**Impairment campaign**

**100 days of social**

Hashtags on each: #ImpairedIsImpaired #100DeadlyDaysofSummer

**May 22 (Campaign launch day)**

There’s an epidemic of impaired driving in Minnesota contributing to rising numbers of crashes, fatalities and injuries. And this is a challenge that only increases as the summer months arrive and more motorists hit the road – not all of them behind-the-wheel ready. It’s time to get the word out with this full-court education press every day through Labor Day. #ImpairedIsImpaired #100DeadlyDaysofSummer

May 23

Ever wish you could have a do-over behind the wheel? Lots of us need them. From now until Labor Day, we’re putting the spotlight on impaired driving. See yourself [here](https://www.youtube.com/watch?v=ZYdiO1UnBNw)? #ImpairedisImpaired #100DeadlyDays

May 24

Cellphones and driving don’t mix. Think twice and [rewind your behavior](https://www.youtube.com/watch?v=ntkdwTiGrkI) and keep your mind fully on the road and your hands on the wheel. #ImpairedisImpaired #100DeadlyDays

May 25

[Is this you](https://www.youtube.com/watch?v=FyTcWZMZtqc)? Always running late and trying to multitask while driving. Think twice, pace yourself and rewind your behavior behind the wheel. #ImpairedisImpaired #100DeadlyDays

May 26

Find yourself [nodding off](https://www.youtube.com/watch?v=AeCpuLkZtSg) behind the wheel after a long day or night? Think twice and make sure your driving isn’t impaired by drowsiness. #ImpairedisImpaired #100DeadlyDays

May 27

Too much on your mind causing you to lose your driving [focus?](https://www.youtube.com/watch?v=phNGIOPgrxo) Think twice and give driving your full attention every time you’re behind the wheel. #ImpairedisImpaired #100DeadlyDays

**May 28**

Maybe you’re saying to yourself “I’m always 100% focused on driving. I don’t drink before getting behind the wheel. I never have my phone in my hand.” Great! But assume not everyone shares your dedication to safety. The more you know, the more you’ll be able to recognize and protect yourself from impaired drivers. #ImpairedIsImpaired #100DeadlyDaysofSummer

**May 29 (MEMORIAL DAY)**

Memorial Day is a time to remember those who have gone before us. As you hit the road for family celebrations stay fully engaged behind the wheel. Don’t let a crash due to impaired driving add yourself, loved ones or innocent bystanders to the list of those remembered on future Memorial Days. #ImpairedIsImpaired #100DeadlyDaysofSummer #holiday #vacation #roadtrip

**May 30**

Did you know that on average distracted driving contributes to nearly two dozen deaths and more than 100 life-changing injuries in Minnesota each year? Don’t become a statistic. Remember: Hands on the wheel, eyes on the road, mind on driving. #ImpairedIsImpaired #100DeadlyDaysofSummer

**May 31**

Do you know the three types of driving impairments, sometimes called distractions? #1 Visual. That means your eyes are off the road and focused on something else. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 1**

What’s the second of the three types of driving impairment? Manual. That means you’ve taken your hands off the wheel. Whether you’re trying to do something or are a confirmed “hand talker,” remember to keep those hands on the steering wheel. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 2**

The number three type of driving impairment? Cognitive. Your mind is somewhere else or not fully engaged for some reason. That includes daydreaming, drowsiness or impairment due to alcohol or drugs. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving #drowsydriving

**June 3**

A cellphone in your hand can become the trifecta of driving impairment. Texting while driving impairs you visually, manually and cognitively. It also increases your chances of a crash by 23 times. Remember, hands-free is the law in Minnesota and most other states. #ImpairedIsImpaired #100DeadlyDaysofSummer #texting #cellphone #handsfree

**June 4**

Distractions that lead to driving impairment come in many forms. Sending a message. Talking on a cellphone (even hands free!). Adjusting your entertainment or navigation system. Eating while driving. Interruption from kids or other passengers. Remember, as the driver you have your life and those of many others in your hands. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 5**

Three things to ask yourself every time you get behind the wheel: Where are your eyes? Where are your hands? Where is your mind? Make sure all are fully engaged – and stay that way – before you hit the road. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 6**

