

Slow Down. Pay Attention. Do it for THEM.

April is a time of rebirth and optimism, and that includes traffic safety. Minnesota NETS Coordinator Lisa Kons shares in her [April blog](#) why she's optimistic that two major DriveSafeMN education campaigns kicking off this month — Do it for THEM and Work Zone Awareness Week — will have an impact on the ongoing challenges of excess speed and distracted driving, and help reduce the number of injuries and fatalities on Minnesota's roads.



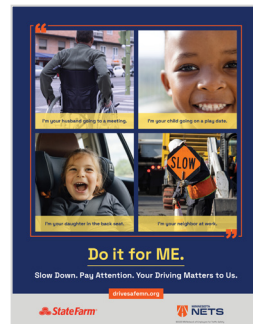
The Tragic Impact of Distracted Driving Touches All of Us

We're changing up this issue of the DriveSafeMN newsletter to give you a by-the-numbers look at the great resources available through the [Do it for THEM Campaign](#) that launched April 1 in conjunction with April's national Distracted Driving Awareness Month. We're also showcasing materials for national [Work Zone Awareness Week](#) which takes place April 15-19. Use these resources today and throughout work zone seasons.

We also strongly encourage you to share these through your own in-person and social media networks. The tragic impact of distracted driving and excess speed touches all of us.

The numbers alone are staggering, beyond the nearly one-third of Minnesota's 444 crash fatalities and 1,910 serious injuries tied to excessive speed and distracted driving in 2022 are stories of heartbreak — of birthday parties missed, traditions lost and relationships forever shattered.

The Minnesota Network of Employers for Traffic Safety (MN NETS) extends its deep appreciation to State Farm who provided a \$35,000 campaign grant to help us remind drivers to "Slow Down. Pay Attention. Do It for THEM."



Campaign Tools — Spread the Word!

These Do it for THEM Campaign resources are designed to help you share the message:

- ▶ **16** [Downloadable Visuals](#)
- ▶ **6** attention-grabbing plug-and-play [Social Media Posts](#)
- ▶ **5** new Do It for THEM [Videos](#), along with 9 great Do It for ME [Videos](#) from our fall 2023 campaign suitable for presentations, websites and video information centers
- ▶ **2** [Fact Sheets](#)
- ▶ **2** compelling [5-Minutes for Safety Talks](#), one of which asks people to dig deep and consider the impact of excess speed and distracted driving on their loved ones
- ▶ **1** [Print-and-Use Poster](#)
- ▶ **1** [Digital Profile Frame](#)
- ▶ **1** [Cardboard Selfie Frame](#)
(contact Lisa Kons to get yours)



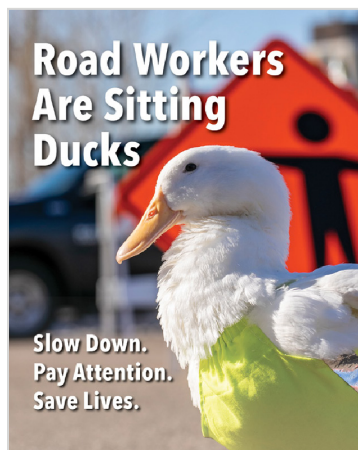
2024 National Work Zone Awareness Week

Work Zones are Temporary – Actions Behind the Wheel Can Last Forever

Preliminary data shows that between 2018 and 2022, 44 people died and 3,682 more were injured in work zone traffic crashes in Minnesota. In 2021, the most recent year for which national data is available, 956 people died nationally in work zones, according to the National Highway Transportation Safety Administration.

Minnesota NETS will mark Work Zone Awareness Week, April 13–19, 2024, with [new resources on DriveSafeMN](#):

- ▶ 6 Ready-to-Use Social Media Posts with Visuals
- ▶ 1 Informative 5-Minutes for Safety Presentation
- ▶ 1 Information-filled Fact Sheet
- ▶ 1 Customizable Employee Message
- ▶ 1 Celebrity Duck Video as Instagram star Ben Afquack reminds drivers: [Road Workers are Sitting Ducks](#)



New Resources

Looking for more tools to address impaired and distracted driving? Check out these new campaigns from the National Highway Traffic Safety Administration (NHTSA):



IF YOU FEEL DIFFERENT, YOU DRIVE DIFFERENT

Did you know that April 20 is a day some marijuana users celebrate by upping their intake? Marijuana is now legal in many states which has increased the number of impaired drivers. These 420-themed materials remind drivers [If You Feel Different, You Drive Different](#) and it's dangerous and illegal to drive impaired.



PUT THE PHONE AWAY OR PAY

This national Distracted Driving High Visibility Enforcement (HVE) Campaign kicked off April 1 with a new tagline, [Put the Phone Away or Pay](#). Campaign materials remind drivers of the deadly dangers and the legal consequences — including fines — of distracted driving.



NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY
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Connect With Us!
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