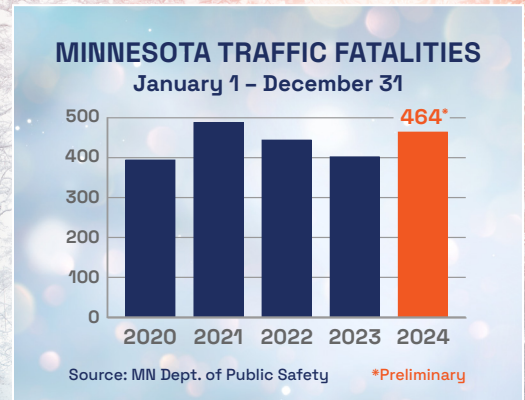


## What Lies Ahead for the New Year?

As 2025 arrives, Lisa Kons shares her thoughts about traffic safety New Year's resolutions in her recent [blog](#). Preliminary numbers for 2024 traffic crash deaths and injuries are very disturbing — Minnesota is on a trajectory to come near 2021's total of 488 fatalities. Kons calls on all drivers in the state to slow down and pay attention in order to turn the tide on traffic crashes in 2025.

As the holiday season winds down, here are some insights from Cambridge Mobile Telematics (CMT) to pack away for next year. CMT's latest [analysis](#) indicates an alarming rise in distracted driving during holiday travel. Distracted driving increases by 19.4% on Christmas Day and 16.4% on New Year's Day. A 10% rise in distracted driving correlates with a 1.5% increase in severe injuries and fatalities. In 2023, that meant an additional 360 severe injuries and three fatalities. Since 2020, every Christmas Day has ranked among the 100 most distracted days.



## BuckleUpMN.org

**Buckle up — every trip, every ride, front seat and back seat.**

Welcome to Minnesota's official source for accurate information to ensure every vehicle passenger is safely buckled in every time they ride. The new site features:

- Legal Guidelines
- Industry Recommendations
- How-to Videos and Fact Sheets
- Seat Belt Use for Adults
- Car Seat Use for Infants and Children
- Booster Seat Use and Seat Belt Use for Children
- Password-protected Resources for Certified Child Passenger Safety Technicians (CPSTs)

Seat belts reduce the risk of fatal injury to front-seat passengers by 45% and the risk of moderate to critical injury by 50%. Although a 2024 observational survey found that 94.7% of front-seat occupants in Minnesota wore their seat belts — the highest rate in a decade — the goal is always 100% compliance.

## Traffic Safety Resources in a Click

Just in time for the new year, Minnesota drivers and traffic safety advocates now have three great websites for the latest in best practices, vehicle occupant safety laws and data.

This month, the Minnesota Safety Council launches [BuckleUpMN.org](https://BuckleUpMN.org), Minnesota's new source for the latest and most accurate information to ensure vehicle passengers of all ages are safely buckled in every time they ride. Correct use of seat belts and car seats is the best protection anyone has during a crash.

BuckleUpMN.org, focused on vehicle occupant safety, is a new addition to web-based resources which include the Minnesota NETS' comprehensive traffic safety site [DriveSafeMN.org](https://DriveSafeMN.org). The site offers a broad range of fact sheets, campaigns and other educational resources for traffic safety professionals and advocates. In addition, the [Minnesota Office of Traffic Safety](https://Minnesota Office of Traffic Safety) recently refreshed its website and features current and historic data on crashes, deaths and injuries along with information about state programs.





## Winter Driving — It's Real!

With the holidays over, Minnesota is now in the serious months of the winter big three — snow, ice and darkness — increasing risk on the road. Preparation before and while you drive is key to staying safe.

DriveSafeMN's [Get the Facts: Winter Driving Challenges](#) is a comprehensive document suitable for distribution in person and electronically or for posting on your website or employee intranet. It includes tips for getting your vehicle road ready and staying safe if you're stranded. The Minnesota Safety Council offers a fully loaded [Winter Emergency Kit](#) suitable for all passenger vehicles. Find out more [here](#).

Winter also means Minnesota's intrepid state and local snowplows are hard at work. Keep yourself safe with two essential tips — slow down and give plows room! DriveSafeMN has materials available to help employers share best practices for [Sharing the Road Safely with Snowplows](#). Wonder what the snowy world looks like from the plow driver's perspective? Check out this [MnDOT Video](#).

## BE SAFE BEFORE YOU GO

The National Safety Council has many [Winter Driving Resources](#) and these pre-drive tips to keep drivers safe:

- Clean your car's external camera lenses and side mirrors
- Remove dirt, ice and snow from sensors to allow the assistive-driving features, like automatic emergency braking, to work
- In frigid weather, you may want to warm up the car before you drive
- To prevent [Carbon Monoxide Poisoning](#), never leave a vehicle running in your garage — even with the garage door up
- If the forecast looks iffy, wait out the storm; if you must travel, share your travel plans and route with someone before you leave

## Countdown to the Super Bowl

The seasonal decorations are barely back in the box, but many fans are already gearing up for the National Football League Playoffs and the Super Bowl on Feb. 9. Unfortunately, it's not just footballs that get spiked on game day. Data from the National Traffic Safety Board (NTSB) and other organizations show that crashes also spike on Super Bowl Sunday.

Right after the Super Bowl telecast, the traffic death rate typically spikes more than 40%. That's higher than the fatality rate associated with the period right after the ball drops on New Year's Eve. An average of 20 traffic deaths occur every hour for the 12 hours following the big game. While alcohol impairment is typically involved in about one-third of fatal crashes, Super Bowl Sunday ups the score to 50:50.

### If You Drive on Super Bowl Sunday:

- Stay sober — that includes no "buzzed" driving
- Buckle up!
- Drive a little extra defensively and expect drivers to be impaired
- Know when to call it quits — fatigue also impairs driving
- Avoid being on the roads late
- Don't take risks



See NHTSA's [Fans Don't Let Fans Drive Drunk Campaign Materials](#).



NETWORK OF  
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