There are countless distractions that can impair your driving ability, but cell phones pose a unique challenge. Even when you’re following Minnesota’s hands-free cell phone law, you can still be distracted by a phone conversation. Remember, obey the hands-free law, but avoid other distractions and drive with due care under all of Minnesota’s traffic laws. #ImpairedIsImpaired #100DeadlyDaysofSummer #cellphone #handsfree

**June 7**

Minnesota’s hands-free cell phone law took effect in mid 2019. Need a refresher on avoiding this serious source of driver impairment? Simple - you can’t hold a cell phone while driving. When you’re not in Park, park your phone. It’s the law – no ifs, ands or buts about it. It’s also expensive with a first offense of more than $120 and a second of more than $300. #ImpairedIsImpaired #100DeadlyDaysofSummer #cellphone #handsfree

**June 8**

Driving while impaired by distractions or for other reasons is dangerous enough. It’s more so around work zones. In 2020, 857 people were killed nationally and 44,240 people were injured in work zone crashes nationally. Work zones need your full attention to lane shifts, closures and moving workers and vehicles. #workzonesafety #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 9**

Sobering Impairment Truth #1: Nearly 25% of deaths on Minnesota roads are drunk driving related. During the last five summers (May-August), 203 people died in drunk driving-related crashes and drugged driving accounted for 15,747 DWI incidents. Drunk or drugged impaired ~~is~~ always dangerous. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 10**

Sobering Impairment Truth #2: Impaired driving due to drinking is really expensive – think thousands and thousands of dollars! Your license can be revoked. You can be fined. Your insurance costs will go up. You could go to jail because it’s a criminal offense. Drunk driving is impaired driving. It’s always costly – in dollars and in lives. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 11**

Speeding is not always about trying to get somewhere faster. It’s aggression. It also impairs your ability to drive. Crash while traveling at a high rate of speed and your odds of being seriously injured or dying are higher. #slowdown #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 12**

Speeding impairs your driving ability by increasing chances of losing control of your vehicle, increasing stopping distance and reducing time available to avoid a crash. #slowdown #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 13**

Road rage is more than anger – it’s a form of driver impairment that can lead to serious crashes, injuries and deaths. Most of us have witnessed it and it’s scary. If you find yourself in a threatening situation while driving, disengage and get out of the way. #roadrage #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 14**

What should you do if you encounter a driver who’s impaired by road rage? First, get out of their way. Stay calm and engaged in your own driving so you can arrive safely. Don’t engage or challenge them. Avoid eye contact. Report it to the authorities with vehicle description, license number and location. #roadrage #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 15**

Naps are nice and can be restorative – but NOT behind the wheel. Drowsy driving is a dangerous impairment that can lead to serious injury or death. But in our go-go-go lifestyles, it’s becoming more prevalent and is a significant cause of crashes. #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 16**

Drowsy driving kills. It’s estimated that sleepy drivers contribute to up to 1.2 million collisions annually, resulting in 5,000 to 8,000 fatalities each year. #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 17**

If you’ve ever found yourself doing the “head bob” behind the wheel, you’re not alone. A study by the AAA Foundation for Traffic Safety found one in three drivers – that’s a third – admitted they’d driven in the past 30 days when they had trouble keeping their eyes open. #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 18**

Even if you don’t actually nod off behind the wheel, drowsy driving reduces your skill. It delays reaction speed, decreases concentration and hampers your judgement. #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 19**

Want to avoid the impairment and risk of drowsy driving? Be well rested before you get behind the wheel. Drivers who get less than five hours of sleep a night are more likely to be involved in a drowsy-driving crash than someone who gets eight or more hours. #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 20**

Wondering if you’re too tired to drive? Here are some signs: Trouble keeping your eyes open and focused. Inability to hold your head up. Daydreaming or wandering mind. Drifting from your lane or off the road, or tailgating. Check one of these boxes? Time to take a break! #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

J**une 21**

More signs you’re too tired to drive – frequent yawning, rubbing your eyes repeatedly, missing your turn or exit; feeling irritable or restless, and suddenly realizing you can’t remember the last few miles. Is that you? Time to take a break! #drowsydriving #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 22**

