



COMMONWEALTH OF KENTUCKY
TRANSPORTATION CABINET
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FOR IMMEDIATE RELEASE

Kentucky Office of Highway Safety Receives \$30,000 Federal Grant for Distracted Driving Prevention and Awareness

Funds will evaluate the Buckle Up Phone Down campaign through online survey, focus groups

FRANKFORT, Ky. (March 6, 2023) – Kentucky is the proud recipient of a \$30,000 grant to promote safer highways through education by encouraging drivers to buckle up and avoid distractions behind the wheel. Funds will be used to evaluate the state's Buckle Up/Phone Down campaign through public feedback, including an online survey available now.

The Kentucky Transportation Cabinet's (KYTC) Office of Highway Safety (KOHS) received the grant from the Governors Highway Safety Association (GHSA), in collaboration with General Motors (GM), to bolster the state's Buckle Up/Phone Down campaign. Kentucky was one of seven states to receive funding to reduce distracted driving.

"We appreciate GHSA and GM for their recognition and support of our distracted driving awareness and prevention efforts," said Gov. Andy Beshear. "These funds will help guide our campaign focus for the future and ultimately; help save lives on Kentucky roadways."

Kentucky's Buckle Up/Phone Down campaign (bupdky.com) features videos, radio spots, social media and digital advertising in both English and Spanish throughout Distracted Driving Awareness Month in April. Focus groups and online surveys will be conducted to improve the campaign. The survey is open to the public and can be completed through April 15 at <https://bit.ly/BUPDSurvey>.

"We're asking anyone interested to take the online survey," said KYTC Secretary Jim Gray. "Gathering opinions and ideas is imperative as we continue to develop and improve campaigns aimed at educating motorists on safe driving behaviors."

Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation's roads. According to KOHS, each year in Kentucky, distracted driving results in more than 50,000 crashes, more than 15,000 injuries and approximately 200 deaths.

"Distraction is rampant on our roads. Watch the passing cars the next time you're waiting at a crosswalk or riding in a vehicle – odds are you'll see someone not paying full attention to the road," said GHSA Chief Executive Officer Jonathan Adkins. "Everyone must do their part to help make distracted driving socially unacceptable. We're thrilled to be working with GM to support critical safety programs in Kentucky and across the country."

According to the [National Highway Traffic Safety Administration](#), while anything that takes a driver's eyes off the road, hands off the wheel or mind off the task of driving is a hazard, texting and the use of a phone while driving is especially risky because it combines all three types of distraction – visual, manual and cognitive.

Visit bupdky.com to view the Buckle Up/Phone Down campaign.

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About GHSA

The Governors Highway Safety Association (GHSA) is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Visit ghsa.org for more information or follow us on [Facebook](#) and [Twitter](#).

