

## No Lazy Summer Days for Traffic Safety

As the summer moves into its traditionally “lazy” period, the traffic safety community is still working tirelessly to make our state’s roadways safer. Lisa Kons details the many efforts underway in her latest [blog](#).

The DriveSafeMN “Impaired is Impaired” campaign winds down on Labor Day, Sept. 4, bringing a formal end to the **100 Dangerous Days of Summer** during which we reminded drivers of the many ways impaired behavior behind the wheel puts them, their passengers and others at risk of a crash. Below are a few messages you can post on your social accounts during the final days of summer or follow and share our Minnesota NETS [Facebook](#) and [LinkedIn](#) posts.



## Recreational Marijuana is Legal. Now What?

As of August 1, recreational marijuana is legal in Minnesota. But there are still laws and regulations that limit use in the workplace and on the road.

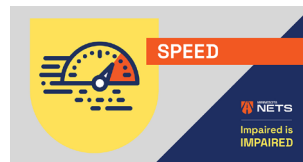
If you’re looking for tools to help your team understand the implications of this new law, especially on the job, check out these resources on DriveSafeMN:

- [Fact Sheet](#)
- [Myths and Truths](#)
- [5-minute Safety Talk](#)
- [Video](#)
- [Marijuana IQ Quiz](#)
- [Recorded Webinar Series](#)



## 100 Dangerous Days

- 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](#) [#100DangerousDaysofSummer](#) [#LaborDay](#)
- 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 with speed and alcohol — both impairments — the most common factors. Choose to be the safe driver and keep an eye out for impaired drivers. [#ImpairedIsImpaired](#) [#100DangerousDaysofSummer](#) [#LaborDay](#)
- 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 crashes in Minnesota. Drunk boating is drunk driving — designate a sober ride on the water and on the road. [#ImpairedIsImpaired](#) [#100DangerousDaysofSummer](#) [#LaborDay](#) [#boating](#)



Need more resources? Visit the [Impaired is Impaired](#) campaign site.



## WHO Could Make YOU Slow Down and Pay Attention?

Just reading one issue of this newsletter is all it takes to see how much effort goes into changing risky driver behavior. We produce campaigns, educational materials, videos and more. Employers conduct traffic safety sessions. Law enforcement reminds us that traffic tickets are expensive and that some offenses can lead to losing your license.

All useful, but what really — literally — drives behavioral change?

### HEARING IT FROM SOMEONE YOU LOVE.

Over the last several months we have been part of a research project to determine what tactics influence drivers to change risky behaviors like excessive speed and holding a cell phone while driving. We're still finalizing our analysis and look forward to sharing more details, but one thing is clear: Drivers slow down or change other risky behaviors when they're implored by loved ones, especially children and their passengers.

In partnership with State Farm, in September we'll launch "Do It For Me," a campaign that uses the voices of children, grandparents and others to remind drivers that the consequences of excessive speed and distracted driving affects more than just the person driving. Let's change the way we think BEFORE getting behind the wheel.

Watch for more information in next month's newsletter about the tools you can use to get to the heart of changing your thought process prior to driving to keep you and your ME safe on the road.

## Summer Into Fall Resources

As we make the transition from summertime safety challenges to the unique risks that come with autumn days, here are some useful resources for your educational toolkit:

- The Minnesota Department of Public Safety Office of Traffic Safety has unveiled its marijuana awareness advertising campaign, "Driving High is a DWI." Resources are available [here](#).
- It's been a record hot summer and many areas of the country will likely experience extreme heat well into autumn. That means hot car deaths due to heatstroke are still big risks to kids left in vehicles. [The National Highway Transportation Safety Administration \(NHTSA\)](#) and [Safe Kids Worldwide](#) both have helpful campaign materials you can use.
- The long Labor Day weekend means fun last-blast-of-summer celebrations, but it's also a period of heightened driving under the influence of alcohol. Check out NHTSA's [Drive Sober or Get Pulled Over](#) campaign. It includes great facts and shareable videos.
- Some kids head back to school in August and everyone is back in the classroom by early September. Check out the National Safety Council's [Back to School](#) transportation safety tips to keep kids safe when riding, walking or biking to school.



NETWORK OF  
EMPLOYERS FOR  
TRAFFIC SAFETY  
MINNESOTA

Lisa Kons, NETS Coordinator  
651-228-7330/800-444-9150  
lisa.kons@mncs.org  
474 Concordia Ave, St. Paul, MN 55103

Connect With Us!  
[drivesafemn.org](http://drivesafemn.org)



MN NETS is a partnership with the MN Safety Council, funded by the MN Department of Public Safety/Office of Traffic Safety.