



## Telling the “Impaired is Impaired” Story Your guide as an organizational leader or safety leader

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.

Here are seven actions you can take to educate your team during the upcoming “Impairment is Impairment” campaign, which coincides with the annual “100 Deadliest Days on the Road” awareness effort from Memorial Day to Labor Day.

1. Draft and send an email to remind employees of the dangers of impaired driving and any specific organization policies; include the “Impaired is Impaired” video in message.
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” campaign 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. Distribute one or more of the Impaired Driving Fact Sheets available on DriveSafeMN.
6. Deliver a “Five Minutes for Safety” talk or other presentation reviewing the numerous types of impairment and how to address them. This can be done in person or as a webinar.
7. Follow the DriveSafeMN social media accounts [LinkedIn](#) and [Facebook](#); like and share the 100 “Impairment is Impairment” campaign posts to help spread the word to your followers.

### Sample email:

SUBJECT LINE: Driving? Remember, Impaired is Impaired

Dear colleagues,

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 upcoming 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. 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](#) 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.





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We want you, your family and friends to have a great summer on the road and off. Avoid impairments and keep everyone safe!

Sincerely,

