



## Projects

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Prepared by Transportation Planning  
Missouri Department of Transportation

## Buckle Up Phone Down Spinning Wheel Video



### Description

As part of the Buckle Up Phone Down initiative, the BUPD Team attend community events to help spread the word about buckling up every time when getting into a vehicle and the importance of putting the phone down while driving. These events can have hundreds if not a few thousand attendees, so it is important the conversations with the communities are meaningful. As people pass the BUPD booth and see the wheel, they see the potential giveaways that they can win. The Spinning Wheel itself draws attention and brings an element of fun to the event. While people are waiting in line to take their turn to spin the Spinning Wheel, a member of the BUPD Team starts a conversation with the person/family and starts a dialogue about Buckle Up Phone Down, such as, “Do you wear your seat belt every time you get into a vehicle?” or, “Do you text and drive?” These conversations focus on the positives as well as some of the statistics that might help them realize the importance of the Buckle Up Phone Down message. The BUPD pledge is discussed, and if they are willing, have them sign the BUPD pledge right then and there. The Spinning Wheel decides which promotional item they will receive; using the Spinning Wheel helps limit the number of promotional items that a person receives. This method also ensures that we are having an educational moment with each person/family to satisfy our requirements for distribution of promotional items.

### Benefit

By utilizing the Spinning Wheel during events, only one promotional item will be given to each person. At events in the past, there were multiple choices available for promotional items, so people would want one of each item. The Spinning Wheel helps us keep costs down for each event by preventing the “grabbing” of promotional items. Being able to speak to everyone that visits the booth and share the important messages of Buckle Up Phone Down helps individuals hopefully make better decisions each time they get into a vehicle. By taking the pledge, they are committing to make good choices and help make Missouri roadways safer. The overall interaction with the public is very empowering, MoDOT is constantly seeking to build relationships with its customers.

### Materials and Labor

The total cost of materials was \$800.

### For More Information Contact

#### Southwest District:

Kirsty Little at [Kirsty.Little@modot.mo.gov](mailto:Kirsty.Little@modot.mo.gov) or 417-895-7650. Additional contacts: Cindy Dunnaway, Regina Pearce, Kara Grunden and Dorothy Halbrook.

Additional information, photos or videos can be seen by accessing Innovations Challenge SharePoint page at: <http://sp/sites/tp/planpol/SitePages/InnovationHome.aspx>