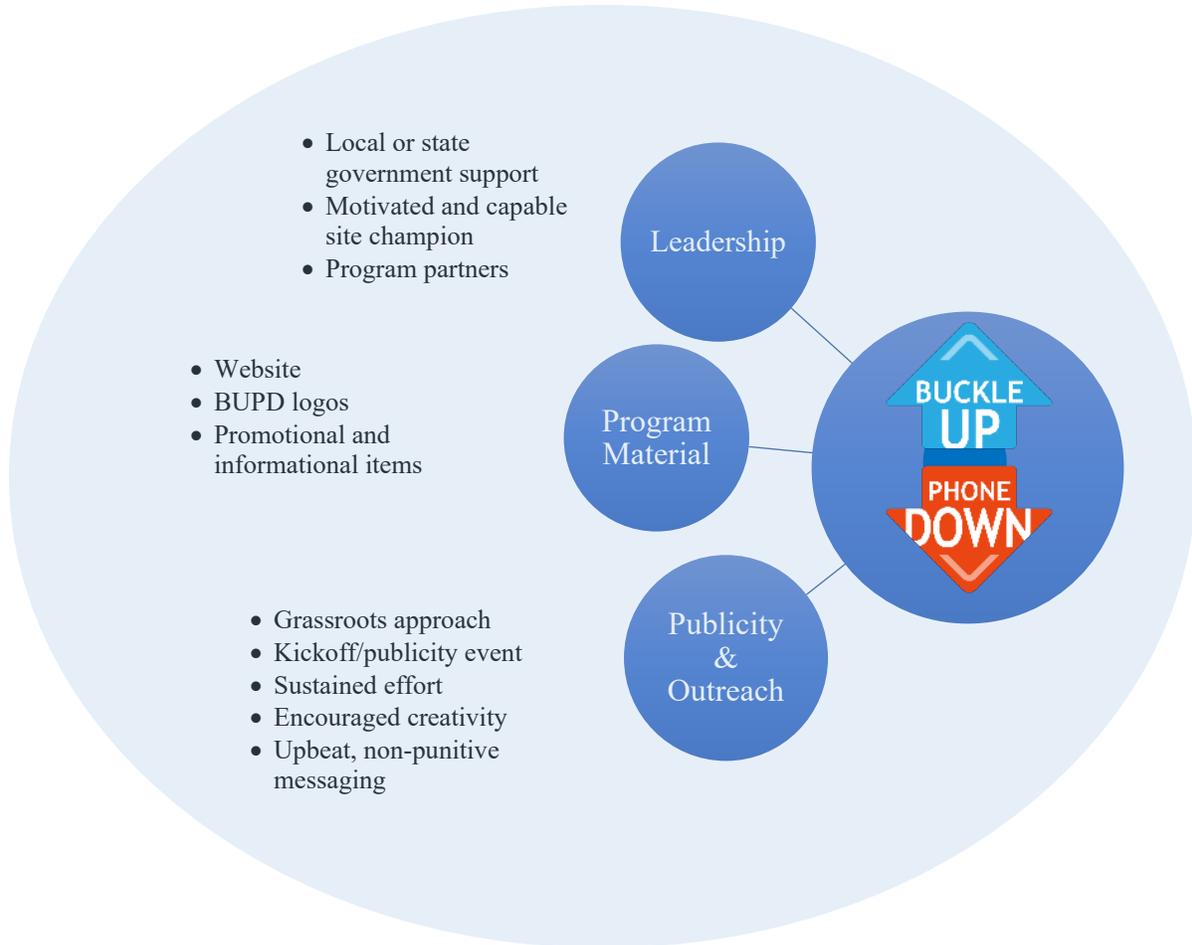
Figure 3. Model for Missouri BUPD

Leadership

The Missouri BUPD program has benefited from the support of State and local governments. Soon after MoDOT conceived the program, a number of State government agencies adopted policies regulating seat belt and cellphone usage in State-owned vehicles. BUPD program planners achieved local government support by introducing the program at the annual Missouri Municipal League's gathering of mayors. The support from State government and almost immediate support from local government clearly helped to establish legitimacy and create momentum.

BUPD champions play a crucial role in program development and implementation. MoDOT district engineers served as the initial BUPD champions, but that evolved over time to include others, including safety coalition members, Students Against Destructive Decisions coordinators, principals, school coaches, and counselors. BUPD champions usually have regular jobs while also administrating the BUPD program.

MoDOT organizes the State of Missouri into seven districts. Since the program's inception, MoDOT has maintained a BUPD champion in every district to lead the BUPD effort. MoDOT shares a communication plan and talking points with champions and holds regular meetings (every other month) to learn about what each champion is doing to promote the program, to discuss resource needs, and to sustain momentum. MoDOT found that impassioned people with initiative for the BUPD mission make the best BUPD champions.

MoDOT emphasized the importance of resourcefulness in finding help to implement the program, and persistence with program efforts to sustain momentum. BUPD champions and organizers within MoDOT sought to create partnerships with well-known organizations in various sectors of the community such as universities, businesses, and sports teams and used a fair-trade approach to boost program recognition. That is, the BUPD model provided an opportunity for organizations to publicly show their support for the program by appearing in BUPD videos or photos and providing their organizational logos for upload on the website. As the program progressed, numerous smaller businesses and organizations submitted their logos for the website or showed support in other ways, such as displaying a BUPD sign on their property or posting a BUPD message on the business' marquee.

Program Material

MoDOT used their in-house communication office to design and produce unique BUPD program material to spread awareness of the program and to facilitate self-startup of local BUPD initiatives. MoDOT encouraged interested parties and partners alike to use the material they created, including the logo, and made them readily available for download from the BUPD website. Essential MoDOT BUPD program content included the website, logo, and informational material (e.g., BUPD talking points, fact sheets, sample newsletter article, and sample BUPD policies for employers).

MoDOT's BUPD website evolved since launching in 2017 but still functions as the hub for program activity. The website helps to explain and promote the program, encourage program activity, recognize program supporters, and facilitate the creation of independent programs. MoDOT created and maintains the website. MoDOT occasionally adds new material to the resources and readymade material page, and videos are often added to the landing page. Pictures and logos submitted by program supporters are continually added to the website. The number of

pictures, partner logos and challenge and promotional videos has grown substantially since BUPD's inaugural year.

The BUPD program uses logos that are the foundation of the brand. MoDOT created logos that visually convey the mission of the program. The BUPD Dueling Thumbs Logo (Figure 4) is a relatable gesture that people could easily mimic with the thumbs-up, thumbs-down symbol to show support of the program. Program implementers heavily encourage supporters of the program to make the thumbs-up, thumbs-down stance in photos and videos to show support for the program. The BUPD Arrows Logo (Figure 5) also supports the up/down theme. All program material appears branded with a BUPD logo.
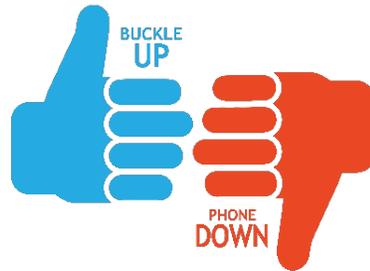
Figure 4. BUPD Dueling Thumbs Logo

Figure 5. BUPD Arrows Logo

MoDOT designed the BUPD logos without an interest in keeping creative control. Anyone is welcome to use the logos and even alter them to give the brand a local feel (e.g., use school colors instead of the red and blue). The BUPD logos are easily accessed on MoDOT's BUPD website.

Informational material was intended to create brand awareness, encourage pledging, provide rationale for the program, and/or direct people to the website. Stakeholders funded incentive items (e.g., stickers, magnets, slap bracelets) for use in publicity and outreach activities. Other items used for messaging, like banners and signs, were printed by MoDOT and used at public events and distributed to stakeholders for display on site.

Publicity and Outreach

A hallmark of Missouri's BUPD program was its grassroots approach to publicity and outreach. The program was spread by encouraging individuals, groups, and organizations to first "Accept the Challenge" (i.e., make a pledge to buckle up and put the phone down), then challenge someone else/others to do the same. Ideally, challenges are made and accepted publicly – using the website to display photos and videos of the challenge process or through social media platforms. It costs nothing to accept or make a BUPD challenge. MoDOT program planners explained these "challenges" are an essential element of their BUPD program.

MoDOT BUPD developers connected with universities, prominent businesses, and city/government leaders and garnered public support at the start of the program. Prominent figures from well-known organizations helped kickstart the program by appearing in photos, videos, and public service announcements challenging the community to buckle up and put the phone down when driving. Program implementers then created a domino effect by using these products to promote the program and recruit others to take part.

MoDOT designated a day in October as BUPD Day. This highly publicized event helps kick off a new year of BUPD, and persistent year-long efforts to spread the program message maintains the momentum. Highway safety events and conferences in the State were platforms for publicity and outreach in the program's initial stages.

Program implementers like to use creative ways to promote the program and encourage program supporters to do the same. For example, MoDOT wrapped several of its vehicles with the BUPD logo, including a van. The van was included as part of a parade. Another example was the Missouri State Fair celebrated *BUPD Day* by giving free admission to people who took the pledge.

MoDOT hired a media consultant who produced several videos before the program went live. These videos are available on the MoDOT website and YouTube. However, program planners said some of the best BUPD videos were made and submitted by individuals in the community. MoDOT intentionally leaves instructions for video submissions open-ended to encourage creativity.

Program implementers designed the program to be upbeat and fun (i.e., non-punitive), to encourage participation and responsibility while recognizing the life-threatening consequences of driving unbuckled and/or while distracted. Promotional videos and program material included potential consequences of the two unsafe driving behaviors.

MoDOT initially gave each district $10,000 to seed the program and used a small amount of paid media funding (approximately $250,000 statewide) to help spread program awareness. Districts now receive $5,000 per year to cover costs to implement the program.

Demonstration Site Selection

NHTSA requested the development of a BUPD demonstration program using two sites to implement, as much as possible, a Missouri BUPD program model. A process of exclusion led program planners to the selection of two sites. The initial step in the exclusion process was the elimination of States with active BUPD program/messaging or a history of prior BUPD activity. This was done to avoid interference with program messaging and to reduce confounds for the evaluation efforts.

A scoring system was devised to exclude States with "stronger" distracted driving and seat belt laws in States with no evidence of BUPD activity. Scores were tabulated for each of the States based on the strength of distracted driving laws and seat belt law type. The scoring system was based on the existence of the following law characteristics related to cell phone use while driving. States with higher scores were excluded from the list of potential sites.

- Hand-held ban
- Young driver cellphone ban (i.e., excludes ANY use including hands-free use)
- Texting ban
- Type of enforcement (primary or secondary)

Next, the seat belt use rates of the States not excluded from the list were examined and compared them with the 2019 national average (90.7%).[1] States with a use rate over 90.7% were excluded from the list of possible demonstration site candidates. States with lower belt use were weighed more heavily than those with use rates closer to the national average. This was to allow more room to increase use (noting that program efficacy may be different for lower use States than higher use States).

Similarly, States with secondary seat belt laws scored higher (i.e., more likely to be selected) since BUPD, a non-enforcement program, may be more useful in States without a primary seat belt law.

The next step in the site selection process was to choose site locations within the qualifying States. Inclusion criteria were established to ensure selected demonstration sites had characteristics that would not hamper implementation efforts. The unique design of the demonstration program versus the original MoDOT program was considered when determining the specific eligibility criteria. Two notable differences stand out: the length of the implementation period and the size of the treatment area. Missouri has an established statewide BUPD program that had been operational for 5 years when the demonstration site selection process began. The implementation period established for the BUPD demonstration program was 6 months in two mid-sized cities. These two factors were considered when selecting cities within qualified States. It was determined with the input of MoDOT that to generate enough attention in a short length of time, certain criteria would need to be in place. *The criteria are specific to this demonstration program based on a 6-month timeframe and should not preclude implementation of BUPD in another location for a longer period.*

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[1] Usage rates for 2019 were used since 2021 rates were not available for all States at the time site selection took place, and many States did not conduct a statewide seat belt survey in 2020.

Demonstration area selection criteria and supporting reasons:

- Population size between approximately 100,000 and 500,000
  - Allows for full implementation within the allotted budget and project timeline.
  - Ensures presence of large employers, health care facilities, government agencies and school districts that could serve as potential partners or lend support.
- Presence of local television news station(s)
  - Useful for spreading program information to the local population.
  - Preference given to areas within own designated market area to help control for competing messaging.
- No confounding local distracted driving or seat belt ordinances or local programs that would make evaluation of the effort more difficult.
  - These types of ordinances or programs would reduce the likelihood that a particular site would be chosen as a location for the demonstration.

The last step in the site selection process was to confirm the following three criteria of qualifying demonstration sites.

- Capable and willing/cooperative site champion
  - Person(s) able to fulfill the project objectives
- Supportive local government organization
  - Necessary for publicity and networking
- No recent/present competing programs that could confound the demonstration program or the evaluation

Figure 6 summarizes the steps taken to complete the site selection process for the BUPD demonstration program.

Exclude States with a history of BUPD Activity. 1	Exclude States with "strong" distracted driving laws. 2
Exclude States with above average seat belt use. 3	Identify cities in eligible States that meet selection criteria. 4
Confirm presence of supportive government, capable Site Champion, and absence of local seat belt or texting ordinances. 5	
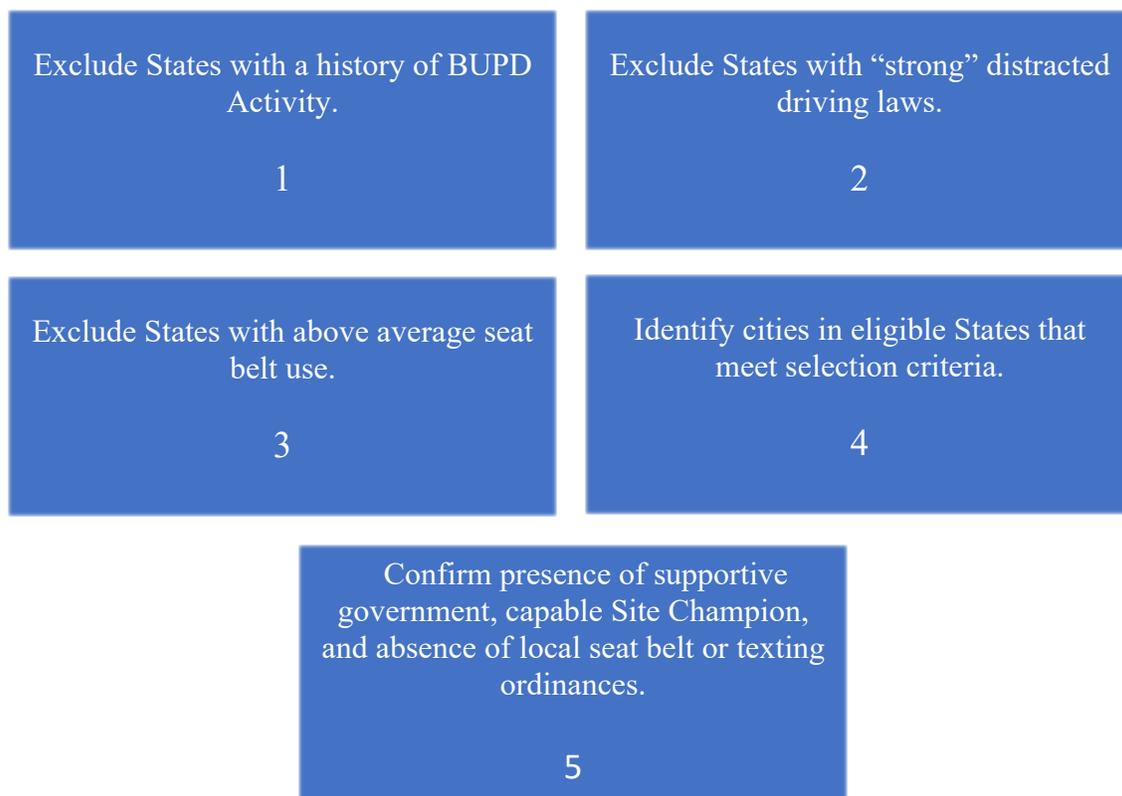
Figure 6. BUPD Site Selection Process

BUPD Demonstration Sites

The two locations selected for the BUPD demonstration program were Jackson, Mississippi, and Sioux Falls, South Dakota. These cities contrast in many ways including geographic location, demographics, and climate. Suburban areas outside the city limits were not excluded from program efforts.

Mississippi's seat belt use rate typically falls 10 percentage points below the national average (Mississippi Office of Highway Safety, 2021) despite a primary seat belt law requiring restraint use in all seating positions (Mississippi's reported rate in 2019 was 80.5%). Mississippi also has a primary law that restricts all drivers from texting and driving. However, the State does not have a handheld cellphone ban (exception is primary enforcement for school bus drivers) and a State preemptive law prohibits local jurisdictions from creating ordinances banning cellphone use.

