

Drive Safely Work Week, October 4 - 8, 2010

Drive Safely Work Week, coordinated by the Network of Employers for Traffic Safety (NETS), is an annual campaign that provides an opportunity to remind employees of safe driving practices. Most businesses today are operating with the bare minimum staff needed to get the job done – no one can afford the disruption of a traffic-related injury to even one employee.

Although the campaign is officially held October 4 - 8, you can continue to stress traffic safety messages within your organization throughout the year to make driving safely a part of every trip, every day, on and off the job. Find resources and strategies on the [Minnesota NETS website](#).

Preventing Crashes: The Power of the Workplace

Why should *you* be involved with traffic safety? Aside from the obvious benefits of increased productivity and reduced costs, a



recent statement from the National Safety Council (NSC) points out the larger strategic value of employer involvement:

“We know from other traffic safety issues – impaired driving, safety belts, speeding – that consistent enforcement of laws is the single most important effective strategy in changing behavior. Therefore, *prevention strategies that may show the most promise are legislative and corporate policies*, [italics added] coupled with high-visibility enforcement and strict consequences.”

– from NSC’s white paper “[Understanding the Distracted Brain](#)”

If you want to raise employee awareness about distracted driving, you’ll find [comprehensive resources on our website](#): materials to build management support and educate employees; sample policies, free fact sheets, posters and brochures; videos from our lending library and training opportunities.

Well Said!

“Technology is a wonderful thing — and cell phones, BlackBerries and other modern devices have enhanced our lives in many ways. As Governor, I have a BlackBerry and carry it with me almost everywhere. But there is nothing that this device can tell me or give me that is worth a single human life. The same is true for every one of us, every time we get behind the wheel.”

– Governor Jodi Rell of Connecticut, on signing legislation banning texting in the state

Note: Minnesota law bans texting while driving for people of all ages.



New Traffic Safety Publication Helps Drivers “Get There”

Help your employees “Get There!” with our new booklet *Get There! Your Guide to Traffic Safety*, available free to employers. The eye-catching booklet, created in partnership with AAA Minnesota/Iowa (a part of the Auto Club Group) provides engaging and practical tips for drivers of all ages. Written in a conversational tone, the free 28-page full-color booklet blends recommendations with fun facts, quiz questions and vivid photographs. You can view a [PDF version](#) of the booklet online. To order, contact Lisa at lisa.kons@minnesotasafetycouncil.org; 651-228-7330/800-444-9150.



Are You Driving Distracted?

Anything that takes your eyes off the road, your hands off the wheel or your mind off your driving can be a big problem. In fact, studies prove that your brain cannot give full attention to more than one thing at a time. Driving distractions include:

- cell phone use
- radios and CD players (including loud music)
- adjusting vehicle controls
- passengers
- programming GPS systems
- eating
- smoking
- daydreaming
- sleepiness or fatigue



Minnesota Cell Phone and Texting Restrictions

• Statute: MS 169.475

Text-messaging, e-mailing or accessing the Web on a wireless device while driving — including while stopped in traffic — is **illegal** on Minnesota roads. The violation can cost up to \$300 and applies to drivers of all ages. It's a primary offense, meaning law enforcement can stop a motorist if they observe a violation of the law.

The Ultimate Distraction

Texting while driving takes your mind, eyes and hands away from the task of driving. If you text while driving, on average, you take your eyes off the road for up to 4.6 out of every six seconds. That's like travelling the length of a football field at 55 mph without looking up! Texting is simply one of the most dangerous things you can do while driving, and it's against the law.