Drug-impaired driving is a growing and complex issue on U.S. highways. Like drunk driving, it’s dangerous and illegal in all 50 states, Washington, DC, and Puerto Rico. Whether you’ve used something legally prescribed or purchased, or something illegal, driving while impaired is a dangerous for drivers, passengers and others. #ImpairedIsImpaired #100DeadlyDaysofSummer #druggeddriving

**June 23**

If you’ve used a drug that’s legally prescribed, purchased, or one that’s illegal, you could impair your driving ability, pass your keys to a sober driver. #ImpairedIsImpaired #100DeadlyDaysofSummer

**June 24**

Did you now that about one-third of all U.S. traffic crash fatalities involve drunk drivers who have blood alcohol content at .08 or above? In 2020, that meant 11,645 people were killed in crashes involving alcohol impairment. That includes 620 drunk driving-related traffic deaths in Minnesota in the last five years. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**June 25**

Traveling? Know the rules. The law in every state takes alcohol impairment very seriously. It’s illegal to drive with a blood alcohol content at .08 or higher, except in Utah which has a stricter .05 limit. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**June 26**

If you get behind the wheel alcohol impaired, the clock is ticking. Every 45 minutes someone is killed in a drunk driving crash on our nation’s roads. And alcohol-impaired driving is a risk for anyone who drives. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**June 27**

It’s time to start the countdown for the July 4th holiday – and make your plan to stay safe on the road. Here are some sobering statistics. Across the nation, 493 people died in motor vehicle crashes during a four-day holiday period in 2020; 41% of those fatalities occurred in alcohol-impaired crashes. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th

**June 28**

The July 4th holiday is full of fun and celebration, but it’s also a deadly time on the road. In 2022 through the July 4th holiday period distracted driving deaths rose to the highest they have been since 2019 and were 50 percent more than what they were in #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th

**June 29**

Heading home from festivities at the end of the day? Nighttime impairment is even riskier. Nationally over the 2020 July 4th holiday period, 85% of the 201 people who died in vehicle crashes due to alcohol impairment lost their lives at night. And the rate of alcohol impairment in those involved in fatal crashes was 3.1 times higher than during the day. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th #drunkdriving

**June 30**

The big July 4th holiday weekend is finally here! Alcohol may be a part of the celebrating and that’s okay as long as you’re not driving after drinking. The same guidance applies with any substance that can impair driving like sleep aids or THC edibles. Drive smart and plan your safe ride home before you start celebrating. Remember impaired is impaired. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th

**July 1**

Remember, impaired driving doesn’t require four wheels. As you launch on your favorite river or lake this weekend, remember alcohol is involved in about 30% of fatal boat accidents in Minnesota. Drunk boating is drunk driving — designate a sober ride on the water and on the road. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th #boating

**July 2**

Having a fun weekend? Had a few beers or other alcoholic drinks? Know how you’re going to get home? Make sure your holiday weekend memories remain happy and safe ones. Plan for a sober ride home before the party. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th #drunkdriving

**July 3**

Not drinking and driving, but still worried about those who are? Wear your seatbelt and make sure all passengers in your vehicle are properly secured. It’s your best defense against impaired drivers. And if you encounter an impaired driver on the road, call local law enforcement. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th

**July 4 – INDEPENDENCE DAY**

Fireworks are for Independence Day, not for those behind the wheel. Anger and aggression while driving can become forms of impairment that contribute to poor decision making. #ImpairedIsImpaired #100DeadlyDaysofSummer #July4th #aggression

**July 5**

Summer Part Two has arrived, making it a great time for an impairment refresher. Remember, if you’re doing, experiencing or ingesting anything that reduces your driving capability, you’re impaired. That makes you a risk behind the wheel. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 6**

Driving impairment means your mental capacity is not fully focused on the operating of your vehicle at a level that lets you react to typical driving events like traffic signals or emerging risks such as pedestrians, or other drivers and vehicles. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**July 7**

