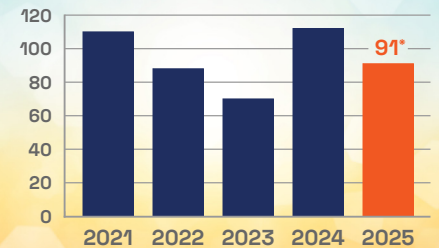


## The Summer Driving Safety Countdown

The countdown will soon be underway. Just weeks from now we'll again be in the midst of the most troubling period of the year on our roadways — the 100 Most Dangerous Days. In this month's [blog](#), Lisa Kons reflects on how traffic safety professionals can turn the Memorial Day through Labor Day period into one of action rather than dread over the high number of traffic crashes, injuries and deaths during the summer months. Many resources are available to help educate drivers on the importance of slowing down, buckling up and paying attention.

May is also a month when other things begin to heat up, most notably the insides of parked vehicles. Each year people, especially children, and pets die when left alone in vehicles whose temperatures can quickly reach lethal levels. Learn about heatstroke prevention campaigns in this issue. And some good news! Four months into 2025 crash deaths are tracking behind last year's pace. Let's use continued awareness and education to stay on track to significantly reduce fatalities this year.

MINNESOTA TRAFFIC FATALITIES  
January 1 – April 30



Source: MN Dept. of Public Safety \*Preliminary

## 100 Most Dangerous Days

Reducing the number of crashes, injuries and fatalities during the summer months begins with creating public awareness of the devastating consequences of excessive speed, distraction and impairment.

### 10 TOOLS YOU CAN USE:

1. [Get the Facts: Distracted Driving](#)
2. [Get the Facts: Speed Kills](#)
3. [Get the Facts: Alcohol & Driving](#)
4. [Get the Facts: Summer Driving Safety](#)
5. [Impaired is Impaired Videos and Graphics](#)
6. [Traffic Safety Videos and Campaign Materials](#)
7. [Five Minutes for Safety Talks](#)
8. [National Road Safety Foundation Materials for Teens](#)
9. [Traffic Safety Coaching Cards](#)
10. [Hands on Safety Tools](#)  
(Distract-a-Match Game and Fatal Vision Goggles)

## Click It or Ticket — It's National Buckle Up Mobilization Time

In 2024, seat belt use by adult front seat passengers was 91.2% nationally, with Minnesotans topping that at 94.7%. That may sound great but until 100% of vehicle occupants are properly restrained, someone who wasn't wearing a seat belt will die every 50 minutes.

Ahead of Memorial Day — which marks the beginning of the 100 Most Dangerous Days — the National Buckle Up Mobilization Campaign will combine building awareness of how seat belts save lives with nationwide law enforcement "Click it or Ticket" efforts. Numerous Minnesota law enforcement agencies are taking part.

According to the National Highway Transportation Safety Administration (NHTSA), a high percentage of those killed in crashes each year might have been saved through seat belt use. For those in passenger car front seats, seat belts reduce the risk of fatal injury by 45% and the risk of moderate to critical injury by 50%.



### RESOURCES:

- [NHTSA Click It or Ticket Campaign](#)
- [Get the Facts: Buckle Up!](#)
- [BuckleUpMN.org](#)



## Make Hot Car Safety Top-of-Mind

As you look forward to warm summer days, remember that cars can get deadly hot very quickly. May 1 is Heatstroke Prevention Day and this month is a great time to focus on vehicular heatstroke awareness. In 2024, 39 children died due to vehicular heatstroke, among the more than 1,000 children who have who lost their lives in hot cars since 1998.

NHTSA has a comprehensive [Communication Tool Kit](#) to remind parents and other caregivers that even a short time left alone in a hot car can be deadly to littles ones. The kit includes fact sheets, message points, social media posts and more. [The National Safety Council](#) and Minnesota vehicle safety advocates also have awareness-building efforts underway. [BuckleUpMN.org](#) also offers an array of hot car education materials.

## EXPERTISE TO KEEP CHILD PASSENGERS SAFE



Don't know how to install that new child safety seat? Child Passenger Safety Technicians (CPSTs) are there to help. May is [National Child Passenger Safety Technician Month](#), highlighting the life-saving work these specially trained individuals do to make sure every ride is a safe ride from infancy on.

If you're a CPST, it's a great time to participate in continuing education and to make sure you have access to the password-protected CPST resources at [BuckleUpMN.org](#). Looking for a CPST? Connect with a technician near you or find a car seat check event [here](#).

## Is This You Behind the Wheel?

Do YOU ever drive distracted? Even if you think you don't, just diverting your attention for a few seconds can have disastrous consequences.



Although April's Distracted Driving Awareness Month is over, the time is always right to reinforce these messages, especially the two attention-grabbing videos from the recent [Do it for Me/Because I Need You Campaign](#).

## Tools for Those on Two Wheels

Summer means more sun, more fun and more risk for those on two wheels.

May is both National Bicycle Safety Month and Motorcycle Safety Awareness Month. You'll find bicycle and motorcycle safety education resources on [DriveSafeMN](#), and tools from these NHTSA safety campaigns:



[National Bicycle Safety Month](#)



[Motorcycle Safety Awareness Month](#)



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](#)



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