

It's Time to Get Personal

As we wrap up the first quarter of 2024, there's good news and bad news on the traffic safety front.

The good news, contained in the recently issued [Report on the State of Traffic Safety in Minnesota for 2023](#), shows that over the last 15 years the total number of crashes has decreased slightly and is trending downwards. Most crashes don't involve deaths or injuries to people involved and are limited to vehicle or property damage. Look for additional details on Minnesota's traffic safety report card on page two of this newsletter. At the same time, as Lisa Kons shares in this [month's blog](#), the report shows crash injuries and fatalities due to excessive speed and distraction, particularly cellphone use, continue a frightening epidemic trajectory. This month we're including information and links for several upcoming efforts to not only educate but provide emotionally compelling motivation for curbing dangerous driving behaviors.



Looks Can Be Deceiving on Bridges and Ramps

The road ahead and the off ramp may look perfectly fine, but this time of year looks can be deceiving.

Watch for moisture on and under bridge decks and on exit and entrance ramps that can freeze and thaw due to fluctuating temperatures. And keep an eye out for slippery bridge decks, even when the rest of the pavement is in good condition. Bridge decks will ice up sooner than the adjacent pavement. What is Black Ice? Black Ice gets its name due to the very thin freeze layer that shows the asphalt/pavement beneath. This makes it difficult to spot when driving, particularly at night and/or during a rainfall. If you find yourself on a layer of black ice while driving, follow these tips:



- Remain calm
- Do not hit the brakes; instead, decelerate or downshift if possible
- If your car begins to slide, very gently turn the wheel into the swerve
- If you're headed off the road, if possible steer towards a field or snowbank where less damage and/or injury is likely
- Once fully stopped, try to get out of the roadway as soon as possible

Take a Break to Focus on Struck-by Incidents

April 15-19, 2024



National Safety Stand-Down to Prevent Struck-by Incidents will take place during National Work Zone Awareness Week.

Struck-by incidents are the second leading cause of death among construction workers and the leading cause of nonfatal injuries in the construction industry.

The National Stand-Down to Prevent Struck-by Incidents is a voluntary event for employers to talk directly to employees about safety, prevention and training. Any workplace can hold a stand-down by taking a break to focus on "Struck-by Hazards".

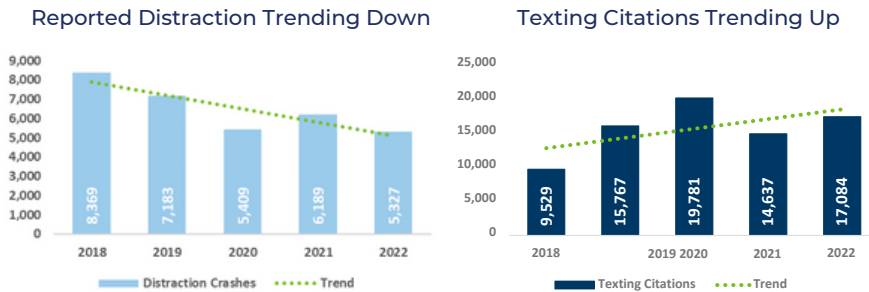
• **Flyer:** ["What is the Struck-by Stand-Down"](#)

• **NIOSH Feature:** ["Join the National Stand-Down to Prevent Struck-by Incidents"](#)

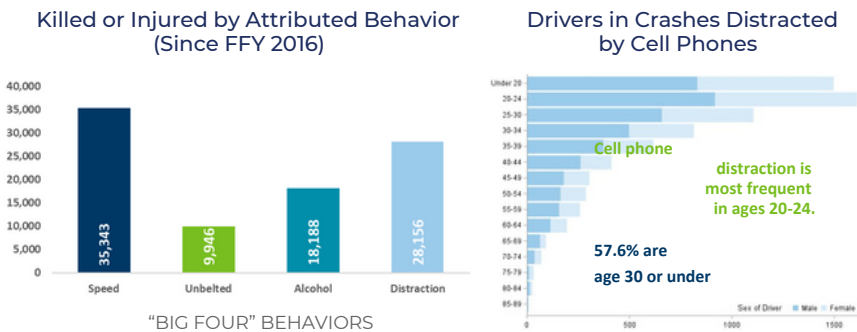
Minnesota Traffic Safety Trends

The recent [Report on the State of Traffic Safety in Minnesota for 2023](#) offers an in depth look at the state of traffic safety in Minnesota. Here are some snapshots of the good and the challenging on our state's roadways.

DISTRACTION IS TRENDING DOWN | TEXTING IS TRENDING UP

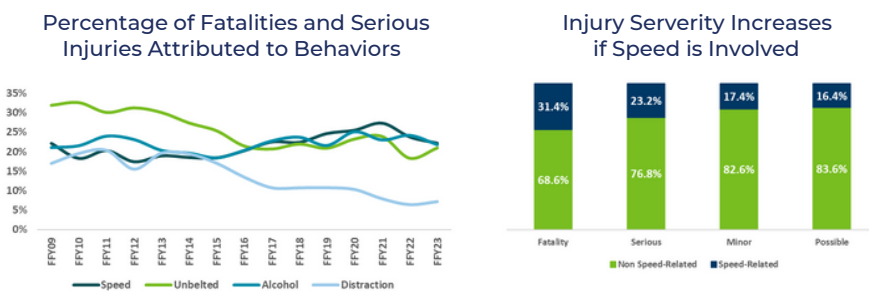


"BIG FOUR" BEHAVIORS: SPEED, DISTRACTION, ALCOHOL, UNBELTED



"BIG FOUR" BEHAVIORS

SPEED IS THE MOST COMMON DRIVER ERROR



Data Source: Minnesota Department of Public Safety, Office of Traffic Safety

March Hazards

This month we celebrate two sure signs of spring — the arrival of Daylight-Saving Time on March 10 and St. Patrick's Day on the March 16-17 weekend. Both are tied to annual upticks in crashes. Remind your team about the special safety challenges associated with each:

- [Drowsy Driving/Time Change Tips](#)
- [St. Patrick's Day Materials](#)

April is Distracted Driving Month

- On April 1, Minnesota NETS will launch its second phase of the **Do It for ME** campaign, with additional resources asking drivers to Do It for THEM. Once again, the campaign uses realistic experiences to demonstrate the devastating impact when a loved one is killed or seriously injured in a crash. Watch for additional information.
- The National Safety Council is imploring motorists to #JustDrive as part of its **Distracted Driving Awareness Campaign**. It features a handy guide, posters and a [webinar](#) on April 23 at 2:00 p.m. CDT.
- The National Highway Traffic Safety Administration (NHTSA) has its **"Eyes Forward"** materials ready for use including videos, audio, banners and other tools.
- Two law enforcement-focused kits: National Police Association's [Concentrated on Unfocused](#) and the International Chiefs of Police [Distracted Driving Toolkit](#).



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

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

Connect With Us!  

drivesafemn.org
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