Being impaired while driving is illegal. In #Minnesota this includes driving with blood alcohol levels at or over .08 or failing to follow hands-free cellphone requirements. Keep in mind, driving high is also a DWI. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**July 8**

Impairment isn’t limited to drinking. As #Minnesota and many other states relax laws on use of marijuana, drivers need to recognize that any level of use can impair their behind-the-wheel response. #ImpairedIsImpaired #100DeadlyDaysofSummer #marijuana

**July 9**

Before getting behind the wheel, always check the label of any prescription or over-the-counter drugs you may be taking. Some may cause drowsiness or other impairment. #ImpairedIsImpaired #100DeadlyDaysofSummer #drowsydriving

**July 10**

Just a second. A quick glance away to adjust your vehicle’s entertainment system or tell your kids to stop arguing. Your eyes are off the road and that impairs your driving ability. Law enforcement officials have countless stories about people eating, grooming, reading or engaging in a myriad of other activities that impair driving. Remember: Eyes on the road, hands on the wheel, mind on driving. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 11**

Impaired driving kills and injures thousands each year. These are ALL preventable by recognizing and avoiding substances and situations that can affect driving abilities, as well as eliminating possible distractions! #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 12**

Here’s a short and sweet reminder. If you’re impaired, don’t drive! #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 13**

Did you know that more than 30 people in the U.S. die each day in drunk driving crashes? That’s nearly 11,000 deaths annually. In Minnesota, drunken driving deaths account for about a quarter of the state’s overall crash fatalities and alcohol-related crashes not only take lives, they change them forever. Alcohol is a factor in an average of 377 life-changing injuries each year. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 14**

Taking your eyes off the road for five seconds – the time needed to read or send a text – doesn’t seem like long. Think again. It’s the equivalent of driving the length of a football field wearing a blindfold. A lot can happen in that short time, and none of it will be a winning score in the game of life. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 15**

Avoid driving impairment with these tips: If you’ve been drinking or ingesting another substance that could cause impairment, designate a sober driver, use ride share services and taxis for yourself and your friends. Set the scene safely by limiting alcoholic drinks at social events and serving non-alcoholic beverages. #ImpairedIsImpaired #100DeadlyDaysofSummer #drunkdriving

**July 16**

Driving down the highway and can’t remember passing a familiar landmark? Head-bobbing? If you find yourself fading behind the wheel, pull over for a rest. Better yet, take a buddy along to share driving and keep you awake. Most of all, get enough rest before you hit the road. #ImpairedIsImpaired #100DeadlyDaysofSummer #drowsydriving

**July 17**

Summer means road trips – often long ones. Stay safe and alert by scheduling stops every 100 miles. Avoid alcohol, medications and other substances that may impair your driving performance. Get a boost from coffee or an energy drink (remember, they take 30 minutes to take effect and are short term). Most of all, take breaks! #ImpairedIsImpaired #100DeadlyDaysofSummer #drowsydriving

**July 18**

Driving distractions lead to impairment. Put your phone away, send calls to voicemail or go hands-free. Remember, hands-free is the law in Minnesota and most states. #ImpairedIsImpaired #100DeadlyDaysofSummer #cellphone #handsfree

**July 19**

When you’re on the road, music, navigation system and other technical advances are great. They’re also distractions. Avoid the impairment that comes with making adjustments as you drive. Make sure all systems are go before you go #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 20**

Getting lost, traffic and unexpected road construction can disrupt your plans and make you late. The resulting stress can also impair your driving ability. Keep your cool – and your attention on driving – by leaving plenty of time and planning your route in advance. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 21**

Dealing with distractions inside your vehicle can impair your driving. Make sure to safely secure your kids, pet and cargo. And if there’s a need to intervene in a squabble or other situation, pull over safely! #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 22**

Here’s a quick quiz. Which of these can impair your ability to safely operate a motor vehicle? Drinking alcohol, sending a text, eating a messy burger or tuning the radio? The answer. ALL of them. Anything that takes your full attention off the road is a distraction. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 23**

Crashes due to some type of impairment are on the rise in Minnesota and across the U.S., and so are the numbers of deaths and injuries tied to impaired driving. Thinking about the last time you were on the road. Did you wonder whether other drivers were impaired? Or were they wondering about you? #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 24**

