

Welcome to the Drive Safe MN Newsletter

Welcome to the new Drive Safe MN Newsletter with monthly updates and resources brought to you by the Minnesota Network of Employers for Traffic Safety (NETS). We're here to help you achieve your important goal of keeping your employees, their families and those they encounter on the roadways safe.

Between issues, don't forget that the new [DriveSafeMN](https://drivesafemn.org) website is a handy treasure trove of resources you can use to support your safety objectives. We have dozens of [Fact Sheets](#), outlines for [Five Minutes for Safety](#) talks, [videos](#), [policies](#), [coaching cards](#) and more. Looking for something on a specific topic? [Contact us](#) and we'll help.

The challenge of keeping drivers, passengers, pedestrians and others safe feels greater than ever. Thank you for your commitment to leadership.

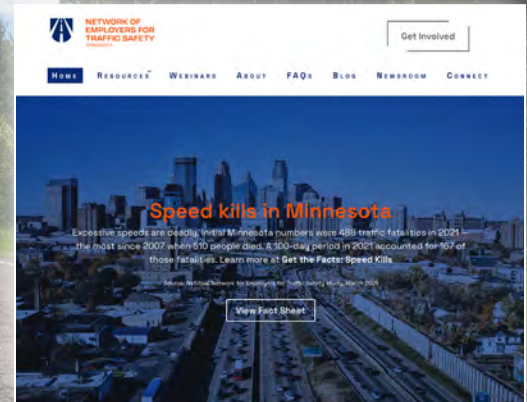
Tales of Two Blizzards

Winter storms are a way of life here in Minnesota. Each year they force us to refresh and relearn those all-important winter driving skills even as we dream of clear roads to come.

But no matter what weather we also face the kind of blizzard that doesn't seem to have an end in sight — a storm of impaired driving resulting from legal and illegal substance consumption, distractions, drowsiness, speed and more.

Employers and safety professionals can ensure their work teams are equipped with knowledge to navigate the roadways by taking advantage of the many resources available on [DriveSafeMN](https://drivesafemn.org). Want to make sure employees and their families are ready for those surprise spring storms? It's never too late to refresh your skills with [Winter Driving Trips](#) or our easy to share [Get the Facts: Winter Driving](#) handout (remember, this IS Minnesota). And with spring just around the corner, you'll want to be ready for both [severe](#) and [wet weather](#).

To tackle the escalating risks of driving impaired, try one of these attention-grabbing [videos](#) in a meeting or on your website. We've also got fact sheets on [Distracted Driving](#), [Alcohol and Driving](#) and [Drowsy Driving](#). You can learn more here about the upcoming Minnesota NETS [Impaired is Impaired campaign](#) and the public campaign and employer tools we have planned.



When You Meet a Speeder

Speeding and aggressive driving often go hand-in-hand. And speeders don't just put themselves at risk. Their behavior can literally mean life and death for other drivers, pedestrians and bicyclists.

MAKE SURE YOU'RE PROACTIVE WITH THESE TIPS FROM THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION:

- If you're in the left lane and someone wants to pass, move over and let them by.
- Give speeding drivers plenty of space. They may lose control of their vehicle more easily.
- Adjust your driving accordingly. Speeding is tied to aggressive driving. If a speeding driver is tailgating you or trying to engage you in risky driving, use judgment to safely steer your vehicle out of the way.
- Call the police if you believe a driver is following you or harassing you.



Start a Safety Conversation

Need to talk driving safety, but not sure how to start? Try these tips:

- Opening with comments and big-picture facts
- Engage your team with questions on the topic
- Reinforcement of key points
- Review organization policies on the topic
- Wrap it up in five minutes

Need more help? These [Five Minutes for Safety](#) talks are ready to go.

How Risky is Impaired Driving?

5 seconds
of texting and
driving = football
field length at
55 mph.

Source: NHTSA

1/3
of all U.S. traffic
fatalities are drivers
with alcohol levels
at or above 0.08.

Source: NSC

1 in 25
adult drivers say
they've fallen asleep
while driving in the
last 30 days.

Source: CDC

Follow Us on Social Media!

We've just launched new DriveSafeMN social media accounts to give you instant access to news, tips and other valuable tools to tell the traffic safety story. Follow us on [Facebook](#) and [LinkedIn](#).



Mark Your Safe Driving Calendar

- Keep St Patrick's Day festivities safe with this [Buzzed Driving](#), [Drunk Driving](#) resource.
- Spring in Minnesota means melting snow and icy roads, in addition to hazards such as rain, mist and fog. Use extra caution and consider these [safety tips](#).
- Daylight Savings Time begins March 12 and means adjusting to different conditions at the beginning and end of each day, particularly in renewed late-day darkness when clocks move forward an hour. [Follow these tips](#) to stay safe.



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Connect With Us!
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