Jackson is the capital of Mississippi, located in the central part of the State in Hinds County. Jackson's population of 153,701 is mostly Black residents (82.8%) and the median household income is just under $40,000. Hinds County has a population of 217,730 that is mostly Black (73.5%) with a median household income of $46,179. Over a quarter of Jacksonians (26.1%) and Hinds County residents (25.2%) live in poverty. People commute to Jackson from suburbs in neighboring counties of Madison and Rankin. Median incomes in Madison and Rankin Counties are almost twice that of the City of Jackson ($74,688 in Madison, $72,326 in Rankin) and there are larger White populations (57.3% Madison, 74.5% Rankin).

South Dakota's secondary seat belt law requires front seat passengers 18 and older to be restrained when riding in a passenger vehicle. The 2019 seat belt use rate was 75.2%, 15.5 percentage points below the national average for that year. There is no requirement for rear seat adult passengers to be restrained. South Dakota does not have a law to prohibit hand-held cellphone use. There are two secondary laws related to cellphone use in the State. One law bans all drivers from texting and driving, and the other bans novice drivers from all cellphone use.

Sioux Falls is situated in the southeastern part of South Dakota and is the State's largest city (population 192,517). The city is the county seat of Minnehaha County. A small part of Sioux Falls expands into Lincoln County. The median income in Sioux Falls is just below the average for the country ($66,761 in Sioux Falls, $69,021 in the United States). The percentage of people living in poverty in Sioux Falls and Minnehaha County is about 2 percentage points less than the average for the country (9.5% in Sioux Falls, 11.6% in the United States). The population in Sioux Falls is mostly White residents (82.3%). Table 1 summarizes the characteristics of the two demonstration sites.

Table 1. BUPD Demonstration Site Characteristics

Location	Population[1]	Distracted Driving Law[2]	Seat Belt Use Rate[3] & Law Type[2]	Notes
Jackson, MS Hinds, Madison, and Rankin Counties	**153,701** 487,822	• Primary enforcement • No handheld ban • No young driver's cellphone ban • Texting ban for all drivers	80.5% Primary	• Southern region • Capital of Mississippi • Low median income in Jackson; quarter of the population live in poverty • Suburbs have almost double the income level of Jackson • Warm climate with temperate winters
Sioux Falls, SD Lincoln and Minnehaha Counties	**192,517** 262,374	• Secondary enforcement • No handheld ban • Cellphone ban for learner's permit and intermediate license holders • Texting ban for all drivers	75.2% Secondary	• Midwestern region • South Dakota's largest city • Average median income and percentage of people living in poverty (compared to United States) • Extreme winters

[1]United States Census Bureau, 2022
[2]Governor's Highway Safety Association, 2022
[3]National Center for Statistics and Analysis, 2020

Program Development

BUPD site selection concluded in the spring of 2022, and development of the two demonstration programs began soon after. The first step in the program development process was to confirm a site champion in each location.

The State Office of Highway Safety in Mississippi and South Dakota identified potential site champions to lead the development and implementation of a BUPD demonstration program. Each suggested a local, reputable non-profit organization whose mission aligned with the BUPD initiative.

In May 2022, potential site champions were invited to discuss the BUPD program, requirements for the demonstration program, and their anticipated role and responsibilities. Potential site champions were also asked about their level of interest in serving in the role. Proposed site champions' involvement with other traffic safety initiatives, willingness to serve, and enthusiasm for the program's mission were considered before their official selection.

Memorandums of Understanding were drafted after confirming site champions. The MOUs summarized the program's purpose, provided program requirements, outlined available funding, and established a process for procurement. Site champions agreed to collaborate to develop an implementation team, an implementation/action plan, and a website; conduct a highly visible kickoff event; and develop program material for use in publicity and outreach.

The main tasks for Implementation Teams included creating ideas for potential BUPD challenges, reaching out to local employers/organizations in various sectors of the community, developing pre-recorded BUPD video challenges, assisting with gathering information for use in website content, planning and participating in a high-visibility BUPD program kickoff event, and implementing six months of BUPD publicity and outreach.

Site champions, with input from their respective SHSO, formed implementation teams in each location. These small groups developed the program's infrastructure and carried out program plans soon after MOUs were established. Both locations preferred working in small teams of three to five people during the program development process. The small team format helped streamline communication during the early phases of the program development process, which helped speed up productivity. The expedited effort was put in place to have program material created and ready for use by the start of the implementation period (October 2022). This small subset of the implementation team was referred to as the executive team.

The executive team's priority focused on the development of an action plan to map out a general direction for the program. The action plan identified the responsibilities of the implementation team, ideas and plans for program material development, kickoff event plans, and ideas for sustained program activity/challenge events. The action plan continued to develop after the implementation period began and the programs were launched. As implementation teams carried out plans, the need to implement changes sometimes became apparent and teams adjusted plans. For example, plans for a kickoff event in Sioux Falls were postponed when indoor space to hold a press event was not available at the time the program launched or for BUPD Day. Instead, the team planned a soft launch of the program by celebrating BUPD Day via social media. Teams updated action plans to reflect the status of plans as the program progressed.

The action plan included the implementation team's ideas for developing the BUPD website, social media, and informational items. MoDOT's BUPD website served as a guide to help the team make decisions about the content that would need to be created for the website and the informational items, like banners and photo props, that would need to be designed, ordered, or donated by local partners. Teams strived to have the website go live a week prior to the official launch of the BUPD program and have informational items ready for use as well. (A sample BUPD action plan can be found in Appendix A.)

The executive team initially met frequently, sometimes weekly, and communicated through phone calls and emails multiple times per week when developing the program infrastructure (i.e., BUPD website, informational material, plans for a kickoff event, broad plans for program implementation). The need for frequent communication subsided after completing these initial tasks. However, teams continued to meet and communicate throughout the program period to conduct publicity and outreach and to discuss ideas to recruit program partners.

Once the infrastructure for the program was complete, each team focused on developing plans for implementing the program, which required sustained publicity and outreach for the 6-month implementation period. Teams were asked to not promote the program prior to the start of the implementation period to avoid confounding baseline measurements for the evaluation effort.[2]

Implementation teams were given technical and program support as needed throughout the program period. For example, assistance was given to find local crash data for the website and publicity and outreach material, create content for use on websites, moderate and summarize implementation team meetings, and recruit potential program partners. The experience and availability of team members influenced the amount and type of program support provided. For example, in Jackson, the site champion requested assistance in designing the website, and in Sioux Falls, the site champion wanted creative control when designing the website.

NHTSA provided up to $25,000 to each site for program development and implementation. The cost to build and maintain the website for the program period was funded separately. The amount allocated to build and develop content for each website was $12,000. Site champions used the NHTSA funds for program-related expenses such as purchasing informational items, paying for labor, and covering expenses incurred to implement publicity/outreach events. Most implementation team members did not request compensation for their work on the program. Most members were employed by organizations whose mission aligned with the program, and work for the BUPD program was considered part of their job responsibilities. A cost breakdown for each program is provided in the Demonstration Programs section (Figure 17 and Figure 28).

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[2] NHTSA used a separate contractor to evaluate outcomes of the BUPD pilot programs.

	BUPD Program Development Timeline										
	2022							**2023**			
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Week	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5
Confirm Site Champions	▬▬▬								IMPLEMENTATION PERIOD		
Establish Memorandums of Understanding		▬▬									
Build Implementation Teams			▬▬▬▬▬▬▬▬▬								
Develop Action Plans			▬▬▬▬▬▬▬▬▬▬▬▬▬								
Program material development			▬▬▬▬▬▬▬▬▬								
Sustained publicity & outreach						▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬					
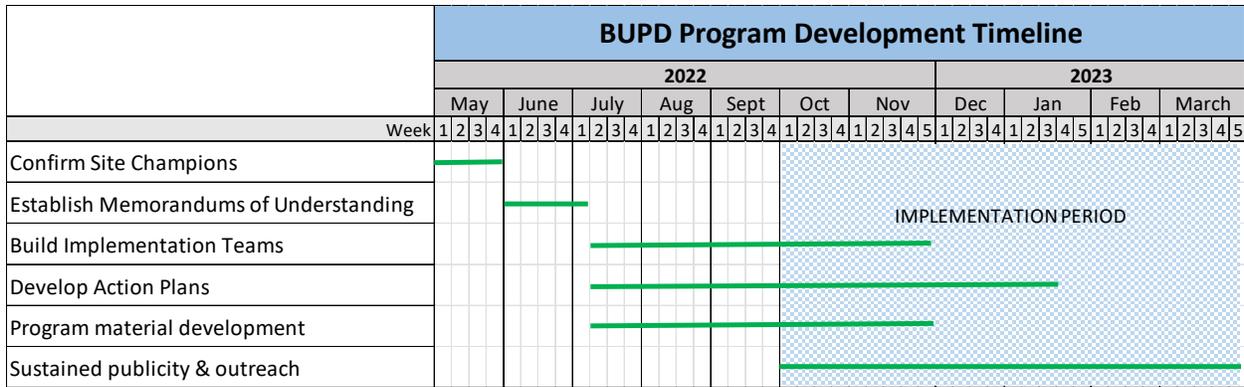
Figure 7. BUPD Demonstration Program Timeline

Figure 7 displays the timeline of the BUPD development process. Site champions were confirmed in May 2022 and Memorandums of Understanding were established in June/July 2022. Implementation/executive teams were formed in July and development of action plans and program material began immediately after. Both BUPD programs launched in October 2022 followed by a 6-month implementation period of sustained publicity and outreach.

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Demonstration Programs

Each team's approach to program implementation and program development was shaped by the personalities, talents, opinions, and experience (professional and personal) of team members. Local culture, trends and characteristics of the geographical area also influenced program plans. For example, implementation team members in Jackson agreed that face-to-face interaction was vital to the success of the program. This opinion influenced how the group formatted most program activities (e.g., in-person pledge events). In Sioux Falls, the team thought the best approach to publicity and outreach would be face-to-face interaction but, due to harsh winter weather conditions typical for South Dakota, the group created and used digital material that could supplement their efforts should weather cause an interruption.

The teams were upbeat when discussing the program to potential partners or when challenging someone to take the pledge, and due to the 6-month implementation period, a sense of urgency was present. For example, if a school invited the team to conduct a presentation, the team tried to schedule the event right away to complete the activity by the end of the implementation period (March 31, 2023).

BUPD teams kept a record of event dates, names of the businesses/organizations that conducted or hosted events, and the types of informational items used and distributed at events. Teams also estimated and self-reported the number of people who received BUPD information at planned events (e.g., the number of people who attended a presentation, the number of people emailed by a program partner, the number of informational items provided to a school for distribution). The type of events and the community sectors in which program activities were conducted were categorized to show how each BUPD team's publicity and outreach were implemented. Community sectors were categorized as Education (universities/colleges or high schools), Business, Government (State or local), Medical (hospitals or medical facilities), and Other (e.g., church, radio station, parade).

The type of publicity and outreach events were also categorized into three event types: presentations, promo/pledge events, and promo item/information distribution. A presentation involved a BUPD team member speaking to an audience (e.g., school classroom or auditorium, coalition, or town hall meeting) about the BUPD program. Promo/pledge events usually involved setting up a table or booth and distributing informational items or information about the program. At promo/pledge events, BUPD team members sought to engage passersby in a quick discussion about the program and encourage pledging. Some promo/pledge events were conducted electronically (e.g., business challenges employees via email to pledge, BUPD flyer offering the opportunity to win free pizza was placed on pizza boxes). Promo item/information distribution were events where BUPD team members distributed bulk informational items but no verbal interaction about the program took place (e.g., cheerleaders tossed BUPD foam balls to a crowd at a sporting event, team members tossed promotional and informational items in a parade, BUPD informational items were dropped off at a school that agreed to distribute the material to the student body). Details about the estimated number and type of informational items used at the events and notes about the events are included in the appendices (Appendix B-16 for BUPDJax and Appendix C-11 for SFBUPD).
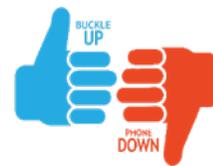
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Demonstration Location: Jackson, Mississippi

Name of program: BUPDJax

Leadership

Site Champion. The Mississippi Office of Highway Safety recommended the Executive Director of Mississippi Safety Services, a well-known traffic safety advocate in the State, to serve as the site champion. MSS is a provider of driver safety courses to Mississippi residents and conducts community service programs focused on traffic safety. The MSS Executive Director served in leadership positions for well-known State and national highway safety organizations, worked in the traffic safety field for decades, and agreed to serve as Jackson's BUPD site champion.

Implementation Team. The BUPDJax executive team initially consisted of the site champion, the marketing director of MOHS, and the research team. Shortly after the executive team was formed, it became clear that help with planning the kickoff event was needed and a consultant with extensive fundraising experience for non-profit organizations was asked to join. The consultant was well known in the area and had experience planning publicity events.

As the program progressed, the executive team invited other members of the community to serve, and within just a few weeks they expanded to become a 10-member implementation team. Additional members added to the team included representatives from a large tire manufacturer, a large cellphone company, a local university, and the Mississippi State Department of Health. The site champion hired an hourly employee to dedicate 10 hours a week to BUPD. This hourly employee was also on the implementation team.

Members of the implementation team had not previously worked together and, due to some initial scheduling issues, there was limited planning time. Assistance was provided with organizing and moderating meetings, creating social media posts, developing press releases and scripts for PSAs, and uploading pledge pictures and names to the website. The team met regularly, weekly in the initial phases and twice monthly thereafter, to discuss ideas for expanding the program's reach and the status of action items.

Program Material

Logo. The BUPDJax team decided to use the same logo used for the Missouri program. MoDOT provided the logo to the team upon request. The signature red and blue thumbs-up/thumbs-down and arrow-up/arrow-down logos (featured on BUPDJax website) were displayed on the website and other program material developed by the team.
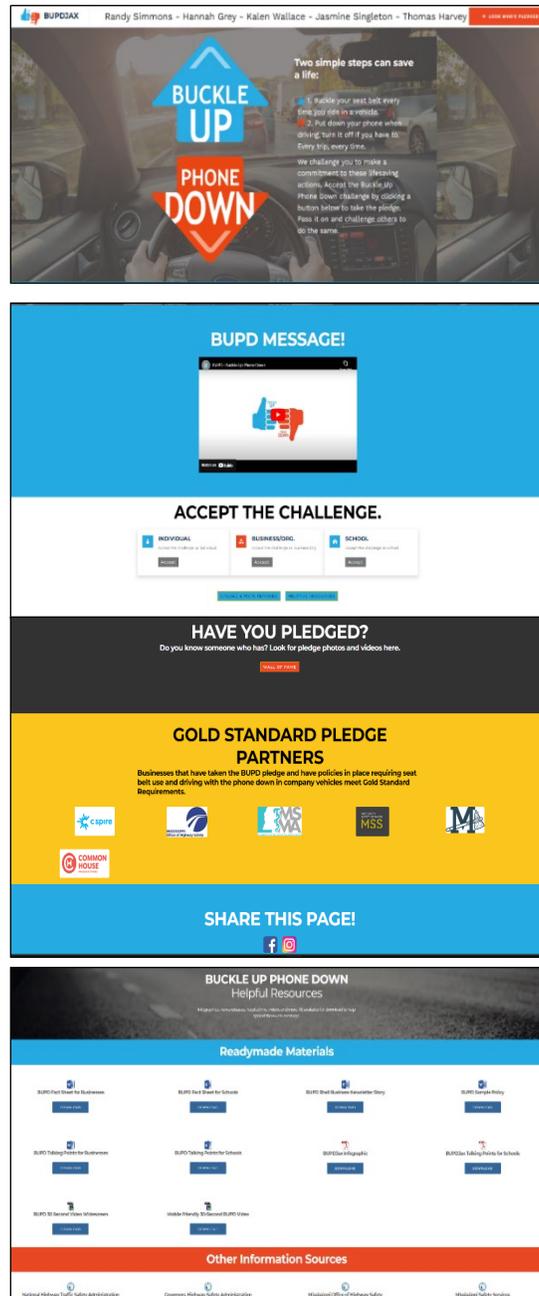
Figure 8. BUPDJax Website

Website. Program implementation began when the BUPDJax website went live in mid-October. The implementation team collaborated with an independent contractor to design and build the BUPDJax website (Figure 8) that looked and functioned like the Missouri website. The website was heavily promoted in all program messaging and included on all program material. The team developed a QR code and used it on some printed material to facilitate easy access to the BUPDJax website from a mobile device. The main page of the website encouraged people to "Accept the Challenge" and provided options to take the BUPD pledge as an individual, business or school. Individuals were also given the opportunity to upload a pledge photo for display on the site's Wall of Fame. Businesses that wanted to be recognized as a BUPD partner were encouraged to submit their organizational logos for display on the website.

The implementation team hired a local production company to film and produce a promotional video similar to Missouri's "Pass It On" promotional video. The team prominently displayed the video on the front page of the BUPDJax website. The video featured an introduction from the Director of the Mississippi State Medical Association and concluded with a supportive statement from the Commissioner of the Mississippi Department of Public Safety. Jackson area residents diverse in age, race and occupation appeared in the pass-it-on sequence. Also featured in the video were the mascot for the local minor league baseball team and an employee in front of corporate headquarters for CSpire, a corporate partner. (CSpire is a telecommunications company headquartered in the area.)