Did you know that marijuana and related substances affect areas of the brain that control the body’s movements, balance, coordinator, memory and judgement. All of these are critical to safe driving. Marijuana can also impair key safe driving sills by slowing your reaction time and decision making ability. It can impair coordination and distort perception, too. #ImpairedIsImpaired #100DeadlyDaysofSummer #marijuana

**July 25**

From 2018 through 2022, more than 32,000 crashes in Minnesota were distracted driving related – that’s one in 11. That’s a lot of crashes due to drivers not being fully physically or mentally engaged behind the wheel. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 26**

Tip #1 for reducing your risk of impairment and staying safe behind the wheel. Turn off your cell phone or place it out of reach. Avoid that urge to call or answer. Hand the duty to your passenger. And if you must use your phone, do it hands-free. It’s the law in Minnesota and in most states. #ImpairedIsImpaired #100DeadlyDaysofSummer #cellphone #handsfree

**July 27**

Tip #2 for reducing your risk of impairment and staying safe behind the wheel. Get your vehicle ready before you shift into drive. Pre-program your favorite tunes for easy access. Adjust mirrors and climate controls. And when on the road, if you’ve got a passenger, put them in charge! #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 28**

Tip #3 for reducing risk of impairment and staying safe behind the wheel. Plan your route! Whether you’re relying on vehicle or cellphone GPS or navigation system, program your destination in advance. Still like a map? Study it in advance, put a passenger in charge or pull over to check your directions. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 29**

Tip #4 for reducing risk of impairment and staying safe behind the wheel. It’s best to avoid making your vehicle a restaurant on wheels. If you do need to eat or drink make sure you pull over and take a break. #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 30**

Tip #5 for reducing risk of impairment and staying safe behind the wheel. Children, by their natures, are needy passengers. They can also be distractions. Teach them the importance of good behavior while riding and that the driver’s job is to keep them safe. Make sure they are properly secured in the vehicle. And if there’s an issue, pull over! #ImpairedIsImpaired #100DeadlyDaysofSummer

**July 31**

As a passenger you have an important role in preventing distractions and impairment. Take on an active co-pilot role for directions, climate control and other tasks. And never hesitate to speak up about distracted driving behavior. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 1**

Excessive speed on our roadways has reached crisis levels in recent years. And while you may think speeding drivers deliberately have the pedal to the metal, there’s no question excess rates result in impairment. #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 2**

Excess speed significantly reduces reaction time. Under normal conditions, that’s 1.5 seconds. Add in another impairment like fatigue, distraction or effects of alcohol or drugs, and that goes to three seconds. Factor in a high rate of speed and you may have little time to react to dangerous conditions. #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 3**

Higher speeds impair your ability to maneuver your vehicle. That means you reduce your ability to avoid a crash. Slow down and always drive for conditions! #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 4**

The faster you’re going, the more you impair your driving ability. For example, it takes longer it to stop. That means you’ll go farther – and likely closer to danger – while trying to process what’s happening around you. #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 5**

Here’s a simple, but disturbing, equation and a physics lesson. First, higher speeds equal more severe crashes. Second, the higher the speed, the greater the energy that must be absorbed by the impact in a crash. Your car may not have the ability to withstand a high-speed crash. #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 6**

Higher speeds can also impair your budget! Speeding tickets can led to higher insurance premiums, cost you a license suspension, a criminal record or even job loss. #ImpairedIsImpaired #100DeadlyDaysofSummer #ExcessSpeed

**Aug. 7**

Think you’re a great multi-tasker? Think again. Multi-tasking is a myth. Your brain can’t process two things at once. It’s actually switching from one task to another. Remember, when you’re behind the wheel, your task is driving. Adding something else creates risk. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 8**

Nearly everyone – 96% in one survey – thinks texting while driving is dangerous. Yet, 44% do it. Texting while driving is illegal in Minnesota and other states with hands-free cellphone laws. It’s also extremely dangerous. #ImpairedIsImpaired #100DeadlyDaysofSummer #handsfree #cellphone

