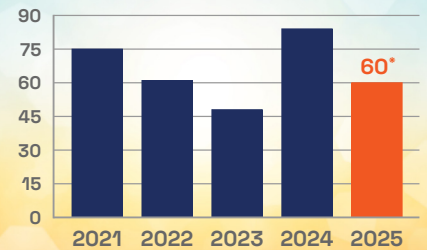


Spring Traffic Safety Campaigns in Full Bloom

Even as we breathe a sigh of relief that winter driving is (fingers crossed) almost behind us, traffic safety challenges remain like the epidemic of distracted driving and the orange cones that are popping up like tulips across the state. This month we're focusing on two major traffic safety issues — distracted driving awareness and work zone safety.

April is Distracted Driving Awareness Month and in late March, we launched our [Distracted Driving Awareness Campaign](#) — which builds on the successful “Do It for Me/Them” theme to remind drivers that the best reason to slow down and pay attention is “Because I Need You.” April 21–25 is National Work Zone Awareness Week (NWZAW) and our [Work Zone Campaign](#) has resources to encourage safe driving through work zones. Read more about these spring campaigns throughout this issue. Thank you for your ongoing commitment to keep drivers — and roadside workers — safe on Minnesota roads.

MINNESOTA TRAFFIC FATALITIES
January 1 – March 31



Source: MN Dept. of Public Safety *Preliminary

How Can You Help Tell the Story?

- Share fact sheets in your workplace, with community partners, schools and others.
- Post campaign videos on your social media.
- Share social media posts on your external channels.
- Update your message boards with safe driving messages.
- Use the [5-Minutes for Safety](#) presentation script in a meeting.

New Distracted Driving Campaign Reminds Drivers “We Need You.”

Those who are killed or injured as a result of distracted driving crashes are not the only victims. The emotional and economic suffering experienced by the loved ones, friends and colleagues left behind can be devastating. This year's Minnesota Network of Employers for Traffic Safety (MN NETS) [Distracted Driving Awareness Campaign](#) uses the perspectives of family and friends to urge drivers to slow down and pay attention because “I Need YOU!”



Driver distraction remains a leading factor in crashes in Minnesota, contributing to an average of **30** deaths and **205** serious, life changing injuries annually from 2019–2023. In 2023, distracted driving was tied to an estimated **2,165** injuries overall and **33** deaths. The April campaign, supported by State Farm and in collaboration with traffic safety partners and law enforcement throughout Minnesota, builds on the successful “Slow Down. Pay Attention. Do it for Me.” theme used in 2023 and 2024. It features a wealth of refreshed resources including fact sheets, graphics, social media posts and a new video, “[Is this you behind the wheel?](#)”

Put the Phone Away or Pay April 7–14

The number one driving distraction — cellphones — takes centerstage during [Put the Phone Away or Pay](#), a national

NHTSA campaign in conjunction with Distracted Driving Awareness Month. It includes additional nationwide law enforcement and features electronic message boards, advertisements, graphics, social media and radio scripts.





Respect the Zone So We All Get Home

From April 21–25, Minnesota motorists will be urged to “Respect the Zone So We All Get Home,” the theme of 2025’s [National Work Zone Awareness Week \(NWZAW\)](#).

NWZAW is an annual spring campaign coinciding with the start of construction season that encourages safe driving through highway work zones and calls on drivers to use extra caution. In 2022, **891** people died in work zones, according to the NHTSA data. Distractions, particularly cellphone use, are a major factor in work zone crashes.

In 2023, **19** people died in work zone traffic crashes in Minnesota involving transportation and moving occupations. Minnesota, with **38** out of a total of **1,843** fatal crashes between 2017 and 2021 involving work zones, ranked eighth nationally for the highest number of work zone crashes during that period.

To help you educate the drivers in your workplace, home or community, you’ll find [Minnesota NWZAW Campaign Materials](#) including fact sheets, videos, graphics and more on DriveSafeMN. Watch for more Minnesota-specific resources in April. You will also find additional tools and insightful infographics on the [National Work Zone Safety Website](#).



Who Ya Gonna Call? Distraction Buster!

If you’re turning your car into a mobile dining room, grooming center or office, or if you’re failing to use your cellphone in hands-free mode, you might want to smile for the camera.



Several law enforcement agencies across Minnesota are now using unmarked “Distraction Buster” vehicles equipped with cameras that safely and legally allow law enforcement to photograph and cite drivers engaged in distracted behavior. Check out the new video [“We Can See You”](#) and share on your social media.

420 Takes on Drug-Impaired Driving

April 20. Just another Sunday in spring, right? Not for many marijuana users.



On April 20, also known as 420 — a number associated with marijuana use — some individuals observe a day of increased marijuana use. NHTSA’s [If You Feel Different, You Drive Different](#) materials remind drivers that it’s dangerous and illegal to drive impaired by any substance.



**NETWORK OF
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