The production company used B-roll material to create an additional promotional video that was shorter in length (30 seconds). The web developers included two versions of the 30-second video on the Helpful Resources page of the BUPDJax website, one for widescreens and one designed for mobile devices. Both versions were made available for download. The Helpful Resources page also included readymade material created by the BUPDJax team using local and State crash data for content, including a fact sheet and talking points for both business and school use. See Appendix B for the documents created for the Helpful Resources page. Team members created a sample newsletter and sample BUPD policy for businesses to adopt. Links to other credible informational sources (i.e., NHTSA, GHSA, MOHS, MSS) were also included in the Helpful Resources section.

People who decided to "Accept the Challenge" (i.e., take the BUPD Pledge) online were asked to leave a name and check a box to indicate that they pledge to buckle up and put the phone down while driving. Names of those who pledged were downloaded to an electronic spreadsheet and later manually uploaded to the scrollbar at the top of the website. If someone chose to upload a picture when pledging, it was also manually added to the website's Wall of Fame section. Initially, the website builder added names to the scrollbar and photos to Wall of Fame. Members of the implementation team took over these responsibilities a few months into the program when the number of people submitting pledges on the website increased and required more time to upload the information. The website went live a few days prior to the kickoff event so that glitches could be worked out before the program's high-publicity launch.

Informational Items. The implementation team designed and purchased informational items thought suitable for people of all ages, as was done in Missouri. Additional promotional items, purchased by community partners, were also distributed. Team members used stickers, window clings, foam footballs, and keychains branded with the logo to hand out during in-person pledge events and distribution to local businesses. The BUPD logo was printed on paddle hands (Figure 9), a full-size branded football (Figure 10), and banners (Figure 11) used as photo props at publicity and outreach events.[3]

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[3] In general, NHTSA grant funds may not be used to purchase giveaway items, unless the item is "paper-like" and conveys a safety message or other safety-related information or the item's sole purpose is to improve highway safety. Teams should evaluate the use of funds to identify any potential limitations as part of project efforts.

Figure 9. BUPD Paddle Hands Photo Prop

Figure 10. BUPD Branded Football

Figure 11. BUPDJax Vertical Banner

The site champion designed a small display (Figure 12) to hold BUPD stickers intended for use on cellphones. A cellphone company agreed to keep the displays in their company retail stores and several autobody shops accepted the cases for display in their stores.

Figure 12. Sticker Display for Retail Store

An informational sheet was designed for distribution at publicity and outreach events (Figure 13). The sheet was uploaded to the website and made available for download. This info sheet included local and State data to help describe the problem with unrestrained fatalities, low seat belt use rate, and unnecessary crashes due to distracted driving. The team also developed talking points and fact sheets for businesses and schools, which were posted on the website and available for download.
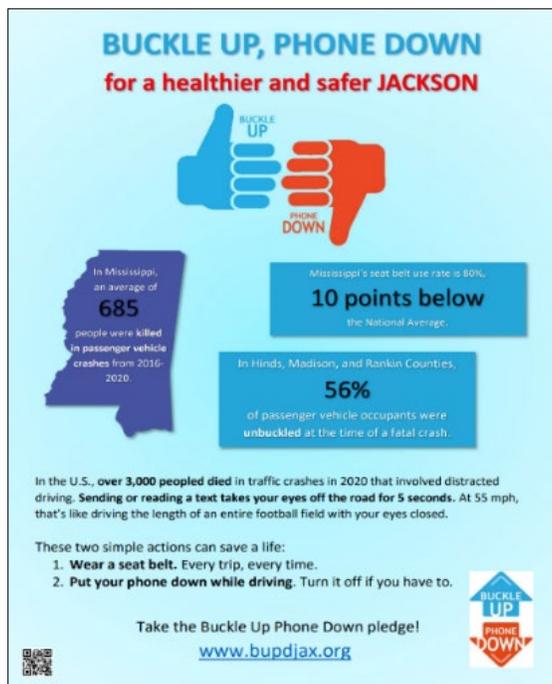
Figure 13. BUPDJax Informational Sheet

The site champion created an outline and narrative for employees of MSS to use when presenting BUPD to groups of teenagers. The outline and narrative, along with Helpful Resources created for the website, can be found in Appendix B-10.

Social Media. The implementation team posted on social media at least weekly during the implementation period. The team created content for social media posts and used Facebook and Instagram accounts set up specifically to publicize the BUPDJax program. Both promotional videos created for the program (60- and 30-second versions) were uploaded to YouTube. BUPDJax social media posts typically encouraged personal responsibility for safe driving behavior and attempted to lead people to the BUPDJax website to Accept the Challenge (Figure 14). The posts used common sense language, promoted personal responsibility, and had an uplifting tone. Program partners and stakeholders were frequently tagged in posts and implementation team members were encouraged to like and share posts. As activity increased, implementation team members who frequently conducted in-person activities were given administrative access to BUPDJax social media accounts, so that real time posts could be made at program events.

Figure 14. BUPDJax Social Media Post

Program Activity

Kickoff Event. The executive team organized a press event to formally introduce the BUPDJax program to the community. Local news media, MOHS grantees, representatives from large employers and State agencies, local sports team executives, and known crash survivors were invited to the event. The event took place in October at the MOHS headquarters. The press release and agenda used for the event is in Appendix B-12. The event date coincided with Missouri's annual *Buckle Up Phone Down* Day in October. The executive team set up banners and tables to prominently promote BUPD. Attendees could use an iPad to peruse the BUPDJax website. Speakers for the event were high level traffic safety professionals or executive staff from well-known and respected organizations in the greater Jackson metro area. Speakers challenged the audience and the community at large to take the BUPD Pledge. Speakers included the Office Director of MOHS, the Director of the Mississippi Department of Public Safety, the Executive Director of the Mississippi State Medical Association, the Vice President of Communications at CSpire, and the General Manager of the Mississippi Braves baseball team. Multiple attendees at the event expressed interest in supporting the program. The executive committee added members to the implementation team, and these new members served on the team going forward. Members added to the implementation team included the Director of the Injury & Violence Prevention Bureau at the Mississippi Department of Health, Occupant Safety Coordinator from Jackson State University, and a Marketing Content Specialist from CSpire. Several members of law enforcement who attended the event requested promotional items for distribution at regularly held neighborhood meetings.

Publicity and Outreach Events. Figure 15 illustrates the number of activities per month conducted by the BUPDJax team and the reported number of people reached per month through these program activities implemented by the BUPDJax team. The activities conducted for the BUPDJax launch in October included the kickoff event and events at high schools and Jackson

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State University. The team was unable to book many events with partners in November (n=2), December (n=2), and January (n=1). Program activity picked up in February (n=8) and March (n=16) when area schools invited the team to present ahead of prom season. Program activities more than doubled in the last 2 months of the 6-month implementation period (February and March).
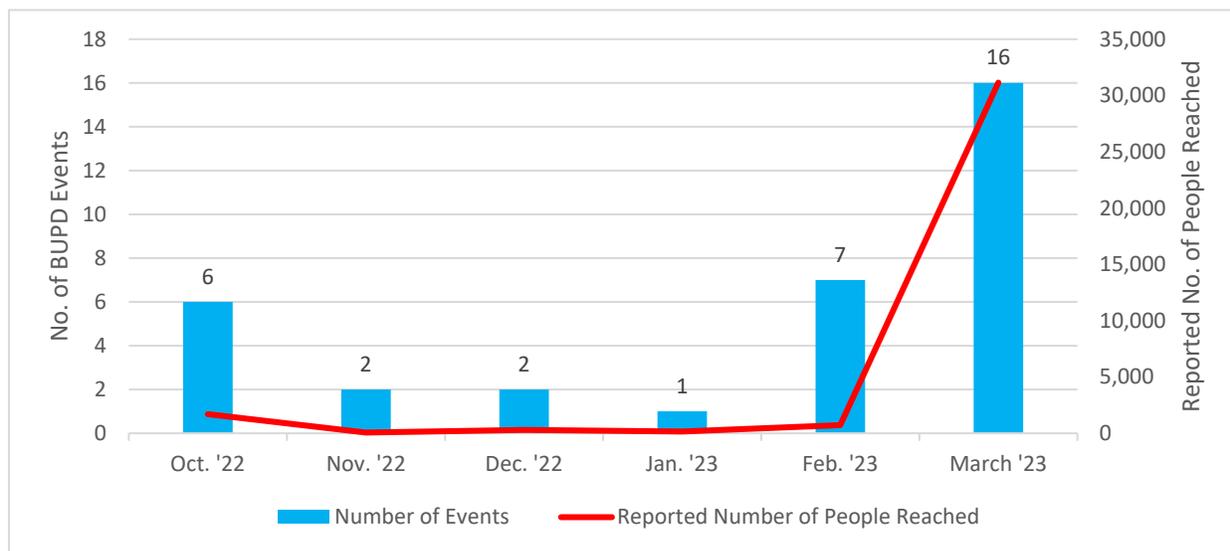
Figure 15. Number of BUPDJax Events and Reported Number of People Reached

Table 2 indicates the reported number of in-person events implemented by the BUPDJax team during the implementation period (October 2022-March 2023). The sector of the community that the team worked with to conduct activities/events is categorized (Education, Business, Government, Medical, Other) as is the type of activity/event conducted (presentation, promo/pledge event, promo item distribution).

The BUPDJax team conducted events at universities/colleges or high schools (education) most often (n=14) followed by businesses (n=9) and other (e.g., church, radio station, parade) organizations (n=8). Fewer events were held in conjunction with Government (State) agencies (n=3). Six events, including the kickoff event, were held in the first month of the implementation period, and 16 events were held in the last month. The team most often conducted presentations (n=15) and promo/pledge events (n=14).

Table 2. Summary of BUPDJax Publicity and Outreach Events

Month	Community Sector					Estimated Number of People Reached	Event Type			Total Events
	Education	Business	Gov.*	Medical	Other		Presentation	Promo/ Pledge Event	Promo Item/ Info Distribution	
Oct.	5	--	1	--	--	1,691	2	4	--	6
Nov.	2	--	--	--	--	65	1	1	--	2
Dec.	--	1	--	--	1	300	1	1	--	2
Jan.	1	--	--	--	--	150	1	--	--	1
Feb.	3	--	2	--	3	726	3	4	--	7
March	3	8	--	--	4	31,143	7	4	5	16
TOTAL	14	9	3	0	8	34,075	15	14	5	34

*State or local government agency

Appendix B-16 provides details about organizations that hosted events, descriptions of events, and promotional items used at events.

Notable Activities. The BUPDJax team conducted a presentation to a classroom of high school students. The students enjoyed the experience and asked the team to help the class plan and conduct a schoolwide pledge event. The team provided BUPD team leader t-shirts to the class along with posters (Appendix B-15) to hang in the school to announce the time and place of the event. On the day of the event, students involved with hosting the event joined the BUPDJax team one period before the lunch crowd to prep for the event and filmed a short BUPD-related video to post on social media. Tables decorated in school colors were set up in the cafeteria. BUPD banners and paddle hands were on display for use as photo props. During the event, BUPD stickers and infographic cards were handed out, and people were encouraged to pledge through the website. QR codes on program material facilitated easy access to the BUPDJax website, and students hosting the event were available to help others navigate the website.

The BUPDJax team also reached out to a Domino's pizza franchise owner and asked about partnering for the program. BUPDJax team offered to create and print a BUPD flyer and allow space for Domino's to advertise. In exchange, Domino's would distribute the flyer to stores and attach it to pizza delivery boxes. The result of the collaboration was a flyer (Figure 16) that offered the chance to win a free pizza to those who pledged on the BUPDJax website and a dedicated space where Domino's advertised that they were hiring "safe drivers." BUPDJax printed 3,600 flyers and Domino's donated 20 pizzas for the pledge event.

Figure 16. BUPD Flyer for Domino's Pizza Event

Program Costs

The cost to implement the program was just over $19,000. Figure 17 breaks down the costs (funded by NHTSA grant funds) for BUPDJax program elements. Labor (48.5%) and informational items (36.5%) made up the bulk of the BUPDJax program. Labor costs include wages for the site champion, hourly employees to conduct outreach, and the cost of consulting services. A small amount of program funds was spent on printing (5.4%), travel (4.7%), and miscellaneous (4.8%) expenses (e.g., supplies needed to set up events, office supplies). The estimated amount of in-kind donations (e.g., items donated for giveaways, use of MSS office space/equipment) for the BUPDJax program was $2,260. The total cost to build the BUPDJax website and create its video content was approximately $10,000.
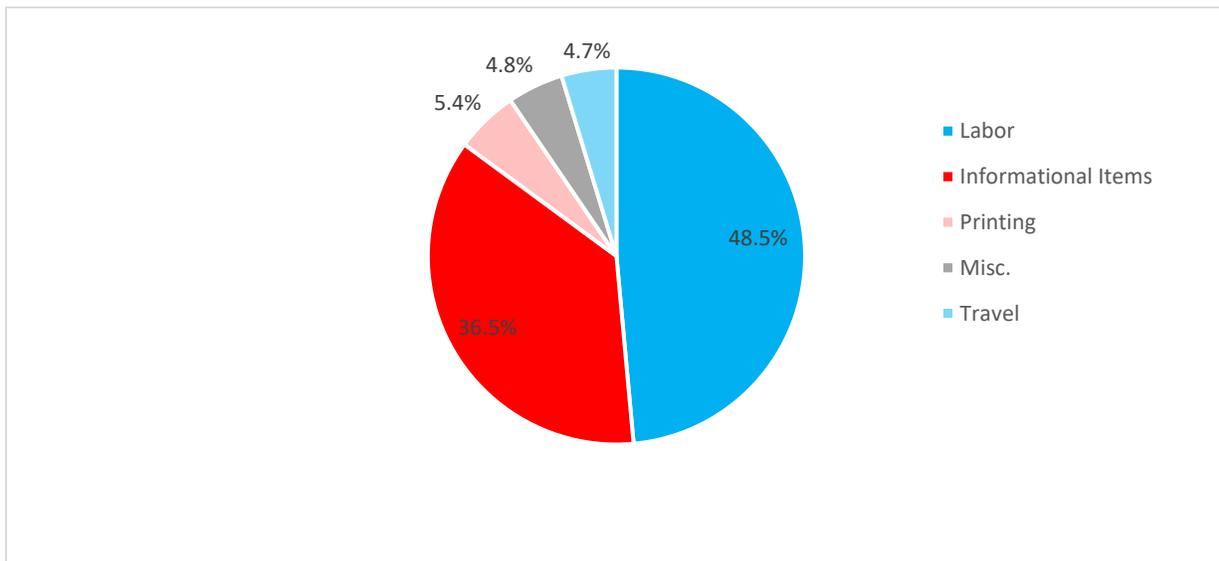
Figure 17. BUPDJax Cost Breakdown

BUPDJax Qualitative Insights

The site champion and executive team members provided feedback and insights about the BUPD program:

- BUPD is an opportunity to build partnerships, especially between public/private entities. Partnerships can be built through including representatives from various sectors of the community on the implementation team or working with agencies to host and/or conduct a pledge event.
- BUPD is a safety message that can easily be incorporated into business/agency communications. Developing readymade resources and having them available on the website makes communication easy.
- Communication is key to this program.
- The structure of the BUPD program can be a roadmap for future highway safety initiatives.

- Planning and development of BUPD takes time. Some of the seemingly easy tasks take time to develop, like finding local distracted driving data for use in program material, building and testing the website, and creating partnerships with corporations.

Table 3 summarizes the leadership, program material, program activities, and costs related to the BUPDJax program.

Table 3. Summary of BUPDJax Program

Summary of BUPDJax Program			
Leadership	**Program Material**	**Program Activities**	**Costs**

• Site champion: Executive Director of Mississippi Safety Services
 	
• Four-member executive team
 	
• Executive team expanded to 10-member implementation team comprised of representatives from large employers, State agencies, private consultant, and non-profit organization
 	
• Each team member worked to complete 1-2 action items assigned at team meetings
	• Used Missouri's BUPD logo
	
	• BUPDJax website similar to Missouri's
	
	• Promotional items used regularly:
	  - Banners
	  - Photo props
	  - Info sheets
	  - Stickers for use on laptops and phones
	  - Window clings
	  - Retail store display
	  - Wristbands
	  - T-shirts for BUPD team leaders
	
	• Social media posts
	
	• 30- and 60-second videos created and posted to the website and YouTube
		• Kickoff event to formally announce launch of program to community
		
		• Most frequently teamed with educational institutions and businesses to conduct events
		
		• Most frequently conducted pledge events and presentations
		
		• Hourly employee hired to recruit and conduct planned events
		
		• Program activity picked up in sixth month after program launch
			• Almost half (49%) of program costs spent on labor for hourly worker and private consultant
			
			• 36% of program costs were used to purchase informational items
			
			• Estimated in-kind donations: $2,260.

