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**Summer education campaign challenges drivers to be part of the  
impaired driving solution during 100 Deadliest Days**

*Period between Memorial Day and Labor Day, historically highest for traffic fatalities,  
grows riskier as impaired driving behaviors increase.*

ST. PAUL, MINNESOTA (MAY 22, 2023) – If you’re behind the wheel and doing, experiencing or ingesting anything that reduces your driving capacity, you’re impaired and at increased risk of becoming a traffic crash or fatality statistic during what’s known as the 100 Deadliest Days on the Road.

The [Minnesota Network of Employers for Traffic Safety](#) (Minnesota NETS) and [AAA Minnesota – The Auto Club Group](#) have teamed on a 100-day educational campaign – running from Memorial Day through Labor Day – to remind drivers that when it comes to driving, “Impaired is Impaired,” and that they can be part of the solution. The campaign is targeted at employers who want to build worker awareness and curb impaired driving behaviors. It’s also accessible to the public at [DriveSafeMN](#).

“For most of us, the weeks between Memorial Day and Labor Day are simply known as summer,” said Lisa Kons, Minnesota NETS coordinator, “But if you’re in law enforcement, work in an emergency room or are otherwise involved in crash response, these pleasurable months represent the highest period for crashes, injuries and fatalities – a significant portion of them due to impaired driving.”

The “Impaired is Impaired” campaign includes videos, educational webinars, 100 days of informative social media posts, fact sheets, meeting materials and more.

Between Memorial Day and Labor Day 2022, Minnesota recorded 147 traffic fatalities, and 6,501 injuries. Impaired driving behaviors are leading contributing factors in these incidents and include alcohol and drug consumption, but also extend to distractions like cell phone use, aggression and “road rage;” drowsiness, adjusting vehicle controls, dealing with backseat passengers or pets; eating, drinking and personal grooming. These impairments are even riskier for inexperienced teen drivers and for those in roadside work zones.

To avoid impairment:

- Don't drive after drinking or using other substances that can impair mental and physical abilities. Plan for a sober ride!
- Ignore your cell phone. Remember, hands-free is the law in Minnesota.
- Plan your route before you start. If you use GPS, never program it while driving. Let a passenger handle this task whenever possible.
- Set your entertainment and climate controls before you drive or give those jobs to a passenger.
- Keep children calm and engaged. If a child's needs arise, exit the roadway, safely stop your vehicle, and address the situation.
- Avoid eating while driving. Food takes your attention away from the road.

“Even as we launch this educational campaign, we know the real solution is simple: If you're impaired for any reason, you should not be driving,” Kons said.

#### [About Minnesota NETS](#)

Minnesota NETS is part of the national [Network of Employers for Traffic Safety](#), a national non-profit, public-private partnership dedicated to reducing traffic deaths and injuries impacting our nation's workforce. Partners include a wide range of Minnesota businesses, associations and traffic safety representatives. Funding for Minnesota NETS is provided by the [Minnesota Department of Public Safety, Office of Traffic Safety](#). Minnesota NETS is administered by the [Minnesota Safety Council](#).

#### [About AAA Minnesota – The Auto Club Group](#)

The Auto Club Group (ACG) is the second largest AAA club in North America with more than 13 million members across 14 U.S. states, the province of Quebec and two U.S. territories. ACG and its affiliates provide members with roadside assistance, insurance products, banking and financial services, travel offerings and more. ACG belongs to the national AAA federation with more than 62 million members in the United States and Canada. AAA's mission is to protect and advance freedom of mobility and improve traffic safety. For more information, get the [AAA Mobile app](#), visit