

Countdown to 100 Deadliest Days

For most of us, the period between Memorial Day and Labor Day is simply known as Summer.

But if you're in traffic safety, working in an emergency room or are otherwise involved in crash response, these typically pleasurable months have another name: The 100 Deadliest Days on the Road. This period is when crashes, injuries and fatalities increase — a significant number attributable to impaired driving.

As organization leaders and safety leaders, you play an important role in instilling a safe driving culture in your organization. This includes educating employees on numerous things that contribute to impaired driving — currently a leading factor in crashes, fatalities and injuries on Minnesota highways and those nationwide.



Make Every Day Work Zone Safety Day

Last month you heard the annual Work Zone Safety call to action. Lisa Kons reminds us that workers are on and near our roadways every day. Read her latest [blog](#).

NSC WEBINAR: Driver Safety Around — and in — Work Zones

Date: Thursday, May 18, 2023

Time: 12 p.m./noon CDT

Presenters: Travis Parsons, Laborers' Health & Safety Fund of North America; Brad Sant, American Road & Transportation Builders Association, and Mike Starner, National Electrical Contractors Association

This webinar hosted by the National Safety Council's Transportation Safety division is a great opportunity to learn more about the importance of driver attention both around and in Work Zones. (This webinar was rescheduled from April 19).

Learn more at nsc.org/justdrive. Register [here](#).

Impaired is Impaired

We're now in the countdown for the launch of our "Impaired is Impaired" campaign just before the Memorial Day weekend. It will run through Labor Day. We've got a full summer of educational materials, social media posts and other awareness-building opportunities planned to help you share this important story. Watch for more details in the June DriveSafeMN Newsletter.

But now's a great time to craft your own plan:

1. Send an email to remind employees of the dangers of impaired driving and any specific organization policies. We'll have video clips for your use.
2. As each summer holiday approaches, send or post a reminder message about the importance of staying under legal blood alcohol levels, avoiding distracted driving and dealing with other types of impairment.
3. Post "Impaired is Impaired" resources on your company's intranet.
4. Use your phone to create your own brief video message to distribute to employees via email and post on your intranet.
5. Share fact sheets and other materials.
6. Deliver a safety talk or other presentation reviewing the numerous types of impairment and how to address them.
7. Follow our [Facebook](#) and [LinkedIn](#) accounts — like and share campaign posts to help spread the word.



Make Summertime Safe for Kids

School's out, the sun's out and the kids are back outside. Here are summer weather safety resources:

BICYCLES

When your kids or you are bicycling, basic safety is simple: follow vehicle rules of the road and wear a helmet. Bicycling is an increasingly popular form of transportation and recreation for those of all ages, but it also comes with risk.

Summertime sees most bicycle crashes — Minnesota recorded 511 bicycle crashes in 2021.

Top causes were:

- Failure to yield right-of-way
- Failure to obey traffic signs/signals/officer
- Other human factors
- Darting/dashing across road
- Wrong-way riding

Learn more about keeping kids — and grownups — safe [here](#).

SCOOTERS

Whether foot-powered or electric-powered, scooters are increasingly popular for fun and transportation. They're also a growing source of injuries for children and adults. Always wear a helmet and be sure kids are old enough to ride foot-powered scooters safely. Most scooter-related injuries can be prevented. Learn more [here](#).

PEDESTRIANS

Drivers have difficulty seeing small children. Don't let kids play in streets or driveways, and always provide supervision. That's especially true when backing up — a big risk to ages 1-3. Older kids should be taught to never dash into the street and always stop at the curb before proceeding. See this [fact sheet](#) for more tips.



Vehicle Safety

It's time to brush up on keeping children safe in and around vehicles. The National Highway Transportation Administration has this [handy guide](#) for keeping kids safe. It covers proper installation and use of car seats, vehicle safety features and addressing child-specific risks.

HOT CARS

Summer also means the risk of heatstroke deaths of children left in vehicles.

- On average, 38 children under the age of 15 die each year from heatstroke after being left in a vehicle.
- Nearly every state has experienced at least one death since 1998.
- In both 2018 and 2019, a record number of 53 children died after being [left in a hot vehicle](#).
- In 2022, hot car deaths reached 33.
- Two deaths have been reported thus far in 2023.



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