

From the Minnesota Network of Employers for Traffic Safety

## Drive Safely Work Week, October 3-7, 2011

### *Getting There Safely Is Everyone's Business*

The theme of Drive Safely Work Week 2011 (sponsored by the Network of Employers for Traffic Safety (NETS), in partnership with the U.S. Department of Transportation) is: *Focus 360°... Getting there safely is everyone's business.*

You can download the free 2011 campaign tool kit from the NETS website at [www.trafficsafety.org](http://www.trafficsafety.org). The materials will help organizations promote a full-circle approach to preventing distracted driving-related incidents—not only from the perspective of the driver, but also from that of the passenger, a pedestrian or cyclist. In addition, messages and activities provide opportunities for employees to model safe driving behaviors among peers, family and community members. The toolkit provides meaningful activities to:

- Help prepare an organization for the launch of a new mobile device policy
- Help sustain an existing policy
- Build a full-circle awareness

of distracted driving to make prevention part of an everyday personal safety culture

- Provide opportunities for individuals to be role models for family members, peers and members of the community
- Encourage organizations to look for opportunities for community outreach on distracted driving and to become established as corporate role models.

The campaign tool kit is entirely web-based, providing downloadable activities and tools for each day of the campaign week. It includes fact/tip sheets, daily activities with supporting resources, downloadable graphics and new this year, materials in Spanish. Preview the campaign materials at [www.trafficsafety.org/drivesafelyworkweek/](http://www.trafficsafety.org/drivesafelyworkweek/). For additional free resources on distracted driving and other topics visit the [Minnesota NETS website](http://www.trafficsafety.org).

For more information on NETS or how you can participate in Drive Safely Work Week, contact Minnesota NETS Coordinator [Lisa Kons](mailto:Lisa.Kons@trafficsafety.org), 651-228-7330/800-444-9150.



### “Drive Sober or Get Pulled Over” — Statewide DWI Enforcement Through Labor Day

Extra DWI patrols will hit the roads through Labor Day as part of a statewide and nationwide crackdown. Find resource materials on the [Minnesota NETS web site](http://www.trafficsafety.org) and use the material on the next page as an employee handout or poster.

## MN Traffic Deaths Drop to 411 for 2010, Lowest Since 1944

The [2010 Minnesota Motor Vehicle Crash Facts](#) report cites 411 traffic deaths in Minnesota in 2010, representing a third consecutive annual drop in road fatalities. Officials say proactive enforcement and education efforts (and that includes your efforts in the workplace) are supporting the positive trend, in addition to important legislation such as the primary [seat belt law](#).

Data highlights include:

- 74,073 crashes and 31,176 injuries (1,191 were severe)
- 305 deaths (74 percent) occurred in greater Minnesota (80 counties)
- Of 305 vehicle occupants killed, just 148 were belted; 55 percent of those not belted were ejected.
- 131 alcohol-related deaths — a drop from the 141 in 2009 and the lowest count since 1984, when this statistic was first measured. However, impaired driving is still a factor in one-third of all deaths.
- A record number of Minnesotans are buckling up — 92%.

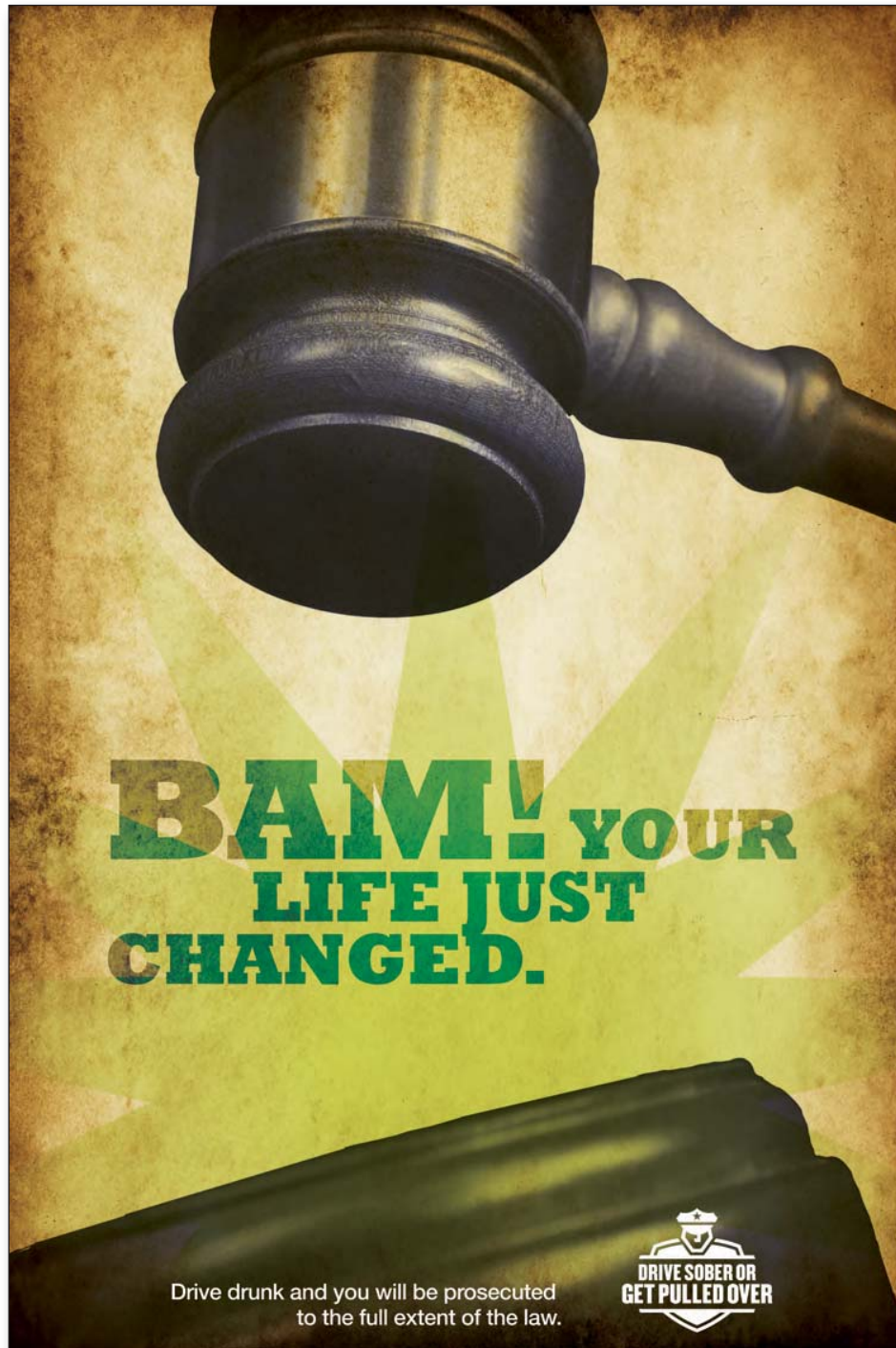


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Making Minnesota A Safer Place To Live  
Chapter of the National Safety Council





## Think before you drink: Plan a safe way home

- Before drinking, designate a sober driver and give that person your keys
- If you're impaired, use a taxi, call a sober friend or family member, or use public transportation so you are sure to get home safely
- Use your community's Sober Rides program
- If you happen to see a drunk driver on the road, don't hesitate to contact your local law enforcement

**Whether you've had way too many or just one too many, it's not worth the risk. Impaired driving has serious consequences: jail time, loss of driver's license, higher insurance rates, and many other unanticipated expenses: attorney fees, other fines and court costs, car towing and repairs, lost time at work, and more.**