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Demonstration Location: Sioux Falls, South Dakota

Name of program: SFBUPD

Leadership

Site Champion. The South Dakota Office of Highway Safety recommended the South Dakota Emergency Medical Services for Children to serve as the site champion for BUPD in Sioux Falls. SDEMSC is a non-profit injury prevention initiative funded by the University of South Dakota. When approached for participation, SDEMSC had three full-time employees implementing injury prevention programs statewide. SDEMSC gave primary responsibility of site champion to a program coordinator/safety and injury prevention specialist, but the other two employees participated in the planning and development of the program and its implementation.

Implementation Team. The implementation team for the Sioux Falls BUPD program began with a small executive team that included staff members from SDEMSC and SDOHS. SDEMSC decided not to add members to the team during the program period. As such, the executive team and implementation team were the same. Members of the SFBUPD team were the site champion (described above), the director of SDEMSC, another program coordinator from SDEMSC, and the director and program assistant from the SDOHS. How the program gained momentum is discussed in the following section.

The SFBUPD team communicated via phone or email multiple times a week during the planning and development phase. The need for frequent communication waned after development of the program's infrastructure (e.g., SFBUPD website, app, informational material) was complete and an action plan was put in place. However, the team continued to meet at least monthly during the implementation period. The site champion, through collaboration with NHTSA's Regional Office and SFBUPD team members, created most program material and developed an action plan.

Program Material

Logos. The site champion worked with the NHTSA Region 8 communications contractor to modify and design BUPD logos unique to the Sioux Falls program (Figures 18 and 19). The site champion adapted the color scheme for the effort to purple, orange, and green. The colors of the Dueling Thumbs logo, for example, were changed but the image remained the same. The Arrows Logo was modified by incorporating two of the city's famous landmarks, the Clock Tower and the Big Sioux River waterfalls, into the design. The site champion and NHTSA's Region 8 communications contractor created an additional logo to illustrate the American Sign Language symbols for *Buckle Up Phone Down*. This was done to provide messaging to an often-underserved population who are also involved in crashes. The team created the tagline "Be prepared and aware for a safer Sioux Falls," to couple a safety message with the BUPD slogan. This tagline appeared with the logo in much of the SFBUPD material.

Figure 18. SFBUPD Logo
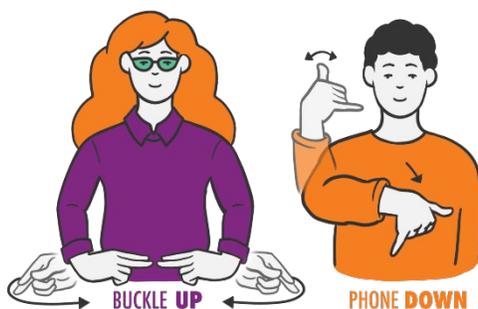
Figure 19. SFBUPD ASL Logo

SFBUPD Website. The site champion developed content and worked with a local website developer to design and build the website (Figure 20). The website went live the first week of October 2022.

The website's design differed in some ways from MoDOT's BUPD website, but its purpose was the same:

- Serve as a hub for BUPD supporters to pledge/accept the challenge;
- Inform people about the problem with unrestrained fatalities and texting and driving in the Sioux Falls area and provide the rationale for program efforts;
- Recognize program supporters (i.e., individuals and businesses) by displaying photos and logos submitted by those who pledge; and
- Provide material and resources for others to launch a BUPD initiative.

A unique feature to the SFBUPD website was the inclusion of a Winner's Circle (Figure 21) in place of MoDOT's Wall of Fame. Here, users could choose to upload a photo for display and/or submit a quote stating the reason they choose to buckle up and put their phone down when driving. This feature provided an alternative for people who want to show support but who did not want to post a photo. The SFBUPD website was also used to conduct contests, another feature unique to the program. The contests were posted on the website and promoted at events.

Contestants must have pledged to be entered for a chance to win a prize (e.g., $25 gift card, tickets to Skyforce basketball game). Community stakeholders donated prizes.

Figure 20. SFBUPD Website
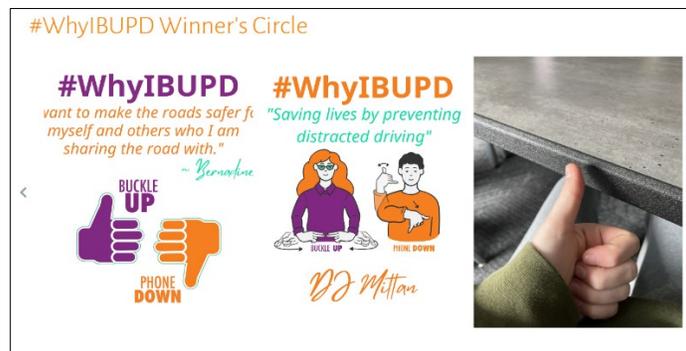
Figure 21. "Winner's Circle" on SFBUPD Website

The website provided the following readymade resources, which can be viewed on pages C2-C8 of Appendix C.

- BUPD Starter Kit
  - talking points
  - sample news release
  - policy statement for businesses
  - media consent
  - social media graphics
- Instructions for how to activate ***Do Not Disturb*** functions on iPhone and Android mobile devices
- A SDEMSC Buckle Up video

Phone App. The SFBUPD team contracted with Dakota State University to develop a cellphone app (Figure 22) believing the app could help create habitual change. The team's decision to create the app was driven by the understanding that it takes about a month of repeating a desired behavior to develop a habit. The team wanted to provide reminders and rewards to support users who were serious about making a commitment to buckle up and not use the phone while driving. The app provided a platform for daily BUPD pledging, kept track of a participant's consecutive BUPD days and offered weekly congratulations. The app was promoted by the Team and available for download on the SFBUPD website. (Note: The app was no longer available for download at the time of this report).

Figure 22. SFBUPD App

App users could set a daily reminder to make the BUPD pledge by clicking a button on the app. After users pledged, a reward screen acknowledged the pledge with a celebratory burst of confetti. The app also tracked users' pledge history, keeping up with the total number of pledges made, and the number of consecutive days of pledging or streak of pledges.

Informational Items. The team purchased pens, key chains, window clings, stickers, yard signs, banners, and posters to give away at events and delivered items to businesses and schools for distribution. All items were branded with the SFBUPD logo or website to draw more individuals to the website. Any promotional items were purchased using funding from community partners. A QR code linked to the website was included on posters. A community stakeholder donated BUPD t-shirts for the team to wear at events.[4]

The team created multiple videos: a PSA (1:48 minutes in length), a 30-second ad and a 15-second ad. The site champion scripted the videos and hired a local production company and regional cable company to produce them.

The team designed a small flyer or informational sheet and had it printed on notepads made of tear-off sheets (proof shown in Figure 23). These were distributed at program events. The QR code was printed on tear-off sheets along with a stat related to unrestrained fatalities in Sioux Falls. Readers were encouraged to go to the website to learn more about the program and the QR code facilitated quick and easy access to it.

Figure 23. SFBUPD Tear-Off Sheet

Social Media. The SFBUPD program used Facebook and Instagram social media accounts set up specifically for the program. The site champion used existing resources offered by NHTSA's Region 8 office to produce social media content for the program (Figure 24). SFBUPD's site champion oversaw the creation of social media posts and developed a schedule for posting prior to the program's launch. In addition to the premade content, the site champion often created

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[4] See footnote above on use of NHTSA grants funds for promotional items.

posts to promote evolving program activities, such as pledge events, as they occurred. The team posted weekly on its social media accounts upon launching the program.
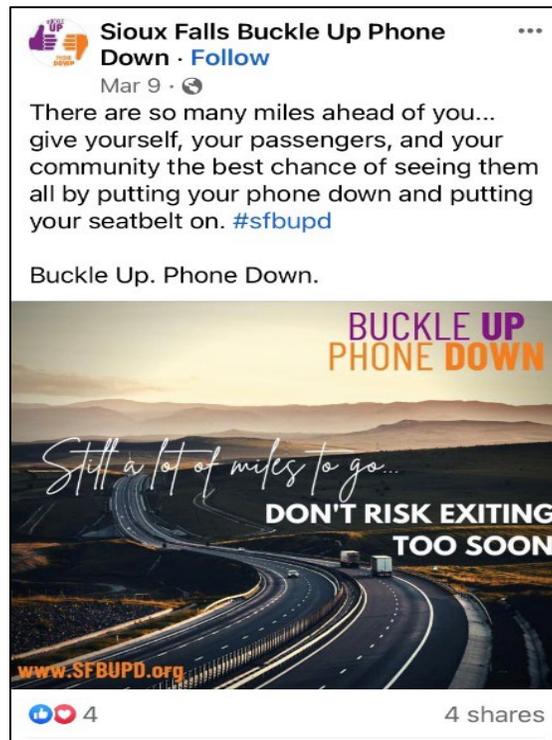
Figure 24. SFBUPD Social Media Post

Program Activity

Press Event. The SFBUPD team conducted a press event in lieu of a kickoff event in January 2023, 3 months after the implementation period began. The goal of the event was to produce media attention and spur partnerships by formally introducing the Sioux Falls initiative to the community. The SDOHS reached out to contacts in Sioux Falls to secure space for the event and invited grantees to attend. The site champion invited local media, traffic safety professionals, and potential program partners in the community. There were four speakers for the event: the NHTSA Region 8 Administrator, the Sioux Falls Fire Chief, the Sioux Falls Police Chief, and a local trauma surgeon. The Sioux Merchant Patrol (private security company) were in attendance to share information about how the organization uses technology to help implement seat belt and phone use/distraction policies. The SD Highway Patrol set up their rollover simulator to illustrate the lifesaving benefits of wearing a seat belt. A videographer was hired to record the event. And, in the creative spirit of BUPD, a local caricature artist at the event created portraits of attendees wearing seat belts. The SFBUPD executive team greeted attendees and provided them with an agenda (Appendix C-9), a window cling, and a keychain. Multiple media outlets provided coverage of the event and employees of the SD Office of Highway Safety, SD Department of Public Safety, Minnehaha County Sheriff's Dept, Lincoln County Sheriff's Department, Avera/McKennan Hospital, Sanford Hospital, Sioux Falls School District, and others were in attendance. After the speakers concluded, the SFBUPD PSA (1:48 minutes in length) was shown to the attendees.

Several television stations ran the story, and the event produced unexpected social media attention. The caricature artist sketched a picture of the police and fire chief sitting together. The picture was given to the mayor who posted it on his social media account. SFBUPD commented on the picture and provided a link to the website (Figure 25).

Figure 25. Social Media Post from Mayor of Sioux Falls

Publicity & Outreach Events. The SFBUPD team reached out to schools, businesses, city government and the medical community in September to build a team of initial influencers prior to the program's launch in October but received no response. Additionally, the team could not find indoor space available to accommodate a kickoff event, so the event did not take place in October. However, the team did conduct promotional/pledge events and distributed program

information in October. Appendix C-14 provides more information about the events conducted by the SFBUPD team.

The executive team sent out a press release at the beginning of November to generate interest in the program but received no response from the media. The team conducted three presentations and distributed program information in November.

The team did not conduct any in-person events in December but did see interest pick up. Several incidents of distraction-involved crashes were reported in Sioux Falls and around the State in November/December. The crashes caught the attention of the media and two news outlets contacted SDEMSC to request an interview. The site champion used the interviews to talk about the SFBUPD program.

The team also approached the local G-League basketball team (Skyforce/Miami Heat) in December and arranged for the 30-second SFBUPD PSA to run on the jumbo screens at all home games. That paid arrangement also provided the executive team an opportunity to conduct in-person pledge events inside the stadium's foyer at home games (Figure 26). The basketball team donated box seat tickets to all home games and the executive team used them as incentives in SFBUPD contests. Also in December, the executive team decided to hire a community outreach liaison to work 10 hours a week beginning in January. That time would be used to recruit partners and promote the program.

Figure 26. SFBUPD Set Up for Skyforce Games

Program activity picked up in the last 3 months of the implementation period. In January, the team held a successful press event (described above), the first home Skyforce basketball game with a BUPD presence occurred, and the SFBUPD community outreach liaison began reaching out to potential partners to introduce the program and discuss opportunities to participate. In February and March, high schools showed interest in the program and agreed to distribute program information to students ahead of prom season. Members of the group, Teens Against Tobacco Use (TATU), volunteered to help distribute informational items and program material to schools for distribution to students. The team reached out to SDDOT and requested that *Buckle Up Phone Down* be displayed on electronic message boards in Sioux Falls.

Notable Program Activities. Several notable activities took place that were not in-person events. One example is the SFBUPD team designed online challenges and contests and posted them on the website in early March. To be eligible for a Challenge Contest, someone had to take the BUPD pledge and post that they did so on Facebook or Instagram, using the hashtag #SFBUPDChallenge in the post, and tag someone else. The Challenge Contest winner was drawn from eligible entries and won four box seat tickets for the Skyforce game. Other contests with a similar format were posted online (i.e., Random Pledge, Best Photo/Video, Show Your App, Use Your Words, School Challenge).

The site champion also brokered a low-cost deal with a regional cable company. A PSA was developed with the cable company and paid ad placement was purchased. The total amount paid to the cable company to develop the PSA and run it 166 times (prime time) was $6,200. The cable company ran the PSA, in-kind, during off-peak hours from October to January more than 8,500 times. The in-kind ad placement from the cable company was valued at just over $61,700.

The site champion reported the total in-person events conducted by the SFBUPD team each month during the 6-month implementation period (October 2022-March 2023) and estimated number of people reached at the event. The number of people reached was estimated by the site champion who was either present for the event or who used information reported by someone else who conducted the event. For example, if BUPD material was dropped off at a school for distribution, the number of items delivered to the school for distribution to students was reported. Figure 27 shows the SFBUPD activity reported by the team. The number of events and the reported number of people reached was at its highest in the sixth month of program implementation. Appendix C-11 provides information reported about the organizations that hosted events, descriptions of events, and informational items used at the events.
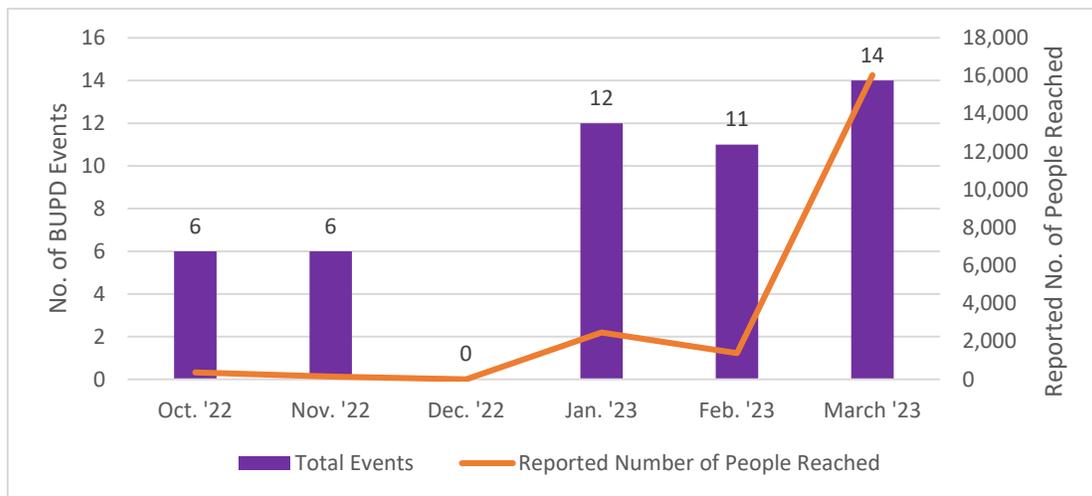
Figure 27. Number of SFBUPD Events and Reported Number of People Reached

Table 4 summarizes the number of in-person events conducted by the SFBUPD team during the implementation period. The team most often worked with Education (n=21) and Other sectors (n=14) of the community during the implementation period. (Note: The Other category includes the G-League basketball team where SFBUPD team conducted pledge events at home games.) Informational Item Distribution (n=33) and Promotional/Pledge Events (n=10) were the most common type of event conducted by the SFBUPD team.

Table 4. Summary of SFBUPD Publicity and Outreach Events

Month	Community Sector					Estimated Number of People Reached	Event Type			Total Events
	Education	Business	*Gov.	Medical	Other		Presentation	Promo/ Pledge Event	Info Distribution	
Oct.	2	2	--	1	1	365	--	3	3	6
Nov.	3	--	1	2	--	148	3	--	3	6
Dec.	--	--	--	--	--	0	--	--	--	0
Jan.	1	1	--	2	8	2,465	3	4	5	12
Feb.	4	1	1	1	4	1,380	--	2	9	11
March	11	2	--	--	1	16,036	--	1	13	14
TOTAL	**21**	**6**	**2**	**6**	**14**	**20,394**	**6**	**10**	**33**	**49**

*State or local government agency

Program Costs

The costs to develop the SFBUPD website and app were $6,500 and $5,500, respectively. The total cost to implement the program was $24,904. Figure 28 provides a breakdown of costs for elements of the program. Program funds used in Sioux Falls mostly went towards advertising (46.7%) and informational items (37.4%). Other expenses included videography/photography services (8.1%), printing (0.8%), and miscellaneous expenses (6.9%). Labor for Site Champion and other SDEMSC Implementation Team members were not included in these program costs. SDEMSC approximated total additional expenses provided in kind by stakeholders (including labor for stakeholders) was just over $50,250. SDEMSC reported $61,729 in in-kind donations from the cable company who ran the PSA.