**Aug. 9**

Sitting at a red light or stop sign and think you can check or send a quick text? That’s not only illegal in Minnesota and other states with hand’s-free cellphone laws, it’s dangerous. Your brain needs time to return its focus to the road – focus that matters if you need to react quickly. #ImpairedIsImpaired #100DeadlyDaysofSummer #handsfree #cellphone

**Aug. 10**

Minnesota law restricts cellphone use to hands-free only. But remember, any use is risky. Voice-to-text is not safer and creates its own form of distraction. #ImpairedIsImpaired #100DeadlyDaysofSummer #handsfree #cellphone

**Aug. 11**

Under Minnesota law, boat operators can drink – and drive a boat – as long as they aren’t over or near the legal limit of .08. But keep in mind, if they’re driving carelessly or recklessly and test at .08 or over, that’s consider driving under the influence – the same as in a motor vehicle. You can be charged! #ImpairedIsImpaired #100DeadlyDaysofSummer #boating

**Aug. 12**

Got a nasty summer cold and need something for relief before you head out on a summer trip? Check the label first, or better yet consult your pharmacist. Some over the counter and prescription drugs can lead to drowsiness or otherwise affect your judgement, coordination or reaction time. Mixing medications or drinking even small amounts of alcohol can make things worse. #ImpairedIsImpaired #100DeadlyDaysofSummer #medication

**Aug. 13**

What’s the best defense against an impaired driver? Two words: Buckle Up. That goes for the driver and all passengers. Make sure children are properly restrained in safety seats appropriate for their age and size. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 14**

If a medication label warns against operating heavy machinery, remember that includes cars and trucks. If you’re taking potentially impairing medications, find someone else to do the driving. #ImpairedIsImpaired #100DeadlyDaysofSummer #drugs #medication

**Aug. 15**

Distracted driving is a significant issue for young drivers. Among fatal crashes in 2019 involving distracted drivers in the U.S., a higher percentage of drivers ages 15–20 were distracted than drivers aged 21 and older. Among these younger drivers, 9% of them were distracted at the time of the crash. School is right around the corner – is your teen driver prepared? #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 16**

High school-aged drivers admit they are distracted behind the wheel. A 2019 survey of U.S. high school students found 39% of those who drove in the past 30 days texted or emailed while driving on at least one of those days. #ImpairedIsImpaired #100DeadlyDaysofSummer #texting

**Aug. 17**

Distracted and impaired driving practices are a package deal for many young drivers. Students who texted or emailed while driving were also more likely to report other transportation risk behaviors. A 2019 survey showed they were more likely to not always wear a seat belt; more likely to ride with a driver who had been drinking alcohol; and more likely to drive after drinking alcohol. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 18**

Impaired and distracted drivers are dangerous to themselves AND to other motorists. Take steps to contact and proximity. Assume the distracted driver doesn’t see you or any other vehicle or obstructions on the road. Then put as much distance between your vehicles. If safely possible, get far enough ahead of the other vehicle to be out of danger. If that’s not feasible, slow down and let the impaired driver take a substantial lead. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 19**

If you witness impaired driving, call 911. Be ready to provide a location, license number and observed behavior. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 20**

Final 2021 numbers from the National Highway Traffic Safety Administration showed a 12% increase in fatal crashes involved that involved least on distracted driver. Agency officials say such cases likely are under-reported by police. Remember – hands on the wheel, eyes on the road and mind on driving! #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 21**

Did you know that even a French fry can impair your driving? In our hurry-hurry, multi-tasking world, the driver’s seat has become the dinner table for many of us. It can also impair your driving. Drop a French fry and then try to find it so you don’t waste it, you’ll likely start swerving as you take your attention away from the meal. Greasy hands can cause you to lose your grip on the steering wheel. Think twice before you dine and drive. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 22**

Try these pre-trip steps to avoid impaired driving. Eat beforehand (or plan a break). Make sure you’re well-rested. Load your GPS, start some music, send that text before you shift into gear, adjust mirrors and do anything else that will make your trip safe and comfortable. #ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 23**

