**Impairment Campaign**

**Workplace newsletter/website article**

*NOTE: The following can be used as-is (fill in the blanks) or adapted as you need to serve as an employee newsletter article or website article during the Impairment is Impairment campaign*

**Headline: Don’t put impairment behind the wheel!**

What do cocktails, naps, cellphones and makeup have in common?

Get behind the wheel and any of these common life activities can turn deadly. Drunken driving, drowsy driving and a myriad of distractions and other factors are contributing to an epidemic of crash deaths and injuries on roadways in Minnesota and across the nation.

The simple truth – if your mind and eyes are not fully in gear, you’re driving impaired. And impairment means more than excessive alcohol consumption or using illegal substances; impairment involves any level of substance or activity that reduces your driving engagement.

“The summer season from Memorial Day to Labor Day is often referred to as the 100 Deadliest Days on our roadways – with driver impairment one of the major factors,” says NAME OF ORGANIZATION LEADER OR SAFETY LEADER. “That’s why we at NAME OF ORGANIZATION want everyone on our team to learn more about what constitutes impairment and commit to being fully present every time you get behind the wheel.”

Crashes due to some type of impairment are on the rise in Minnesota and across the U.S., as are the numbers of deaths and injuries tied to impaired driving. Just think about the last few times you were on the road. Odds are you’ve had a moment or two when you wondered if the person in the next vehicle was really paying attention to driving.

Here are some of the facts:

* More than 32,000 crashes were distracted driving-related from 2018-2022, about one in 11 crashes in Minnesota.
* In 2022, distracted driving in Minnesota contributed to 126 serious injuries and 22 deaths.
* Distracted driving contributes to an average of 28 deaths and 156 serious, life-changing injuries a year (2018-2022).
* Of the 488 fatalities on Minnesota roads in 2021, 74 were known to be drunk driving related.
* The National Highway Traffic Safety Administration estimates that every year about [100,000 police-reported, drowsy-driving crashes](https://www.nhtsa.gov/risky-driving/drowsy-driving) result in nearly 800 fatalities and about 50,000 injuries.

The facts are clear. Driving requires your full attention. I leave you with one very clear piece of advice. Hands on the wheel. Eyes on the road. Mind on driving.