Figure 28. SFBUPD Cost Breakdown

SFBUPD Qualitative Insights
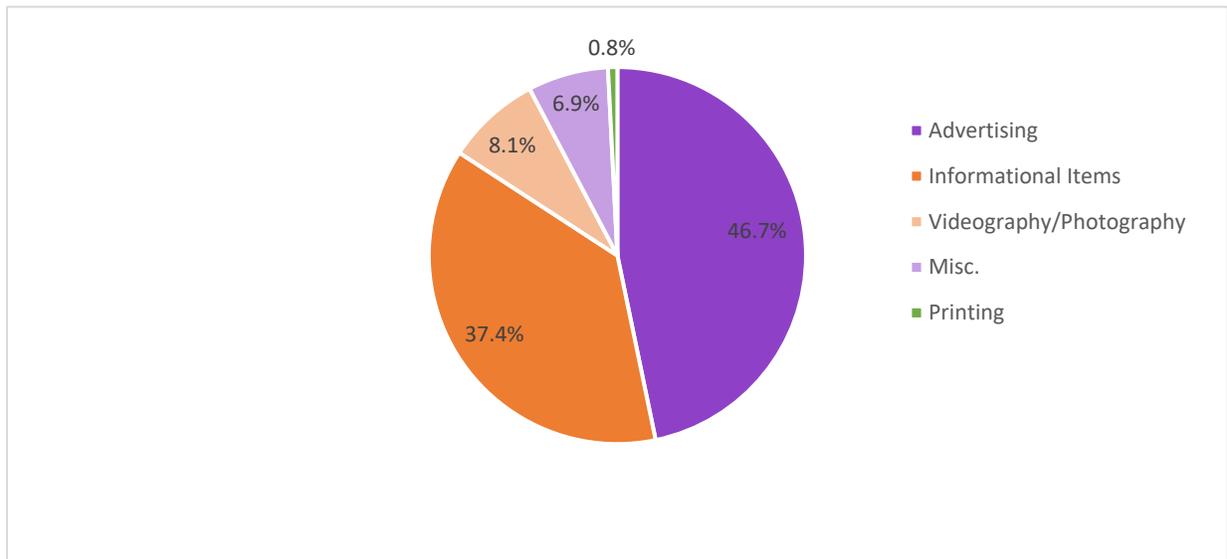
The following bullets summarize insights from the SFBUPD executive team about the program:

- Even though readymade material was available to build a BUPD program, a good bit of effort (more than expected) was put toward developing location-specific material, recruiting partners and building partnerships, developing a plan of action, and sustaining program activities.
- Having a well-made, functional BUPD website was critical to program success.
- BUPD required clearly defined roles and expectations for everyone involved to facilitate a smooth rollout of the program.
- BUPD depends on buy-in from the public and local leadership to be successful, and acquiring buy-in took several months.

Table 5 Provides a summary of the leadership, program material, program activities, and costs related to the SFBUPD program.

Table 5. Summary of SFBUPD Program

Summary of SFBUPD Program			
Leadership	**Program Material**	**Program Activities**	**Costs**

• Site champion: Program Coordinator for South Dakota Emergency Medical Services for Children
 	
• Five-member executive team developed program prior to program launch; did not add other members to the team
 	
• Implementation team comprised of Executive Director and two program coordinators from SDEMSC, Executive Director of SDOHS and another SDOHS employee
 	
• SDEMSC initiated majority of program activity
	• Unique logo created specifically for SFBUPD program
	
	• Website style different from Missouri's but basic function was the same (i.e., hub for BUPD pledging)
	
	• SFBUPD app for use on cellular devices created specifically for the program.
	
	• Informational and promotional items:
	  - Banners
	  - Yard signs
	  - Info sheets
	  - Stickers
	  - Window clings
	  - Posters
	  - Pens
	  - Keychains
	  - T-shirts for BUPD team leaders (donated by stakeholder)
		• Press event to formally introduce program to community held 3 months after program launch
		
		• Most frequently worked with educational institutions and "other" entities (e.g., local G-league basketball team) to host or conduct pledge events
		
		• Most frequent activity conducted was to drop off informational items for distribution at schools or local businesses
		
		• Hourly employee hired to recruit & conduct planned events
		
		• Brokered deal with local cable company for low-cost PSA placement; received additional in-kind placement
			• 47% of program costs spent on advertising
			
			• 37% of program costs used to purchase informational items
			
			• Estimated labor costs: $50,250
			
			• Estimated in-kind donation from cable company: $61,729

Summary of SFBUPD Program			
Leadership	**Program Material**	**Program Activities**	**Costs**
	• Social media posts created by SDEMSC and NHTSA Region 8 communications contractor	• Program activity picked up in sixth month after program launch • Created online and social media challenge contests	

BUPD Demonstration Program Summary

The *Buckle Up Phone Down* program developed by MoDOT in 2017 provided a promising approach to combating two destructive behaviors: not wearing a seat belt and mobile phone use while driving. In the years to follow, MoDOT's program and its promise of success gained traction nationwide. At the time of this report, at least seven states were known to conduct some type of BUPD effort, or at least incorporate the BUPD slogan in their communications with the public.

The goal of this demonstration project included learning about MoDOT's BUPD initiative and then demonstrating similar programs in two mid-size cities over a 6-month period. Key elements of the Missouri BUPD program were identified and specific features of the leadership structure, program material developed, and publicity and outreach efforts were identified. Two sites were then selected for program development and implementation: Jackson, Mississippi, and Sioux Falls, South Dakota. BUPD implementation teams participating in these program locations incorporated key elements of MoDOT's model into the program development process and implementation of individual demonstration programs.

Although both BUPD teams took different steps to launch the program, recruit partners, and implement program activities, the number of program activities implemented by the team and the approximate number of people reached increased by the sixth month of implementation. Both programs were able to garner support, within multiple community sectors and from multiple community leaders. State Highway Safety Offices in both States were interested in continuing BUPD after the 6-month implementation period concluded.

Lessons Learned/Program Limitations

Team members from both programs provided lessons learned from challenges they faced during the demonstration program as well as thoughts about program limitations. The information is summarized in the bullets below.

- The upbeat and fun nature of BUPD made the program seem easy: build a website and get people to take the pledge. However, there was substantial effort involved in planning and developing the program and recruiting partners. Teams dedicated many hours to building material and implementing program activities. Site champions had job responsibilities in addition to BUPD and decided to hire and train an hourly employee to reach out to potential partners and help conduct program activities to alleviate some of the workload.

- The implementation period was 6 months. Site champions noted that future programs may want to consider a longer implementation period. It took several months for teams to work out the kinks, gain traction within the community, and get comfortable talking about the program. Both groups thought that momentum for the program was just starting to build when the 6-month implementation period ended. Numbers of reported activities and their reach support that theory.

- Team members learned quickly to prepare a clear ask or ideas for involvement when reaching out to potential partners. This saved time and sometimes sparked additional ideas for involvement.

- Team members frequently got wrapped up in asking businesses/organizations to partner to host a BUPD activity and forgot to ask the business/organization to submit a logo to be displayed on the website or discuss seat belt policies. Receiving a logo could also take longer than expected due to a lengthy approval process or formatting issues (e.g., wrong size or file type).

- The group did not anticipate how long the process to build a partnership with a large employer could take. The group learned that large employers often have preplanned social responsibility strategies and the process to find out if BUPD aligns with their goals for the community can be lengthy. It is also a lengthy process to develop and implement an activity with a large employer due to various required approval processes that might be in place. For example, an intended event with one large international employer in the Jackson area did not come to fruition within the 6-month implementation period. That said, a large employer headquartered in the Jackson area was able to quickly organize events.

- Team members thrived at brainstorming ideas for potential partners and program activities but too many ideas resulted in a lack of focus. A few months into the program, teams decided to focus on one or two things that worked and kept those ideas going throughout the implementation period. The Missouri BUPD team mentioned that they, too, choose two to three things to focus on from year to year.

- BUPD is a program that is difficult to implement in harsh weather conditions. In theory, BUPD could be implemented without any face-to-face interaction using only the website, social media posts, and virtual events, but team members thought in-person events and the opportunity for conversation with others created more of a spark (and relatable social media content). People often choose to stay home (with good reason) when harsh weather conditions create unsafe driving conditions or make it uncomfortable to be outside. Another hurdle for planning events during months that typically experience harsh weather is finding suitable and cost friendly indoor venues in which to hold events.

- When gathering local data for use in creating content for program material, teams found that there is a lack of compelling local distracted driving data available. Both implementation teams used state and/or national numbers to compensate for the lack of local information.

Implementing a BUPD Program

Below are suggested steps to take to implement a BUPD program. The suggestions and insight are provided by BUPDJax and SFBUPD implementation team members.

1. *Do your homework.*
   - Check for other BUPD programs in your area. Contact local organizations to see if there are current plans for a BUPD initiative, explore partnership options.
   - MoDOT's BUPD Starter Kit can be a useful resource for planning your BUPD program.

2. *Establish a team.*
   - Start small and expand the team as the program develops and momentum picks up.

- Recruit members from various sectors of the community.
- Build the implementation team with members who have the experience and/or relationships to help reach program goals. For example, include a communications specialist on the executive team and use their expertise to help develop program material and plans for a kickoff event.
- Clearly define roles, responsibilities, and expectations before things get moving. Include how long team members are expected to serve on the team.
- The ideal site champion is a good leader with a passion for traffic injury prevention.
- Meet regularly and within the time allotted.

3. *Develop an action plan.*
- Work with the executive team to develop and organize plans for key program elements: leadership, program material, and publicity and outreach.
- Create a realistic timeline to accomplish each element.
- Consider weather patterns in the program area when deciding dates to launch the program and when planning program activities.
- Include long-term goals and a general plan for continuing the program.

4. *Develop program material.*
- Program material includes the logo, website, informational material, and social media accounts.
- Allow time to gather local data and build content for the website (e.g., talking points, fact sheets, sample newsletter, press release template, promotional videos). If data is difficult to find, reach out to traffic safety partners in the area.
- Remember that the majority of BUPD messaging is upbeat, non-punitive, and focuses on self-responsibility.
- Have the material ready when you begin to recruit partners so there is something to show.
- Establish the logo early in the planning process and include it on all material to make them easy to recognize and associate with BUPD.

5. *Hold a kickoff or press event.*
- In addition to formally introducing the program to the community, use the event to gauge interest from the community.
- Think outside the box and invite individuals/organizations outside the traffic safety or injury prevention sphere (e.g., autobody shops, sports teams, local weathercaster, school groups, local artists). Interesting people and unique partnerships can have surprising results.
- Have a sign-in sheet available to make sure you can easily follow up with attendees/potential partners after the event.
- Make the event relevant to your community and choose ways to engage that fit with the community.
- Don't be afraid to launch the program and then have a press event after a few months, when you have a bit of traction and community buy-in.

6. *Roll it out!*
- Use the momentum from the kickoff event to get the program off the ground.
- Continue to meet regularly with the implementation team to implement BUPD plans. Keep team members engaged in the process by assigning a few action items to each team member and ask members to report progress at meetings.
- Keep in mind that there is a lot of footwork involved in spreading the program, be resourceful to find help.
- Don't waste time forcing something to work. If an idea is not working out, change plans and move ahead.
- Others that can be involved are unlimited – all schools/colleges/universities, businesses, corporations, medical facilities. Consider everything from college student interns to restaurants to sports teams to help spread the message.
- Do not underestimate the power of face-to-face interaction.
- Be flexible. If a great opportunity arises, strike while the iron is hot!
- Document what works and what doesn't.

7. *Assess, readjust, continue.*
- Assess BUPD efforts after the conclusion of your implementation period. Think about what worked, what did not work, the plans that might have been put on hold, and long-term goals.
- Revisit the long-term plan and goals for the program.
- Adjust plans and move forward.

References

Mississippi Office of Highway Safety. (2021). *Mississippi Office of Highway Safety Annual Report Federal Fiscal Year 2021.* National Highway Traffic Safety Administration. Retrieved June 6, 2023, from www.nhtsa.gov/sites/nhtsa.gov/files/2022-05/MS_FY2021_AR.pdf

Missouri Highway Safety Office. (2021, November). *FY 2022 Missouri Department of Transportation Highway Safety Plan.* National Highway Traffic Safety Administration. Retrieved May 10, 2023, from www.nhtsa.gov/sites/nhtsa.gov/files/2021-11/MO_FY22_HSP_V1.pdf

Appendix A: Example BUPD Implementation/Action Plan

Buckle Up Phone Down
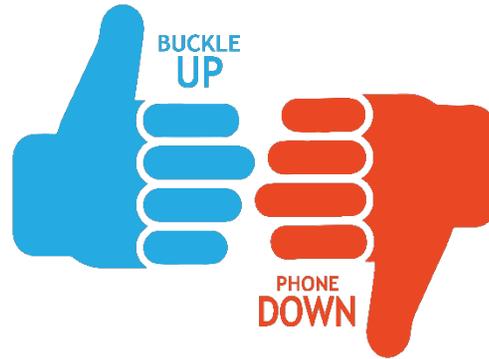
IMPLEMENTATION / ACTION PLAN
(EXAMPLE)

BUCKLE UP, PHONE DOWN
ACTION PLAN

The action plan is a tool that can be used to help organize your BUPD program. Use it to document program goals, establish a timeline, keep track of assigned tasks, completion dates, and program progress. Document anticipated plans for key program elements and keep track of what worked and what didn't (and why). Learn from experiences and troubleshoot problems to keep progress moving forward. Encourage implementation team members to provide input to build and revise the plan.

The following template can be used to develop a BUPD action plan.

PROGRAM OVERVIEW

- Program goal
- Program area (e.g., statewide, regional, local, specific business/school)
- Funding source(s)
  - How much funding is available?
  - Are there requirements for how the funds can be used?

CONTENTS

I.   Implementation Team
II.   Program Material
III.   Website
IV.   Program Publicity and Outreach
V.   Implementation/Activity Reporting
VI.   Challenges/Hurdles and Lessons Learned
VII.   Timeline

I. Implementation Team

- List anticipated expectations for the implementation team (examples below)

  - Develop potential BUPD challenge participation lists
  - Secure local government participation (if considered useful)
  - Garner local employer participation
  - Ask for university/college and local school participation
  - Develop pre-recorded video BUPD challenges
  - Develop informational items, making sure that funds may be used for any planned purchases
  - Assist with gathering necessary information for BUPD website content
  - Pre-arrange and participate in a high-visibility BUPD program kickoff
  - Implement a 6-month program of well-timed, sustained, high-visibility pledging activity

- Establish a regular implementation team meeting (e.g., second Tuesday of each month at 10 a.m.)
- List implementation team members, their anticipated role in the program, and contact information.

Name/Organization	BUPD Role	Contact
Name, Title Organization	Site Champion/Executive Team	Phone Email

II. Program Material

- Ideas for informational material
  - Funding source for incentive items and consideration of possible restrictions
  - Quantity anticipated for distribution
- Logo
- List possible vendors, cost estimates and turnaround time (e.g., printing, graphic design)
- Discuss content for informational material
  - Data/stats to include on material and possible data sources (e.g., NHTSA, State Highway Safety Office, etc.)
  - State-specific or local
- Name of Team members responsible for leading efforts to develop program material

III. **BUPD Website**

- Name of company/person who will build the website
- Name of company/person responsible for maintaining the website during the implementation period (e.g., uploading documents, photos, video challenges)
- Cost estimates
- List anticipated functions of the website (examples below)
  - Ability to upload logos, videos, and pictures
  - Display program rationale that includes seat belt and distracted driving statistics
  - Ability to order program material or request BUPD event at a school, business, etc.
  - Store documents/images/videos available for download
  - Work with a QR code
- Website content (examples below)
  - Introductory video
  - Logos of businesses who have pledged/challenged
  - Pictures of people who have pledged/challenged
  - Videos of BUPD challenges
  - Special recognition for businesses who create employee policy
  - Survivor stories
  - Toolkit/Media kit – include logos, talking points, statistics
  - Meter to show how many pledges have been made (e.g., establish a goal for a certain number of pledges)
  - Request form to order a yard sign or other informational items
  - Request to have a BUPD banner/selfie spot at a school or business event
- Names of Team members responsible for leading efforts to develop website

IV. **Program Publicity and Outreach**

Kickoff Event
- Date, time, place
- Event plans
  - Who will speak?
  - Who will be invited?
  - Will there be snacks?
- Program material needed
- Publicity plans
- Social media plans
- List who on the Team be responsible for coordinating the kickoff event

<u>Publicity and Outreach Plans</u>

Include general ideas for possible partnerships and events/activities. Update plans as needed. (Record event details in the next section.)

