

A New Safety Season

Fall is a season of transitions, not to mention a literal time change as we turn our clocks back an hour and say farewell to Daylight Saving Time. And while most people's thoughts go to costumes and pumpkin spice everything, those of us in the traffic safety world know what feels like a cozy season is accompanied by some unique challenges on our roadways.

In this month's [blog](#), Minnesota NETS Coordinator Lisa Kons reminds us of autumn's shorter days, a time change, fluctuating weather, wildlife activity and Halloween celebrations make this a particularly volatile period.

October is also a great month to continue telling the "Do It for Me," story through [campaign materials](#) focused on why drivers need to slow down and pay attention. There are great tools available for employees and the community including this meaningful [video](#) featuring Twin Cities celebrity Sheletta Brundidge.



Fall and Winter Driving Tools

Looking for ways to engage your audience on Fall and Winter driving tips? DriveSafeMN and other traffic safety resources offer these materials:

- Webinar: "[Fall Driving Tips to Stay Safe.](#)"
- Webinar: "[Before the Snow Flies, Are You Ready for the Road?](#)"
- Fact Sheet: [Get the Facts: Oh, Deer](#)
- Fact Sheet: [Take the Scary out of Fall Driving](#)
- Article: [Fall Driving Tips](#)
- Article: [Winter Driving Tips](#)

FALL BACK AND BE ALERT TO DRIVING CHALLENGES

It's once again time to change the clocks and "fall back" an hour on Nov. 5. The National Safety Council offers [these tips](#) for resetting behind-the-wheel behavior for darker conditions including getting your vehicle ready and avoiding nighttime fatigue.

Danger: Deer on the Road

Vehicle-deer crashes peak during autumn months and as these four-legged creatures aren't known for taking highway safety courses, it's up to motorists to proactively avoid their often-unexpected appearances. The Minnesota Office of Traffic Safety [advises drivers](#) to follow these tips:



- Drive at safe speeds and always be buckled up.
- Be especially cautious from 6 – 9 p.m., when deer are most active.
- Use high beams as much as possible at night, especially in deer-active areas.
- Motorists should not swerve to avoid a deer. Swerving can cause loss of control and result in travel off the road or into oncoming traffic.
- Motorcyclists should avoid night and low-light riding periods.



Grown-up Partiers Make Halloween Roadways Scary

Halloween's a holiday for kids, right? Not quite. Increasingly this is an adult celebration as grownups don costumes and head for fun at friends' homes and local watering holes. A great time, except when the costumed revelers get behind the wheel, not only on Halloween night but on adjacent weekends.

The National Highway Transportation Safety Administration (NHTSA) advises that drivers, pedestrians and party hosts need to take special care to make this holiday safe for everyone.

SAFETY TIPS FOR DRIVERS

- Be alert for trick-or-treaters on Halloween. Slow down and continue to scan the road in areas where they are likely to be or where sight distances are limited.
- On Halloween there will likely be more pedestrians on the roads and in places where they are not expected. Slower speeds save lives.
- Stay alert for pedestrians who may come out from between parked cars or behind shrubbery. Stop, wait for them to pass.
- Don't look at your phone when you're driving. Your attention needs to always be on the road.
- If you see a drunk driver on the road, contact law enforcement.

ADVICE FOR PEDESTRIANS

- Walk on a sidewalk if one is available and use crosswalks.
- Before the Halloween festivities begin, create a "buddy system" to get each other home safely and prevent walking alone.

GUIDANCE FOR PARTY HOSTS

Be a responsible party host and take action to make sure guests get home safely.

- Serve plenty of food and provide non-alcoholic beverage options.
- Collect car keys from guests who are drinking.
- Prepare to call taxis, rideshares, provide sleeping accommodations, or — if you're sober — drive guests home yourself.
- Remember that social host liability laws may hold you responsible for parties where underage people drink, regardless of who furnishes the alcohol. You could be held legally responsible for your guests' behavior after they leave your party.



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

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

Connect With Us!
drivesafemn.org



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