As the days grow shorter, there’s still time to enjoy boating on your favorite lake or river. Just don’t forget that risks from distractions and impairment are the same whether you’re on the road or on the water. The National Association of State Boating Law Administrators reports that 22-24% of boating crashes are due to improper lookout and operator inattention combined. Between 9 and 14% of fatalities related to boating were also caused by distraction. #ImpairedIsImpaired #100DeadlyDaysofSummer #Boating

**Aug. 24**

There are many distractions tied to boating crashes, many similar to driving on roadways, but some that are unique to waterways. Electronic distraction can include a phone or spotlight but can also mean the driver was attempting to use a radio, radar or navigation device. Objects on the boat, like electronics, can also cause glare that prevents drivers from seeing well. Lighting on shorelines, docks and other boats can distract or lower visibility. #ImpairedIsImpaired #100DeadlyDaysofSummer #Boating

**Aug. 25**

Eating, drinking and smoking can be risky distractions when you’re behind the wheel of a motor vehicle. The same holds true if you’re responsible for driving a boat. If you’re the “captain,” enjoy the view and chatting with your passengers, but remember – your focus belongs on safety. #ImpairedIsImpaired #100DeadlyDaysofSummer #Boating

**Aug. 26**

Gearing up for one more family road trip? Travel makes memories, but children and back seat passengers confined in the backseat can be a driver distraction. About **80% of parents admit to handing their toddler a drink or snacks while driving.**Job one is always making sure children are riding correctly in an appropriate safety seat. Plan ahead with child-accessible snacks, drinks and toys. #ImpairedIsImpaired #100DeadlyDaysofSummer #childsafety #roadtrip

**Aug. 27**

Distracted driving is a serious safety and health risk, not only to you but to others. We all think of cell phones as a serious distraction. Put your away phone, send callers to voicemail, pull off the road where it is safe and legal to call/text. Remember Minnesota is hands-free if you must.

#ImpairedIsImpaired #100DeadlyDaysofSummer

**Aug. 28**

Dogs are great road trip companions, but they’re also potential distractions and at risk of becoming projectiles in a crash. Dogs are safest in proper restraints in the backseat. Never drive while holding, petting, feeding or otherwise interacting with your pet. Remember, even a two-second distraction can double your risk of a crash. #ImpairedIsImpaired #100DeadlyDaysofSummer #pets #roadtrip

**Aug. 29**

Summer is winding down. As you make your Labor Day weekend plans, be sure to put safe driving at the top of the list. Slow down, be alert and put all your attention on driving. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay

**Aug. 30**

Labor Day may seem like the quieter cousin to more festive Memorial Day and July 4th, but over the last decade traffic deaths that weekend have risen each year. Drivers between ages 16 and 25 made up a quarter of the 4,000 deaths, with speed and alcohol – both impairments – the most common factors. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay

**Aug. 31**

Even if you’re committed to safe, unimpaired driving, you’re at risk from the behaviors of those who are impaired. Your best defense? Make sure you and all of your passengers are safely restrained before you hit the road. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay

**Sept. 1**

Are you the host this weekend? Serving alcohol? If someone has been drinking, don’t let them drive. Make sure your guests get home safe with a sober driver or by spending the night. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay #drunkdriving

**Sept. 2**

Looking forward to closing out the summer season on your favorite Minnesota lake or waterway! As you launch on your favorite river or lake this weekend, remember alcohol is involved in about 30 percent of fatal boat accidents in Minnesota. Drunk boating is drunk driving — designate a sober ride on the water and on the road. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay #boating

**Sept. 3**

Nothing can kill your holiday spirit like impaired driving. In 2022, the stretch from Memorial Day to Labor Day — the busiest time of the year on the state's roads — saw 155 traffic-related fatalities and 6,501 crashes. Have a great weekend, but make safe, unimpaired driving your priority! #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay

**Sept. 4 – LABOR DAY**

Summer is over, but the need to be fully attentive to driving never ends. Remember – eyes on the road, both hands on the wheel and mind fully engaged in driving every time you get behind the wheel. #ImpairedIsImpaired #100DeadlyDaysofSummer #LaborDay