- List possible connections in the community team members have that could result in a BUPD challenge or partnership.
- Write down ideas for activities, challenges or competitions (e.g., schools compete with other schools for the most pledges, a hospital publicly challenges another hospital, a business challenges patrons, etc.).
- Write down ideas for what the "ask" will be of organizations when requesting a partnership (examples below).
  - Logo for recognition on website
  - Public pledge/challenge
  - Social media posts
  - Host event on site
  - Participate in kickoff event

V. Implementation/Activity Reporting

Provide information about events that occur.

- Name of partnering organization, contact person, and contact information
- Short description of the event (e.g., establish policy, host pledge event, donate items for raffle, make a public challenge, team member makes a presentation, drop off BUPD material for distribution)
- Estimate the number and type of informational items distributed/used

VI. Hurdles/Challenges

Provide information about hurdles or challenges experienced.

Example: Met with John Smith, Director of Safety, at So-and-So Manufacturing. He would like to partner but must first get permission from the global marketing department before he can provide a logo or take part in publicity events. He said this is a lengthy process that could take months. We do not anticipate So-and-So Manufacturing will be able to participate in the Kickoff Event.

VII.   Timeline

Example timeline follows.

Timeline (example)

Example BUPD Timeline (6 mo. Implementation Period)

Task	2022						2023				
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5	1 2 3 4	1 2 3 4 5
Establish Action Plan	━━━	━━━	━━━	━							
Build Implementation Team	━━━	━━━	━━━	━━━	━━━	━━━	━━━	━━━	━━━		
Website Construction		━━	━━━	━							
Develop website content		━━	━━━	━							
Design/Order/Print program materials		━━	━━━								
Recruit participation			━	━━━	━━━	━━━	━━━	━━━	━━━		
Plan Kickoff Event		━	━━━								
Kickoff Event				▪							
Maintain website				━━━	━━━	━━━	━━━	━━━	━━━		
Sustain Pledges/Challenges through publicity & outreach				━━━	━━━	━━━	━━━	━━━	━━━		
Outreach Events				━━━	━━━	━━━	━━━	━━━	━━━		

IMPLEMENTATION PERIOD (Oct 2022 – March 2023)

Appendix B: BUPDJax Program Material and Information

Talking Points for Businesses (Available on Helpful Resources Page of BUPDJax Website)

Buckle Up Phone Down

Talking points for businesses
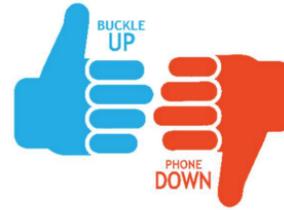
- Mississippi has one of the highest rates of motor vehicle deaths in the nation. Data from the years 2016-2020, show that passenger vehicle crashes kill an average of 685 motorists annually: devastating family and friends.

- [BUSINESS] is challenging our employees to buckle up and put their phones down EVERYTIME they are driving a vehicle.

- [BUSINESS] is working with Mississippi Safety Services and the Mississippi Office of Highway Safety to help reduce incidents and fatalities related to driver and passenger behavior.

- The Buckle Up Phone Down (#BUPDJax) campaign is tackling the two most impactful actions a driver can take to prevent crashes or survive if one occurs.

- Distracted Driving is a leading cause of crashes in the United States and texting is the most alarming distraction. In the U.S., over 3,000 people died in traffic crashes in 2020 that involved distracted driving. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. (National Highway Transportation Safety Administration)

- The National Highway Traffic Safety Administration (NHTSA) reports that the 15–20-year-old age group has the largest proportion of drivers within each respective age group who were distracted in fatal crashes (7%) in the U.S. in 2020. However, the 25-34-year-old age group has the highest proportion of distracted drives (25%) out of all distracted drivers involved in fatal crashes in the U.S. in 2020.

- The Occupational Safety and Health Administration (OSHA) reported that transportation and material moving occupations was the leading cause of work-related deaths in 2020.

- These incidents could be reduced if people would not only stop texting, but not interact with their phones at all while driving.

- But sometimes even the most attentive drivers are involved in a crash caused by other drivers. That's when wearing a seat belt every time you enter a vehicle becomes your best defense against injury and death.

- Mississippi's seat belt use rate was 80% in 2021, 10 percentage points below the national average (90.4%).

- From 2016-2020, 52% of passenger vehicle occupants in the Jackson Metro Area (Hinds, Madison, and Rankin Counties) were unrestrained, based on known restraint use. The percentage of unrestrained passenger vehicle occupant fatalities from 2016-2020, for the state of Mississippi, is higher at 56%, based on known restraint use. (FARS)

#BUPDJax

Buckle Up Phone Down

Talking points for businesses
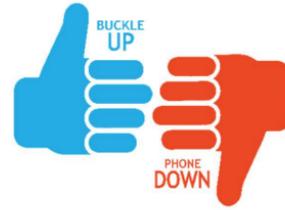
- The Buckle Up Phone Down Challenge features citizens and employees of participating agencies giving the "thumbs up/thumbs down" sign to show their support on social media and on the BUPDJax Wall of Fame website www.BUPDJax.org.

- The website's Partners page features the logos of businesses and agencies that show support by accepting the challenge.

- Does [BUSINESS] have a policy that requires seat belt use in all vehicles and no cellphone use, not even hands-free? Then your business meets the Gold Standard of safety. Gold Standard Partner logos are highlighted on the Buckle Up Phone Down homepage in a special section.

- Your business can become a Gold Standard Partner by putting a policy in place that requires its employees to wear a seat belt and prohibits cellphone use while driving. A sample policy is available on the BUPDJax website (www.BUPDJax.org).
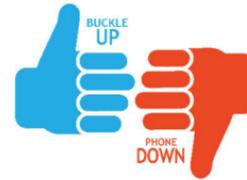
#BUPDJax

Talking Points for Schools (Available on Helpful Resources Page of BUPDJax Website)

Buckle Up Phone Down
Talking points for schools

- Mississippi has one of the highest rates of motor vehicle deaths in the nation. Data from the years 2016-2020, show that passenger vehicle crashes kill an average of 685 motorists annually: devastating family and friends.

- [SCHOOL] is challenging our students and staff to buckle up EVERYTIME they ride in a car and put their phones down EVERYTIME they are driving a vehicle.

- [SCHOOL] is working with Mississippi Safety Services and the Mississippi Office of Highway Safety to help reduce incidents and fatalities related to driver and passenger behavior.

- The Buckle Up Phone Down (#BUPDJax) campaign is tackling the two most impactful actions a driver can take to prevent crashes or survive if one occurs.

- Distracted Driving is a leading cause of crashes in the United States and texting is the most alarming distraction. In the U.S., over 3,000 people died in traffic crashes in 2020 that involved distracted driving. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. (National Highway Transportation Safety Administration)

- The National Highway Traffic Safety Administration (NHTSA) reports that the 15–20-year-old age group has the largest proportion of drivers within each respective age group who were distracted in fatal crashes (7%) in the U.S. in 2020. However, the 25-34-year-old age group has the highest proportion of distracted drives (25%) out of all distracted drivers involved in fatal crashes in the U.S. in 2020.

- These incidents could be reduced if people would not only stop texting, but not interact with their phones at all while driving.

- But sometimes even the most attentive drivers are involved in a crash caused by other drivers. That's when wearing a seat belt every time you enter a vehicle becomes your best defense against injury and death.

- Mississippi's seat belt use rate was 80% in 2021, 10 percentage points below the national average.

- From 2016-2020, 52% of passenger vehicle occupants in the Jackson Metro Area were unrestrained, based on known restraint use. The percentage of unrestrained passenger vehicle occupant fatalities from 2016-2020, for the state of Mississippi, is higher at 56%, based on known restraint use. (FARS)

- The BUPDJax website (www.BUPDJax.org) allows Jackson area citizens, schools, and businesses to publicly display their support for the program by uploading photos giving the "thumbs up/thumbs down" sign or submitting video challenges.

- [SCHOOL] can participate in the program by challenging students and staff to take the Buckle Up Phone Down pledge. Go to www.BUPDJax.org to make the pledge.

SPONSORS: Mississippi Safety Services, Mississippi Office of Highway Safety

CONTACT: Kay H. Brodbeck, Mississippi Safety Services, 601-924-7815, Kay@MSsafety.com

#BUPDJax

Fact Sheet for Businesses (Available on Helpful Resources Page of BUPDJax Website)

ANNOUNCING
A Campaign to Save Lives in Mississippi
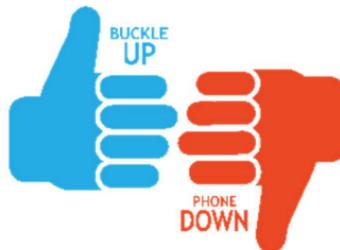
A commitment to just these TWO steps on every drive can prevent crashes and significantly reduce injuries and deaths if a crash occurs.

WHAT IS IT: A challenge urging employees to take these two life-saving steps: to drive buckled up and phone-free. Post these pledges on the BUCKLE UP PHONE DOWN website (www.BUPDJax.org) and social media.

WHY: Traffic crashes hurt the health and lives of employees and the business' bottom line. The Occupational Safety and Health Administration (OSHA) reported that transportation and material moving occupations was the leading cause of work-related deaths in 2020.

Mississippians are lax about buckling up. The seat belt use rate in Mississippi is 80%, compared to 90% nationally. (Mississippi Office of Highway Safety)

From 2016-2020, 52% of passenger vehicle occupants killed in traffic crashes in the Jackson Metro Area (Hinds, Madison, and Rankin Counties) were unrestrained, based on known restraint use. The percentage of unrestrained passenger vehicle occupant fatalities from 2016-2020 for the state of Mississippi is higher at 56%, based on known restraint use. (NHTSA's Fatality Analysis Reporting System)

Distracted Driving is a leading cause of crashes in the United States and texting is the most alarming distraction. In the U.S., over 3,000 people died in traffic crashes in 2020 that involved distracted driving. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. (National Highway Transportation Safety Administration)

BUSINESS PARTICIPATION

Become a BUPD Business Partner. Go to www.BUPDJax.org, take the pledge and challenge your employees to do the same. Upload your company logo and be featured on the Partners Page.

A business can become a GOLD STANDARD PARTNER when company policies require seat belt use in all vehicles and no texting behind the wheel. Every ride, every time. Gold Standard Partner logos are featured on the main page of the BUPD website. A sample policy is available on the BUPDJax website.

BUPD Business Partners can show their support of the program several ways: display the BUPD window cling on-site, display "Buckle Up Phone Down" or #BUPDJax on a marquee, and/or post the BUPD logo on social media. Film a short video or take a picture and submit it to be displayed on the BUPDJax website.

SPONSORS: Mississippi Safety Services, Mississippi Office of Highway Safety

CONTACT: Kay H. Brodbeck, Mississippi Safety Services, 601-924-7815, Kay@MSsafety.com
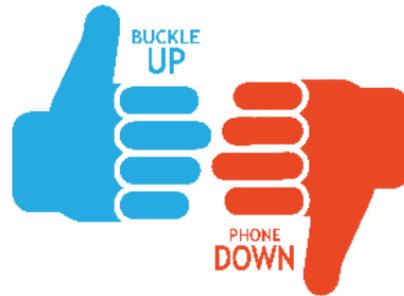
Fact Sheet for Schools (Available on Helpful Resources Page of BUPDJax Website)

ANNOUNCING
A Campaign to Save Lives in
Mississippi

A commitment to just these TWO steps on every drive can prevent crashes and significantly reduce injuries and deaths if a crash occurs.

WHAT IS IT: A challenge urging students and school employees to take these two lifesaving steps: to drive buckled up and phone-free. Post pledges on the BUCKLE UP PHONE DOWN website (www.BUPDJax.org) and social media #BUPDJax. Pass it on by challenging other schools to make the pledge.

WHY:

- Mississippi has one of the highest rates of motor vehicle deaths in the nation. Data from the years 2016-2020, show that passenger vehicle crashes kill an average of 685 motorists annually: devastating family and friends.
- Distracted Driving is a leading cause of crashes in the United States. In the U.S., over 3,000 people died in traffic crashes in 2020 that involved distracted driving. The National Highway Traffic Safety Administration (NHTSA) reports that the 15–20-year-old age group has the largest proportion of drivers within each respective age group who were distracted in fatal crashes in the U.S. in 2020.
- Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.
- Mississippians are lax about buckling up, only 80% in 2021, compared to 90% nationally.
- From 2016-2020, 52% of passenger vehicle occupants killed in traffic crashes in the Jackson Metro Area (Hinds, Madison, and Rankin Counties) were unrestrained, based on known restraint use. The percentage of unrestrained passenger vehicle occupant fatalities from 2016-2020 for the state of Mississippi is higher at 56%, based on known restraint use.
- **IT'S THE LAW**: Mississippi law requires occupant protection (seat belts or safety seats) in ALL seating positions. (MS Code § 63-2-1 (2019)) Texting behind the wheel is against the law. (MS Code § 63-33-1 (2016))

HOW YOUR SCHOOL CAN PARTICIPATE:

- Go to www.BUPDJax.org and click "Become a BUPD School." Follow the instructions. Use the available materials to create a *Buckle Up Phone Down* movement in your school by encouraging students to take the pledge.
- Request that the BUPDJax Team come to your school to share information related to seat belts and distracted driving.
- Create a challenge video for the BUPD website.

SPONSORS: Mississippi Safety Services, Mississippi Office of Highway Safety

CONTACT: Kay H. Brodbeck, Mississippi Safety Services, 601-924-7815, Kay@MSsafety.com

Resources: National Highway Traffic Safety Administration, Mississippi Office of Highway Safety

Sample Newsletter Article (Available on Helpful Resources Page of BUPDJax Website)
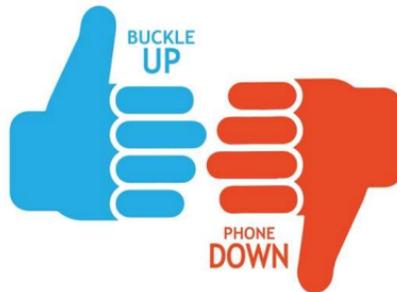
NEWSLETTER ARTICLE FOR PARTICIPATING BUSINESSES

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.

In 2020, Mississippi's traffic death rate was more than double the national average and was the worst in the nation. The Buckle Up Phone Down campaign in Mississippi is tackling the two most impactful actions a driver can take to prevent or survive crashes and [BUSINESS] is joining them in the fight.

First, drivers can put their phones down when they slide behind the wheel. Distracted driving is a major cause of crashes, not only in Mississippi, but in the entire United States contributing to over 3,000 deaths in 2020. Texting is the most alarming type of distraction. Sending or reading a text takes your eyes off the road for five seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.

Next, people can buckle up every time they get in a vehicle. Mississippians are lax about wearing a seat belt. The seat belt use rate in 2021 was 80% in Mississippi, 10 points below the national average (90.4%). From 2016-2020, 52% of passenger vehicle occupants killed in traffic crashes in the Jackson

Sample Newsletter Article, cont. (Available on Helpful Resources Page of BUPDJax Website)

Metro Area (Hinds, Madison, and Rankin Counties) were unrestrained, based on known restraint use. The percentage of unrestrained passenger vehicle occupant fatalities from 2016-2020 for the state of Mississippi is higher at 56%, based on known restraint use.

The hope is to get Mississippi's businesses to openly support employee safety, either through internal safety campaigns or by changing policy to ban cellphone use and make seat belts mandatory in company vehicles. Statistics show that these two policy changes could have an impact on both incidents and highway fatalities.

The Buckle Up Phone Down Challenge is trying to change these numbers. Videos, social media posts and a dedicated website will feature citizens and employees of participating businesses and agencies giving the "thumbs up/thumbs down" sign to show their support of the effort.

The website is located at www.BUPDJax.org and features a Partners page where participating businesses and agencies can display their logos or pledge videos to show support. A Gold Partner section highlights those businesses who already ban cellphone use and require seat belts by policy.

Together, we can make a difference and save lives.

Resources: National Highway Safety Administration, Mississippi Office of Highway Safety

Sample Employee Policy (Available on Helpful Resources Page of BUPDJax Website)

Company *Buckle Up Phone Down* Policy

Vehicle crashes continue to be a top cause of work-related injuries and deaths. Our company wishes to prevent vehicle crashes and associated injuries. Please do your part to make your work-related trip safer.

The company expects anyone driving any vehicle for company business to follow the safe driving expectations listed below. These safe driving rules are basic expectations and should not be difficult for any driver to follow. At any point noncompliance is discovered, documented corrective action will be taken. Questions about this policy can be directed to your manager.

Thank you and please drive safely!

BUPD Safety Rules:

1. Wear your seat belt whenever driving a vehicle for company business or whenever riding in a vehicle for company business. All passengers must wear seat belts.

2. Do not drive distracted. Do not text and drive or manipulate a phone or any phone functions while driving. Avoid other prohibited distractions that can increase crash risks.

3. Do not drive over the posted speed limit. Slow down when driving or traffic conditions deteriorate. Speeding is prohibited.

4. Never report to work or drive while impaired. Impairment can be caused by prescription medications, alcohol consumption, aftereffects of illicit drug use, illegally used prescription medication, or any other legal medication or substance that makes driving a vehicle unsafe.

