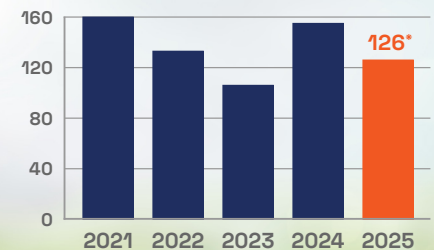


## Summer Road Safety— It's Up to All of Us

Summer is finally here and between the traffic and construction slowdowns, it can seem like everyone is on the road at once! While that likely isn't the case, it is crucial to remember that road safety is a shared responsibility. We all play a part in keeping ourselves, our passengers, and others safe on or near the roads we travel.

Memorial Day weekend was the first of the summer holiday weekend trifecta that comprise the 100 Deadliest Days of Summer, the period with the highest number of fatal crashes each year. As we move toward the July 4th holiday weekend, it's critical that we continue to tell the traffic safety story and support the enforcement efforts underway. Excessive speed, impairment and distraction persist at crisis levels. And speaking of stories, please share this issue's compelling message from a grieving mother on the life-saving importance of correct car seat use. In this month's [blog](#), Lisa Kons shares the powerful impact of Jennifer Starkson's message honoring her daughter's legacy.

MINNESOTA TRAFFIC FATALITIES  
January 1 – May 31



Source: MN Dept. of Public Safety

\*Preliminary

## Rural MN Tackles the 100 Deadliest Days on the Road

The Minnesota Department of Public Safety's Office of Traffic Safety is teaming up with the Minnesota State Patrol and more than a dozen rural law enforcement agencies to reduce crashes during the most traveled and deadliest time on Minnesota roads — the [100 Deadliest Days](#).

And while traffic deaths for 2025 are lower to-date than in 2024, they remain higher than levels seen before the pandemic.

Throughout the summer months, extra enforcement and outreach will focus on excessive speed. In addition, the St. Cloud-area will be testing a new data analytics tool for deadly crashes called the [Road Safety Information Center](#).

Looking for resources? You will find educational videos, fact sheets, graphics, presentations and more at [DriveSafeMN](#).



## A Mother's Legacy: Morgan's Story

As she always did, on June 3, 2024, Morgan Grunewald conscientiously buckled her three small daughters into their car seats and backed her pickup truck out of her parents' Lamberton driveway, headed home to western Minnesota. Minutes later, the pickup truck was involved in a crash with a semi-truck traveling at 60 miles per hour. Morgan, just 24, was killed. Her three little girls, correctly buckled into their car seats, survived uninjured.

In the aftermath of the crushing loss, Morgan's mother, Jennifer Starkson, has made it her mission to share her daughter's legacy and the importance of correct use of car seats. In April, she told her heartbreaking story during a training webinar for Child Passenger Safety Technicians (CPSTs) and in early May, she recorded a video which has been viewed more than 7,000 times. Tara Helm, the Minnesota Safety Council's Community Programs and Occupant Protection Manager, says the compelling video is having a significant impact. "As we mark the anniversary of her death, everyone can help honor Morgan for saving her little girls' lives and use this story to protect additional child passengers," Helm says. "Share her story far and wide — at meetings, on your organization and personal social media platforms, on office and plant video monitors, and with your family and friends. I guarantee you will help save lives."



► [Video](#)



## Safety Campaigns for Trucks, Trailers and Two-Wheel Vehicles

June is an opportunity to remind drivers that traffic safety goes well beyond passenger cars and pickup trucks. Three seasonal campaigns feature information specific to commercial vehicles, trailers, and motorcycles/scooters:

### Our Roads, Our Safety® Week ■ June 2–6

The Federal Motor Carrier Safety Administration (FMCSA) marks an annual and national safety week dedicated to raising awareness on sharing the road safely with large trucks and buses. FMCSA is committed to providing safety tips, resources, and materials that help improve road safety for all. The campaign will highlight a different road safety topic each day including distracted driving, seat belt safety, sharing the road safely with large trucks and buses, work zone safety, and safe speed.

### Trailer Safety Week ■ June 1–7

This is an annual campaign launched by the National Association of Trailer Manufacturers (NATM). It aims to increase awareness of the importance of trailer safety, educate end-users about proper trailer maintenance and usage, and create a stronger alliance between stakeholders of the industry, including trailer dealers, manufacturers, and end-users.

### National Ride to Work Day ■ June 10

The annual Ride to Work Day highlights the presence of motorcyclists and scooter riders on our roadways and the safety aspects of two-wheel vehicles. On Ride to Work Day, ride your motorcycle or scooter to commute, shop/run errands, or simply to enjoy the experience.

## Hot Cars — No Place for Kids

As temperatures rise, so does the risk to kids left alone in cars.

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. Children should never be left alone in a vehicle.

☀ [Hot Car Education Resources](#) from BuckleUpMN and the National Safety Council

☀ [NHTSA Vehicular Heatstroke Prevention Toolkit](#)

## Make it Red, White and Safe



With summer's midpoint just weeks away, drivers need to be reminded that driving impaired — whether after drinking alcohol or using other substances — is very dangerous AND illegal.

The National Highway Traffic Safety Administration (NHTSA) has multiple July 4th holiday campaigns to help spread the message to workplaces and communities. Campaigns include:

- ★ [Buzzed Driving is Drunk Driving](#)
- ★ [If You Feel Different, You Drive Different](#)
- ★ [Drive High, Get a DUI](#)
- ★ [Drive Sober or Get Pulled Over](#) (specific to motorcyclists)



**NETWORK OF  
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TRAFFIC SAFETY**  
MINNESOTA

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