

April is Distracted Driving Awareness Month

The [National Highway Traffic Safety Administration's](https://www.nhtsa.gov) annual National Distracted Driving Awareness Month shines the spotlight on the toll distracted driving takes on our nation's roads runs April 1–30.

Each year, more than 3,000 Americans are killed in distracted driving crashes and the economic toll of all motor vehicle crashes in the U.S. annually exceeds \$400 billion.

Here in Minnesota, the dangerous choice to drive distracted contributed to more than 39,000 crashes from 2017–2021. That translates to nearly 30 deaths and more than 160 serious, life-changing injuries annually on our state's roads.



April Showers Bring...Spring Traffic Safety Campaigns

APRIL 2023

APRIL 1–30
National Distracted Driving Awareness Month

APRIL 15
58th Annual MN Flood Run for Motorcyclists

APRIL 17–21
National Work Zone Awareness Week

APRIL 19
Go Orange Wednesday

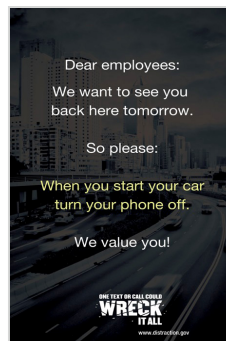
IT'S RAINING SAFETY INFORMATION!

Check out the [latest blog post](#) from Minnesota NETS Coordinator Lisa Kons covering all that's happening this month.

Distracted Driving Resources

Minnesota NETS has compiled [educational materials](#) and tools to support workplace distracted driving campaigns so you can remind employees and others of the dangers of distracted driving and spread the message that when you are behind the wheel, your only job is to drive. You can:

- Find [fact sheets](#), [safety talks](#) and other [distracted driving resources](#) from the National Safety Council, MN Office of Traffic Safety and more at Minnesota NETS [DriveSafeMN](#) site.
- Join us [here](#) on April 19 from 12:30–1:15 p.m. for a free Webinar: We Can Curb Distracted Driving Together.
- Use the National Safety Council's [digital social media kit](#) and [#JustDrive sign](#) to spread the word online and show your commitment to safe driving.
- Protect your workers with a Safe Driving policy — [NSC's policy template](#) makes it easy to enact or update a policy in your workplace.
- Take the Just Drive pledge to avoid distracted driving at nsc.org/Pledge — you can also share the pledge on social media to encourage others to follow your lead.





It's Work Zone Season

They're BAAAACCK! And by that we mean orange cones, flaggers, lane closures and more. Construction and repair work typically begins in earnest in April, along with projects next to or near our roadways. **National Work Zone Awareness Week** – this year from April 17–21 – is a great time to remind people to Go Orange all year around!

All roadway safety professionals across the country are encouraged to wear orange on Go Orange Wednesday, April 19 to proudly show their support of work zone safety. Help get the word out by:

- Posting your pictures on personal and organization social media
- Using the hashtags #GoOrangeDay #Orange4Safety

You can find our Minnesota NETS campaign materials [here](#). It's also a great time for a refresher with eight work zone safety driving tips from the Minnesota Department of Transportation:

1. Obey posted speed limits.
The fine for speeding in a work zone is \$300.
2. Drive undistracted.
3. Stay alert, especially at night.
4. Be patient.
5. Expect work zones to constantly change.
6. Don't make unnecessary lane changes.
7. Do the zipper merge.
8. Never enter a road blocked with barriers or cones.



2023 Flood Run

For nearly 60 years, the **Spring Flood Run**® has kicked off motorcycle season, offering riders both a great time on an amazing route to ride along the Mississippi and St. Croix rivers and the chance to brush up on their cycle skills.

Since 1965 the Flood Run® motorcycle run/ride has grown to become one of the oldest and largest runs in America. Riders and motorists – keep it safe by riding smart, driving smart and looking out for each other. Traveling down the road is not a competition with other riders and motorists. Have fun but don't ease up on safety.

Check out [these tips](#) and share these safety resources with employees, family and friends to keep all road users safe during this exciting spring event and throughout the riding season.

- Distribute this **Ride Smart poster** in your workplace.
- Send **Ride Smart messages** via your social media channels.
- Print this **Ride Smart banner** and hang outside your business.
- Post **Prepare for Killer Curves: Ride Smart** on your outside message boards along the route.
- View and share this **Start Seeing Motorcyclist PSA**.
- Sign up for a **Motorcycle Training Course – Registration Now Open!**



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

Lisa Kons, NETS Coordinator
651-228-7330/800-444-9150
lisa.kons@mnscc.org
474 Concordia Ave, St. Paul, MN 55103

Connect With Us!
drivesafemn.org



MN NETS is a partnership with the MN Safety Council, funded by the MN Department of Public Safety/Office of Traffic Safety.