5. Our company requires that driving employees sign the Buckle Up Phone Down pledge, available here: www.BUPDJax.org. Management will assist you in completing this task.

Employee Signature: _____

Company Representative Signature: _____

Date of Policy Acknowledgement: _____

Outline for Safety Presentation to Teens (BUPDJax)

BUCKLE UP, PHONE DOWN
PRESENTATION TO TEENS – Outline

SET UP
Banner with message: "Come on Mississippi, Take the Challenge! BUCKLE UP, PHONE DOWN"
Several sets of "Hands" for photos. Deployed Airbag - optional
Confirm that teacher/sponsor can connect to You Tube. Prior to presentation, have asked for You Tube access.

INTRODUCTION
Introduce self and program.
Discuss Mississippi's traffic death rate and teen crash rate.

Introduce BUCKLE UP, PHONE DOWN.

SEAT BELT USE
Poll how many have seat belt habit. Share seat belt use rate in Mississippi.
Give scenario of having a crash when friend in passenger seat is not buckled. Point out friend's speed hitting vehicle interior, deploying airbag or going through windshield.
Discuss why everyone in vehicle must be buckled.

CELL PHONE USE
Discuss the three types of distractions and ask for examples of each: Manual, Visual, Cognitive. Point out that phone use can be all three. Even if it's hands-free, it's a cognitive distraction.
Visualization: Ask teens close eyes and visualize leaving school or friend's house. Open eyes after 5 seconds. Ask them to share how far they traveled. Compare to time it takes to read a text.

VIDEOS: Traffic Safety Marketing "Second Chance" and distracted driving psa. Debrief about what they learned today.

ACTION
Ask them to pledge to buckle up and put the phone down. Explain the website and the Wall of Fame.
Everyone TAKE PICTURES.

Narrative of Safety Presentation to Teens (BUPDJax)

BUCKLE UP, PHONE DOWN
PRESENTATION TO TEENS - Narrative

SET UP
Banner with message: "Come on Mississippi, Take the Challenge! BUCKLE UP, PHONE DOWN"
Several sets of "Hands" for photos. Deployed airbag, optional.

Confirm that teacher/supervisor can connect to You Tube. Prior to presentation, have asked for You
    Tube access.

INTRODUCTION
Introduce self and program, quite obvious what your topic is!
How dangerous are Mississippi roads? Show chart of Mississippi's standing compared to all states.
Who pays more for insurance? (You or me? They know this!) Why? (They cost the insurance company more.)
How much more often do they have crashes than adults? (Double? Triple? 4x!)

Let's address 2 small but important ways to stay safe: Buckle up, and put your phone down, every time, every trip.

SEAT BELT USE
How many have a seat belt habit? You get in and just put on the seat belt without thinking about it.
Compare their rate to Mississippi's use rate of 80%. Better? Behind?
    The people in our state do not buckle up as well as in other states, we are 10 points behind the National
    average. In terms of actual persons, that's 350,000 more that would be buckling up if our rate was the same as
    the national average. That's a lot of bodies flying in crashes.

Another question: Does anyone here require everyone in your vehicle to buckle up? (Commend, if so)
    Let's say, you have a friend in the front seat, unbuckled, you are on a 2-lane road going 55 mph, you see a car
    coming across the center line and try to move out of the way but you cannot avoid the crash. You were able to
    slow down to 50 mph. How fast is your friend slamming into the metal and glass? (50 mph).

    Everyone needs to be buckled, which will make them part of the vehicle in a crash.

CELL PHONE USE
Let's talk now about distractions. Oh my goodness, there are so many! A common one is cell phone use, talking or
    texting.
Distractions fall into 3 kinds: Manual, Visual and Cognitive. Ask them for examples in each.
    Manual – Hands off the wheel
    Visual – Eyes not on the road
    Cognitive – Mind not on driving. Does hands-free solve the problem of distracted driving? (No,
        mind is still busy.)
Visualization: Ask them to close their eyes and imagine that they are leaving the school. After 4 seconds, open eyes. Ask
how far they travelled. That's the 4 seconds that it takes to read a text.

SHOW VIDEOS: NHTSA Traffic Safety Marketing, "Second Chance" and distracted driving video. Debrief videos and what
    they learned.

Now, it's your turn to make a commitment to take care of yourself and others. Will you pledge to buckle up and put the
phone down? (Demonstrate thumbs up and thumbs down.) Have someone take your picture with the BUCKLE UP,
PHONE DOWN sign and we'll post it on the website. (Give directions.) Thank you, everyone, for making this life-saving
commitment!

PHOTOS and onto website.

Press Release for BUPDJax Kickoff Event

FOR IMMEDIATE RELEASE   **DATE: October 17, 2022**

Contact: Stacey Ferreri   staceyferreri@gmail.com

Press Conference

Launch of new public safety campaign for Metro Jackson
"Buckle Up, Phone Down"

DATE	Thursday, October 20, 2022
TIME	9:30 a.m. Meet-and-Greet 10:00 a.m. News Conference
LOCATION	Mississippi Office of Highway Safety, 1025 Northpark Drive, Ridgeland, MS 39157
HOST	Mississippi Office of Highway Safety, Mississippi Safety Services
SPEAKERS	Helen Porter, Office Director, Mississippi Office of Highway Safety Sean Tindell, Commissioner, Mississippi Department of Public Safety Dr. Claude Brunson, Executive Director, Mississippi State Medical Association

The statistics are staggering...

Mississippi has one of the highest rates of motor vehicle deaths in the nation. Data from the years 2016-2020, show that passenger vehicle crashes kill an average of 685 motorists annually, devastating family and friends. From 2016-2020, almost 52% of the occupants killed in passenger vehicle crashes in Hinds, Madison and Rankin Counties not wearing a seat belt.

Distracted Driving is compounding the problem and is a leading cause of crashes in the United States. Over 3,000 people died in traffic crashes that involved distracted driving and nearly 325,000 were injured in 2020. Texting is the most alarming distraction. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed.

The *Buckle Up Phone Down* (BUPD) campaign highlights two of the most important actions a driver can take to reduce incidents and fatalities related to driver and passenger behavior. It is a simple, grassroots initiative that encourages Metro Jackson businesses and citizens to take the pledge and show a commitment for a healthier and safer Jackson. The program will be launched Thursday, October 20, 2022 at a news conference hosted by the Mississippi Office of Highway Safety.

Motorists in the Metro Jackson area, along with Jackson area businesses, organizations and schools are asked to go to www.BUPDJax.org and take the BUPD pledge, and then challenge others to do the same. Those who pledge can submit a logo, photo or video for recognition on the website. Resources to start a BUPD program within a business, organization or school are available on the website. Look for the BUPD Team around town and give a Thumbs Up/Thumbs down sign to show support. For more information, email info@bupdjax.org.

Resources: National Highway Traffic Safety Administration

Agenda and Talking Points for BUPD Jax Kickoff Event

Agenda & talking points for "Buckle Up, Phone Down " Kickoff news conference

DATE: Thursday, October 20, 2022
TIME: 10:00 a.m.   (9:30 a.m. meet-and-greet with light refreshments)
LOCATION: Mississippi Office of Highway Safety, 1025 Northpark Drive, Ridgeland, MS 39157

I.   **Rationale for *"Buckle Up Phone Down*" (2-3 minutes) (Helen Porter, Office Director, Mississippi Office of Highway Safety)**
   - Introduction and welcome speakers
   - From 2016-2020, Mississippi averaged 685 motor vehicle fatalities a year on our roads – giving Mississippi one of the highest fatality rates in the nation and devastating many families and friends.
   - Mississippi's seat belt use rate is 10 points below the national average.
   - Distracted driving is a leading cause of crashes in the U.S. and cell phone use is one of the most alarming distractions.
   - MOHS is determined to reduce incidents and fatalities related to driver and passenger behavior.
   - The Buckle Up Phones Down campaign is a simple concept that can make a huge difference in preventing tragedy on Mississippi roads.

II.   **DPS support of the program (2-3 minutes) (Sean Tindell, DPS Commissioner)**
   - DPS is honored to be part of this poignant campaign.
   - Thank you to Kay Brodbeck at Mississippi Safety Services, Amisha Wilkerson and Helen Porter at MOHS, and Stacey Ferreri with Ferreri Consulting Services for leading the movement in the Jackson area.
   - The program is unique in its grassroots approach that encourages community partnerships and personal responsibility through online pledges and challenges.
   - The Buckle Up Phone Down team plans to reach out to Jackson area citizens and businesses to garner support and increase awareness about the importance of seat belt use and driving phone free on our roads.
   - Asking motorists in the Jackson Area – and the whole state of Mississippi – to support the program and help make our roads safer.

III. **Explanation of how the public can participate (2-3 minutes) (Dr. Claude Brunson, Executive Director of Mississippi State Medical Association)**
   - The Buckle Up Phone Down program is a public safety campaign aimed at increasing seat belt use and decreasing cell phone use while driving. Something I stand behind.
   - I support this program because…

Agenda and Talking Points for BUPD Jax Kickoff Event, cont.

- Participation is simple. Jackson area motorists are asked to pledge to buckle up every time they ride in a vehicle and put their phone down while driving... and challenge others to do the same.
- To do this, go to the website, www.bupdjax.org, and accept the challenge, then challenge a friend, family member or coworker to do the same.
- Those who pledge are encouraged to take a picture of themselves making the Buckle Up Phone Down salute – with the right thumb up, and left thumb down – or make a video clip sharing why you took the pledge. As always, creativity is encouraged! Photos and videos will be uploaded and displayed on the BUPDJax website.
- Businesses, schools and organizations can also accept the challenge and encourage their employees, patrons, students and/or stakeholders to go online and make the pledge.
- The goal is to spread the word and see a decrease in passenger vehicle fatalities on our roads.
- I would now like to challenge Jackson Area Businesses and Organizations, and citizens to Buckle Up and put your phone down while driving.

IV. **Challenges (3-5 minutes)**
- CSpire, Jim Richmond, accepts the challenge – tells why they are making the pledge – and then challenges their employees and patrons
- MS Braves, Pete Lavin, challenges fans

BUPDJax Pledge Drive Poster

BUPDJax Publicity & Outreach Event Details

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Notes	Informational Items Used/Distributed
Oct. 2022	Clinton High School	1	1	23	Met with Student Council; 23 BUPD pledges made on website that day	Banner, paddle hands
	Kick Off Event	3	1	43	Kickoff Event	Window clings, stickers, info sheet, banners
	Clinton HS Homecoming	1	2	1,500	Announced BUPD at high school football game, pep squad threw BUPD foam footballs to crowd	Banners, foam footballs, paddle hands
	Jackson State Homecoming	1	2	65	High attendance: info items handed out; verbal pledges made (N=65); photographs with BUPD paddle hands	Window clings, stickers, foam footballs, info sheet, banners
	Jackson State Student Center	1	2	30	Safe Driving Week at University: put up BUPD banner; encouraged pledges	Stickers, banners, paddle hands
	Jackson State Student Center	1	2	30	Safe Driving Week at University: put up BUPD banner; encouraged pledges	Stickers, banners, paddle hands
			Total Oct.	1,691		
Nov. 2022	Jackson State Student Center	1	2	40	Safe Driving Week at University: put up BUPD banner; encouraged pledges	Stickers, banners, paddle hands
	Germantown High School	1	1	25	Law Enforcement & Public Safety Class, encouraged pledges	Stickers, banners, paddle hands
			Total Nov.	65		
Dec. 2022	CSpire	2	2	275	Email sent to employees of cellular phone company	none
	St. Katherine's Village	5	1	25	Presented to a group of senior drivers at an Assistant Living facility	none
			Total Dec.	25		
Jan. 2023	*McComb High School	1	1	150	Presented to entire 9th and 10th grade classes*	Full-sized football
			Total Jan.	150		

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Notes	Informational Items Used/Distributed
Feb. 2023	WMPR radio show	5	2	unsure	Interview on morning radio show	none
	Germantown High School	1	1	100	Schoolwide pledge event at high school, students and teachers (most were involved in pledging, many others observed the exhibit)	Stickers, banners, paddle hands
	Dixie National Rodeo Parade	5	2	400	Decorated vehicle with BUPD messaging for parade in Jackson. Publicity only, did not stop along the parade route to involve observers in discussions.	
	JSU Safety Conference	1	2	100	Information table set up and attendees encouraged to pledge	Stickers, window clings, banners, paddle hands
	*Humphries County High School	1	1	40	Presented to high school football team*	Full-sized football used
	Defensive Driving class	5	1	14	Presented to defensive driving class. Participants asked to go online and take the BUPD pledge.	none
	Dept. Public Safety Pledge Event	3	2	72	Pledge event for DPS employees. Included raffle to win gift basket. Names of employees who pledged were entered in raffle.	Stickers, window clings, banners, paddle hands
			Total Feb.	726		
March 2023	Jackson Coalition - Bridging the Gap	5	2	10	Requested to present at future Jackson Coalition meetings. Approved.	Info sheet
	MOHS Occupant Protection Task Force	3	1	40	Presented at OP Taskforce meeting. Directed participants to BUPD website, encouraged them to use resources in traffic safety education.	Paddle hands, QR code cards, stickers

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Notes	Informational Items Used/Distributed
March 2023	Visited cell phone repair business, beauty supply store	2	3	Future customers	Displays set up in store. Flyer urges customers to take the challenge, QR code for quick access to website, stickers as reminders	Retail store display (window cling for front door/window, BUPD poster in frame, BUPD stickers in container)
	Visited Palace Mall, Fusion Coffee	2	3	Future customers	Approval to set up in-store display was granted	Retail store display
	Jackson Town Hall	5	1	80	Made announcement of program at Jackson town hall meeting	Banner, paddle hands, stickers
	Entergy - Hinds County plant	2	1	8	Employee safety training	Paddle hands, QR code cards, stickers
	Fondren Coalition - Bridging the Gap	5	1	10	Jackson neighborhood coalition meeting of Jackson church and business leaders. Encouraged them to take program to their customers and congregation.	Paddle hands, QR code cards, stickers, informational flyer
	Last Book Bible Store	2	3	Future customers	Approval to set up in-store display was granted	Retail store display
	Domino's flyer on pizza boxes	2	2	3,600	National pizza chain agreed to put flyers on pizza boxes. BUPDJax team developed and printed flyers (approved by franchisee owner), store employees put flyers on boxes for distribution in the area. Pizza chain donated 20 pizzas to be given away to people who pledged through this event.	BUPD flyer created for this event
	Pledge Event at CSpire Cellular Headquarters	2	2	75	Pledge event at large cellphone company headquarters. Raffled a gift basket.	Banner, paddle hands, QR code cards, wristbands
	Wingfield High School ROTC	1	1	70	Presentation prior to high school prom. Partnered with HCBU who gave presentation on impaired driving.	Banner, paddle hands, wristbands

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Notes	Informational Items Used/Distributed
March 2023	Starkville High School Prom Promise Event*	1	1	150	Presented to high school	Full-sized football, stickers, paddle hands
	Northeast Jones County Prom Promise*	1	1	100	Presentation prior to high school prom. Partnered with HCBU who gave presentation on impaired driving.	Full-sized football, stickers, paddle hands
	Visits to Hands for Health	2	3	Future customers	Approval to set up in-store display was granted	Retail store display
	Mississippi Braves newsletter emailed	5	2	27,000	Minor league baseball team included BUPD as the main feature in their newsletter, sponsored a raffle to win tickets to the game plus opportunity to throw out first pitch. Newsletter goes out via email, mailing list is just over 27,000.	none
	Visits to auto parts stores, Car Care Clinics, auto repair and auto insurance agencies	2	3	Future customers	Approval to set up in-store display was granted	Retail store display
			Total March	31,143		
*Outside the Greater Jackson Area						

Community Sector	TOTAL
Education = 1	14
Business = 2	9
Government = 3	3
Medical = 4	0
Other = 5	8
Total	**34**

Event Type	TOTAL
Presentation = 1	15
Promo/Pledge Event = 2	14
Info Distribution = 3	5
Total	**34**

Appendix C: SFBUPD Program Material and Information

SFBUPD Starter Kit – Talking Points for Partner Organizations (available for download on SFBUPD Website)

Buckle Up Phone Down Talking Points

- **[BUSINESS/ORGANIZATION]** believes the safety and well-being of our employees and community is very important. We are challenging our employees to buckle up and put their phones down every time they drive.

- **[BUSINESS/ORGANIZATION]** is working alongside SD EMS for Children (SDEMSC) in helping to reduce accidents, injuries, and fatalities associated with distracted driving due to mobile electronic devices and unrestrained occupants through the Buckle Up Phone Down (BUPD) initiative.

- The Sioux Falls BUPD campaign creates awareness of the two most important actions a driver can take to prevent and survive a crash: Use your seatbelt every time you drive and put your phone away to keep your attention and body where they belong.

- Distracted driving is a leading cause of crashes in the United States. Data shows that more than 1 in 10 fatal crashes in Minnehaha and Lincoln counties involved a distracted driver.

