

## Help Employees Leave the Red-Nosed Driving to Rudolph!

### Add your efforts to statewide impaired driving crackdown

Each year, alcohol-related traffic crashes in Minnesota kill about 200 people and severely injure nearly 500. Last year, the economic impact of these deaths and injuries cost the state over \$250 million – impacting individuals and businesses alike.

What employees do after hours affects a company's bottom line – three times more fatal crashes involving impaired driving happen at night than during the day. Drivers between the ages of 21 and 44 – those of adult working age – are more likely than any other age group to be in fatal crashes whether the BAC was .08 or higher. Use of alcohol in general greatly increases the chance of all on- and off-the-job injuries and creates additional costs for employers. In fact, for a company with 100 employees, on average, three extra work days will be lost each month due to sickness, injury, and absence related to problem drinking. These lost days will cost an employer an average of \$5,020 per year in wages and \$39,241 in alcohol-related health care costs.

### What can you do?

Join in the effort to raise awareness. Your activities will coincide with the statewide DWI enforcement crackdown being conducted throughout the month of December by the Minnesota State Patrol and 400 law enforcement agencies. Make use of resources available through Minnesota NETS: fact sheets, brochures, alcohol-free drink recipes, brown bag lunch seminars, sample e-mail blasts and more, linked from [www.minnesotasafetycouncil.org/nets](http://www.minnesotasafetycouncil.org/nets). (You'll also find resources on buckling up, speed and distracted driving.)

You can post or distribute the poster on the facing page, available

from the National Highway Traffic Safety Administration (NHTSA). Additional posters are linked from the NHTSA web site at [www.stopimpaireddriving.org/planners/HolidaySeason2010/](http://www.stopimpaireddriving.org/planners/HolidaySeason2010/). (See samples below.)

For more information or to schedule a seminar at your location, contact Lisa Kons at 651-228-7330/800-444-9150 ext. 330; [lisa.kons@minnesotasafetycouncil.org](mailto:lisa.kons@minnesotasafetycouncil.org)



If you have  
**sugar plum fairies**  
dancing through your head,  
**STAY OFF  
THE ROAD.**

## Recipe for Safe Holiday Driving

- Give the gift of a safe lift so that special someone can avoid a “holly-jolly” night in jail.
- If you plan on drinking, plan ahead for a safe and sober ride home.
- Buckle up before and after you gobble up.
- Pay attention. This is one of the busiest and most dangerous travel periods of the year.
- Plan enough travel time to avoid the urge to speed — the posted speed is the speed limit.
- Offer alcohol-free drinks at your holiday gathering. See [www.minnesotasafetycouncil.org/nets/N-info.cfm?FS=43](http://www.minnesotasafetycouncil.org/nets/N-info.cfm?FS=43).

**DRUNK DRIVING**  
OVER THE LIMIT. UNDER ARREST.



Making Minnesota A Safer Place To Live  
Chapter of the National Safety Council

