

## Holidays = High Risk on the Road

As we roll into the high risk holiday season, you can help save lives and reduce injuries and time away from work by promoting safe driving to your employees – both on and off the job. Piggyback your efforts onto the special enforcement period that will put law enforcement officers on the roads in extra numbers, starting with the high-volume and typically deadly Thanksgiving holiday, through New Year's Eve. Help your employees continue working to their full potential.

Consider these facts:

- Each year, more than a third of Minnesota's traffic deaths involve impaired driving.
- Impaired driving and failure to buckle up are closely connected – in the past two years, 75 percent of impaired drivers who died were not wearing seat belts.
- Drinking and driving are more likely to happen on weekends. These three days account for 40 percent of all traffic crashes, but 60 percent of alcohol-related crashes.
- The numbers are even worse for Thanksgiving weekend, the busiest travel weekend of the year. Over the past two years, more than half of the traffic deaths occurring over the holiday weekend were alcohol-related and 2,232 motorists were arrested for DWI.
- December is one of the deadliest months of the year for impaired driving in Minnesota. In the last three Decembers, 2006–2008, 44 motorists were killed in alcohol-related crashes and another 10,147 were arrested for DWI.

How common is impaired driving? Well, one in every eight persons in Minnesota with a driving record (including those with licenses revoked, cancelled, etc.) has a DWI – and those are just the folks who got caught!

### Employee materials available through Minnesota NETS

Make use of payroll stuffers, brochures and other materials on the Minnesota NETS Web site at <http://www.minnesotasafetycouncil.org/nets>. Other resources available in our online fact sheet library, include: *Alcohol-Free Drink Recipes*, *Impaired Driving (A Sample Safety Talk)*, *Myths and Facts About Alcohol and Driving*, *Sample Alcohol and Drug Use Policy (two examples)* and more. Go to [www.minnesotasafetycouncil.org/nets/N-info.cfm](http://www.minnesotasafetycouncil.org/nets/N-info.cfm) and scroll down the alphabetical listing of titles.



You can also make use of the poster on the facing page, available from the National Highway Traffic Safety Administration (NHTSA). More posters are available on the NHTSA Web site at [www.stopimpaireddriving.org/planners/Holiday2009/index.cfm](http://www.stopimpaireddriving.org/planners/Holiday2009/index.cfm). Additional resources for employers, including prevention tools and steps, and tips related to office parties can be found on the U.S. Department of Labor Web site at [www.dol.gov/asp/programs/drugs/workingpartners/sp\\_iss/idhome.asp](http://www.dol.gov/asp/programs/drugs/workingpartners/sp_iss/idhome.asp).

# Safety NETS

Information To Help Keep You Safe on 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 <http://www.minnesota-safetycouncil.org/nets/N-info.cfm?FS=43>.