  * Fatality Analysis Reporting System (2016-2020)

- 2020 data shows that 51% of occupants killed in passenger vehicles in the U.S. were unrestrained. Sioux Falls is higher than the national average at 66.7%.

- The National Safety Council reports the number one cause of workplace fatalities is traffic crashes*. Drivers, sales workers, and truck drivers are the occupations with the highest number of fatalities.

  * NSC Injury Facts

- The American Automobile Association reports texting while driving doubles the chances of being involved in a crash*.

  * AAA 2018 crash risk analysis

- Seatbelts are the single most effective safety device in your car and help to prevent and reduce the severity of injury or incidence of death.

- Even the most attentive drivers can be involved in a crash due uncontrollable factors like other drivers, weather, animals, and medical issues. That's why being prepared and wearing your seatbelt is an important preventative step to take each time you drive.

- The national average for seatbelt use in 2021 was 90.4%. Sioux Falls was 8.5 points under that average at only 81.9%.

- We will participate by sharing "Thumbs Up/Thumbs Down" photos on social media and with SD EMSC/ SFBUPD to show our support using hashtags like #WeBUPD, #WhyIBUPD, #SFBUPDChallenge, and #SFBUPD.

- For more information on ways to participate, visit the website https://www.SFBUPD.org.

Pledge Commitment News Release

Customize this news release for your business, organization, school, or municipality to announce your commitment to the Buckle Up Phone Down (BUPD) campaign. If you are implementing a policy or currently have one, be sure to become a Policy Partner and include that information. Additionally, consider including a quote from your organizations leadership that connects your mission to the BUPD initiative as well as a photo of leadership with thumbs up/thumbs down to represent your organization's pledge and commitment.

[ADD YOUR COMPANY'S LETTERHEAD]

Buckle Up Phone Down: Prepared and aware for a safer Sioux Falls

[YOUR BUSINESS NAME] is challenging our employees, customers, and partners to pledge their commitment to community safety by taking a pledge to wear a seatbelt and avoid using cell phones and electronic devices while driving.

The **Buckle Up Phone Down (BUPD)** initiative is being introduced to the city of Sioux Falls by South Dakota EMS for Children through partnerships with Preusser Research Group, the SD Office of Highway Safety, and the National Highway Traffic Safety Administration (NHTSA).

[YOUR BUSINESS NAME] is excited to join other businesses and organizations in Sioux Falls to make a positive impact in our community by sharing the message and encouraging drivers to take the pledge to buckle up and put their phones down.

Nearly 67% of all occupants killed in car accidents in Sioux Falls were not wearing seatbelts*. Additionally, more than one in ten fatal crashes in Lincoln and Minnehaha counties were due to distracted driving. The BUPD initiative aims to reduce the risk of accidents and mitigate the severity of injury/death by simply following two tenets: buckle up and put your phone down.

Join us by taking the pledge, snapping a photo with Thumbs Up/Thumbs Down, and posting it to social media using the hashtag **#WhyIBUPD**. Then challenge others to do the same. Together, we can save lives.

Learn more about this initiative and ways to pledge and participate in the BUPD - Sioux Falls initiative by visiting our website https://sfbupd.org/ or Facebook page @SFBUPD.

*Fatality Analysis Reporting System (2016-2020)

SFBUPD Starter Kit – Sample Policy Statements for Businesses (available for download on SFBUPD Website)

Sample Policy Statements

Seatbelt Use:

(Name of Company/Organization) recognizes that seat belts are the single most effective safety tool in preventing severe injury and death in the case of an automobile accident. We care about our employees and want to make sure that we assist in reducing the risk of preventable tragedies.

Therefore, all employees of (Name of Company/Organization) must wear seat belts when operating a company-owned vehicle, or any vehicle, on company premises or for company business. Additionally, all occupants must wear seat belts or appropriately fitted child restraints (when applicable) when riding in a company-owned vehicle, or in a personal vehicle being used for company business. All employees and their families are also strongly encouraged to always use seat belts and the proper child restraints when they drive or are passengers in any vehicle.

Phone Use:

At (Name of Company/Organization), we deeply value the safety and well-being of all employees. Because cell phones and other electronic mobile devices are often the source of distracted driving that leads to increased incidents of automobile crashes, we are instituting a policy prohibiting cell phone and mobile electronics use while driving. Company employees may not use cellular phones or mobile electronic devices while operating a motor vehicle under any of the following situations, regardless of whether a hands-free device is used:

- When employee is operating a vehicle that is owned, leased, or rented by the company.
- When the employee is operating a personal motor vehicle in connection with company business, when on company property, or utilizing company time.
- When the cellular telephone or mobile electronic device is company-owned or company-leased.
- When the employee is using the phone or mobile electronic device to conduct company business.

(Please add any company actions that may be taken if there is a violation of this policy.)

Your signature below certifies your agreement to comply with these policies.

_____   _____

Signature of Employee   Date

_____   _____

Signature of Supervisor   Date

SFBUPD Starter Kit – Media Consent (available for download on SFBUPD Website)

Prepared and aware for a safer Sioux Falls.

Buckle Up Phone Down Media Consent

I, _____ am certifying that my likeness is represented in this image and grant permission to SD EMS for Children/Buckle Up Phone Down for the use of the photograph(s), video(s), or electronic media images in any presentation of any and all kind whatsoever. No liability is assumed by SD EMSC/BUPD. I understand that I may revoke this authorization at any time by notifying SD Emergency Medical Services in writing. The revocation will not affect any actions taken before the receipt of this written notification. Images/email info will be stored in a secure location and only authorized staff will have access to them. They will be kept so long as they are relevant and after that time destroyed or archived. No compensation is being provided for the image(s).

I also give permission for my name to be displayed/presented as having pledged.

Name _____ **Signature** _____

Email _____ **Date** _____

BUPD Resources - Social Media Graphics (available for download on SFBUPD Website)
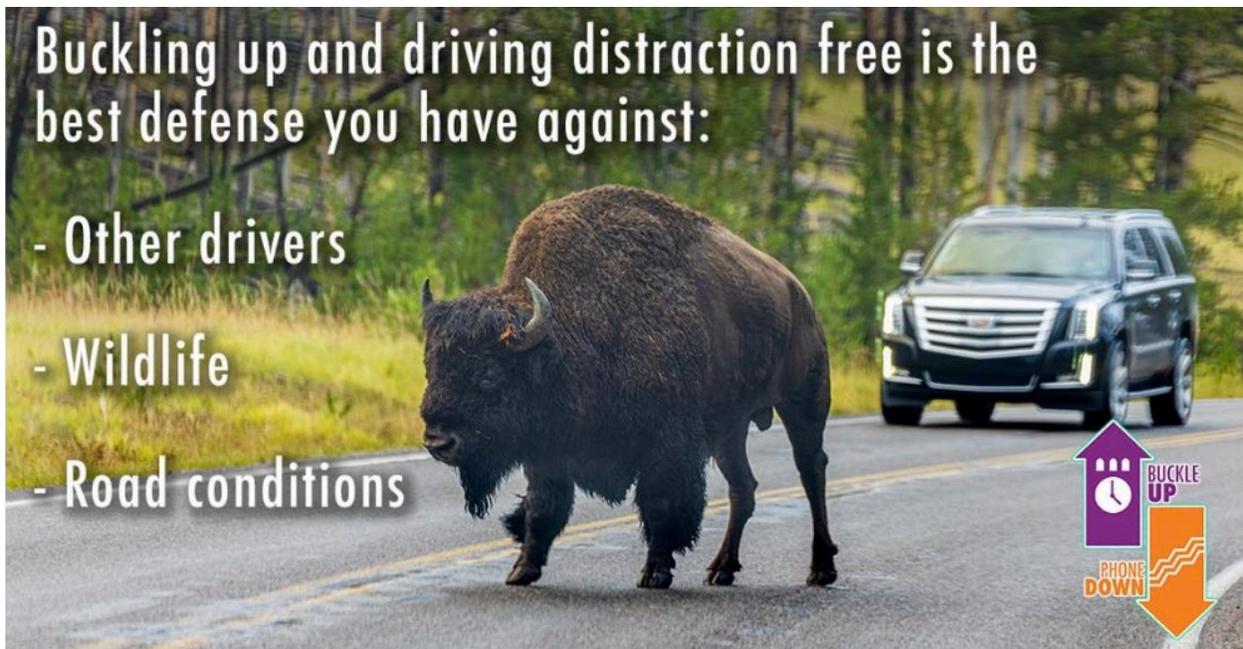
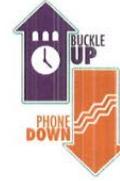**BUPD Resources – Social Media Graphics (available for download on SFBUPD Website), cont.**

BUPD Resources – Social Media Graphics (available for download on SFBUPD Website), cont.

Agenda for SFBUPD Press Event (front)

BUCKLE UP
PHONE DOWN
SIOUX FALLS

DETAILS

17 January 2023
11:00 A.M.
3932 S. Willow Ave.
Sioux Falls, SD

THE INITIATIVE

Buckle Up Phone Down
The Buckle Up Phone Down (BUPD) is a campaign that encourages community partnerships and personal responsibility to make a positive impact in reducing crash injuries and fatalities as a result of being unrestrained and/or distracted driving.

AGENDA

Welcome and Introduction

Emily Pogue
Program Coordinator, SD EMS for Children

Speakers

Gina Espinosa-Salcedo
Regional Administrator, Region 8, National Highway Traffic Safety Administration
Chief John Thum
Chief of Police, City of Sioux Falls
Chief Matt McAreavey
Fire Chief, City of Sioux Falls
Dr. Mike Person
South Dakota State Chair, American College of Surgeons Committee on Trauma

Acknowledgements

Jesse Callahan – Co-owner, Sioux Merchant Patrol Security Services
Hector Curriel – HC Artworks
South Dakota Highway Patrol

Questions

Meet and Greet + Refreshments + Impact Resources

Agenda for SFBUPD Press Event (back)

BUCKLE UP
PHONE DOWN
SIOUX FALLS

BUCKLE UP
PHONE DOWN

CONTACT

SD EMS for Children

www.SDEMSC.org

RESOURCES

Website
SFBUPD.org

Social Media
SFBUPD

SFBUPD

NOTES

SFBUPD Publicity & Outreach Event Details

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Informational Items Used/Distributed	Notes
Oct. 2022	Sanford Trauma Symposium	4	3	50	4 Window Clings, 2 tear-off sheets	
	Spooky Lane	5	2	150	87 Window Clings, 110 tear-off sheets	Trunk or treat event
	USD Sioux Falls D-Days	1	2	40	8 Window Clings, 7 tear-off sheets	
	Avera and STI	1	2	125	28 Window Clings, 81 tear-off sheets	
	Pampered Chef	2	3	Unk	50 window clings, 50 tear-off sheets; 50 keychains	
	Jesse Ventura Body Shop	2	3	Unk	100 window clings, 100 keychains	
			Total Oct.	365		
Nov. 2022	Sanford Steven's Center	4	3	Unk	2 posters	
	Sanford Child Services	3	3	Unk	2 posters	
	Lincoln HS Driver's Ed	1	1	33	35 keychains, 35 window clings, 1 poster	
	Roosevelt HS Driver's Ed	1	1	40	32 keychains, 37 window clings, 1 poster, 30 tear-off sheets	
	Bethel Lutheran K-8	1	1	25	30 keychains, window clings, and tear-off sheets	
	Kinesio Care Center	4	3	50	50 each window clings, keychains, tear-off sheets	
			Total Nov.	148		
Jan. 2023	Helpline Center Nonprofit Exchange	4	3	50	1 poster, 35 window clings, 50 tear-off sheets, 35 keychains	Campaign Details, Outreach Request, Resource Distribution

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Informational Items Used/Distributed	Notes
	Friday Morning Breakfast Group	5	1	25	1 poster, 25 window clings, 25 keychains	Campaign Details, Outreach Request, Resource Distribution
Jan. 2023	Ladies Group	5	1	20	1 poster, 20 window clings, 20 keychains	Campaign Details, Outreach Request, Resource Distribution
	SD Safety Council	4	3	500	20 posters; 150 window clings, 125 keychains, 500 tear-off sheets	Campaign Details, Outreach Request, Resource Distribution
	St. Lambert's Bible Study group	5	3	20	1 poster; 20 window clings; 20 keychains	Campaign Details, Resource Distribution
	Press Event	5	1	30	26 packets of window cling, agenda, keychain	
	Skyforce	5	2	300	Ad run at end of game, 9 clings, 16 tear sheets, 21 keychains	
	Tender Tots Daycare	1	3	20	1 poster, 20 window clings, 20 keychains; 50 tear-off sheets	Photo for mosaic / resource distribution
	Skyforce	5	2	300	Ad run at end of game (resources unknown)	
	Spoke 'N' Sport	2	3	500	3 posters, 150 window clings, 150 tear-off sheets	Resource Distribution
	Skyforce	5	2	300	Ad run at end of game (resources unknown)	
	Skyforce	5	2	400	2 posters, 50 tear-off sheets, 75 keychains	
			Total Jan.	2,465		
Feb. 2023	Skyforce Game	5	2	300	96 keychains, 1 tear-off sheet	
	SF Pickleball	5	3	100	1 poster	Contact research, Campaign Details, Outreach Request
	Skyforce Game	5	2	400	68 keychains, 2 tear-off sheets	
	Arbor's Edge Home Association	5	3	20	1 poster; 6 yard signs	Contact research, Campaign Details, Outreach Request, Resource Distribution

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Informational Items Used/Distributed	Notes
	Sioux Valley Energy	2	3	100	1 poster; 1 tear-off sheet pads, 100 window clings; 100 keychains	Outreach Request, Resource Distribution
Feb. 2023	Com Ed	1	3	100	1 banner; 100 window clings; 100 keychains	Campaign Details, Outreach Request, Resource Distribution
	Chester Area School	1	3	80	1 banner; 1 tear-off sheet pads, 80 window clings; 80 keychains	Contact research, Campaign Details, Outreach Request, Resource Distribution
	Brandon High School	1	3	120	1 tear-off sheet; 2 window clings; 2 keychains	Campaign Details, Outreach Request, Resource Distribution
	Brandon Police Department	3	3	100	1 tear-off sheet; 2 window clings; 2 keychains	Followup, Campaign Details, Outreach Request, Resource Distribution
	Patient Care EMS	4	3	50	2 window clings, 50 tear-off sheets, 2 keychains	Campaign Details, Outreach Request, Resource Distribution
	O'Gorman High School	1	3	10	1 tear-off sheet pad; 2 window clings; 2 keychains	Contact Research, Campaign Details, Outreach Request, Resource Distribution
			Total Feb.	1,380		
March 2023	UPS Customer Center	2	3	100	50 tear-off sheets, 2 keychains	Followup
	Sencore	2	3	120	5 tear-off sheets, 2 keychains	Campaign Details, Outreach Request, Resource Distribution
	Skyforce Game	5	2	500	33 keychains	
	Garretson High School	1	3	200	100 clings, 8 yard signs, 50 keychains	BUPD will be introduced to respective school (Courtesy of Carroll Institute TATU students)
	Lennox Junior and Senior High	1	3	560	300 clings, 12 yard signs, 1 banner, 100 keychains	BUPD will be introduced to respective school (Courtesy of Carroll Institute TATU students)
	West Central	1	3	550	300 clings, 12 yard signs, 1 banner, 300 keychains	BUPD will be introduced to respective school (Courtesy of Carroll Institute TATU students)

Month	Event	Community Sector	Event Type	Estimated Number of People Reached	Informational Items Used/Distributed	Notes
March 2023	Dell Rapids	1	3	650	300 clings, 12 yard signs, 1 banner, 100 keychains	BUPD will be introduced to respective school (Courtesy of Carroll Institute TATU students)
	Harrisburg	1	3	3,089	1000 clings, 18 yard signs, 1 banner, 250 keychains	Contact research, Campaign Details
	Brandon Valley	1	3	1,700	600 clings, 16 yard signs, 1 banner, 125 keychains	Contact research, Campaign Details, Resource Delivery, Contact Discussion
	Tea Area	1	3	750	300 clings, 12 yard signs, 1 banner, 125 keychains	Outreach Request Resource Distribution
	Jefferson High School	1	3	1,505	1,100 clings, 100 keychains, 1 banner, 18 yard signs, 1,200 pens	Disbursement through school system
	Roosevelt High School	1	3	1,966	1,670 clings, 100 keychains, 1 banner, 18 yard signs, 1,500 pens	Disbursement through school system
	Washington High School	1	3	2,404	2,100 clings, 100 keychains, 18 yard signs 1 banner, 2,000 pens	Disbursement through school system
	Lincoln High School	1	3	1,942	1,500 clings, 100 keychains, 18 yard signs, 1 banner, 1,600 pens	Disbursement through school system
			Total Mar.	16,036		

Community Sector	TOTAL
Education = 1	21
Business = 2	6
Government = 3	2
Medical = 4	6
Other = 5	14
Total	**49**

Event Type	TOTAL
Presentation = 1	6
Promo/Pledge Event = 2	10
Info Distribution = 3	33
Total	**49**

DOT HS 813 757
March 2026

U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

NHTSA