

12 Months of Traffic Safety Opportunity

As 2024 rolls in, it's a great time to make a fresh year-long commitment to traffic safety education.

In this month's [blog](#), Minnesota NETS Traffic Safety Coordinator Lisa Kons reminds us that each new year comes with blank pages of opportunity including the chance to up your traffic safety game.

A new year is also a great time to re-educate yourself on the devastating personal and economic impact of traffic crashes in our state. The numbers tell an important story of where we are and areas where education and enforcement can make a difference. Check out the back page of this issue for a snapshot of data from the final analysis of 2022 Minnesota crashes, a year when 444 people died on our state's roads. If you'd like to dive deeper, the full 121-page report is available [here](#).



Winter — It's Finally Here!

It's been a slow ramp up, but Minnesota winter has arrived. Whether it's snow, sleet or ice, winter weather can create extremely dangerous road conditions. Preparing yourself — and your vehicle — for winter weather is key.

WINTER DRIVING RESOURCES:

- [Winter Weather Driving Tips](#)
The National Highway Traffic Safety Administration (NHTSA) has tips available to make sure drivers, their vehicles and their passengers — especially kids — are safe during cold and snowy conditions.
- [Don't Crowd the Plow](#)
Be patient, stay back, stay alert and slow down. The Minnesota Department of Transportation has educational materials and up-close-and-personal [videos](#) available to help drivers learn best practices for driving when snowplows are at work.

Make Your Super Bowl Sunday Super Safe

Super Bowl Sunday — which falls on Feb. 11 this year — is the pinnacle of the professional sports year for many fans. It's also a time known for festivities and indulging in alcohol that contribute to a spike in crash deaths and injuries.

Party-going fans and hosts should have a gameplan to avoid penalties for driving under the influence. To help keep us all safe on the roads, the National Highway Traffic Safety Administration (NHTSA) is teaming up with state and local traffic safety advocates to remind football enthusiasts that “Fans Don't Let Fans Drive Drunk.”

The [campaign](#) includes news releases and social media posts in English and Spanish that tell game hosts and revelers how to stay safe on Super Bowl Sunday.

Looking for an attention-grabbing look at the real-life consequences of drinking and driving? This [video](#) shows how the impact of a deadly decision involving alcohol and driving still resonates 25 years later.

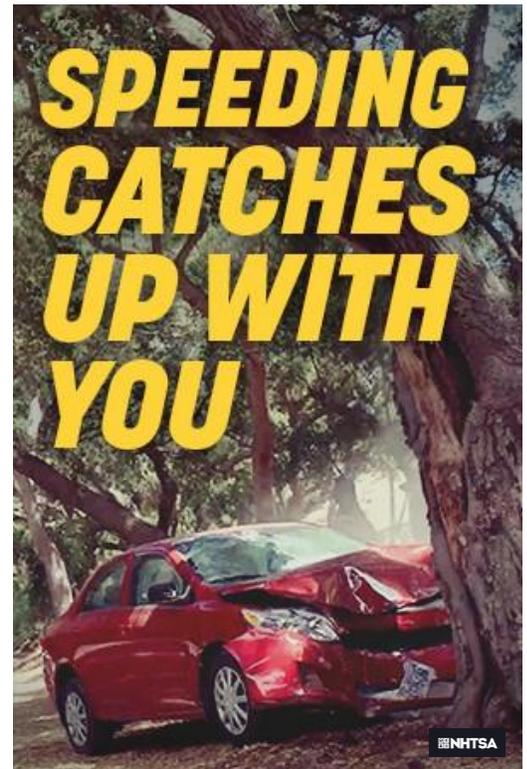




MINNESOTA CRASH INSIGHTS

The old saying goes “knowledge is power.” That’s certainly true for the traffic safety world. Each year the Minnesota Office of Traffic Safety conducts a deep analysis of the state’s most recent crash data and offers insights that help the state’s law enforcement and traffic safety communities understand trends with the goal of making our roads safer.

We’ve shared key highlights from **Minnesota Motor Vehicle Crash Facts 2022**. Read the full 121-page report, including demographic and geographic analyses [here](#). Data for 2023 is expected this summer.



Speed Still Kills Too Many

For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities.

- In 2021, the last year for which comprehensive national data is available, speeding was a contributing factor in **29%** of all U.S. traffic fatalities.
- In Minnesota, it was a factor in **30%** of fatal crashes for 2022.
- The National Highway Traffic Safety Administration offers this [comprehensive overview](#) of the issue and how to address it.



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