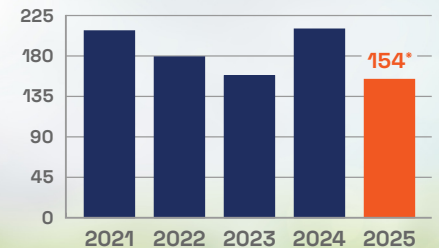


Celebrating Traffic Safety Advocates

Summer is a time for festivities big and small, from town festivals to nationwide Independence Day celebrations. It is also a great time to remember the contributions of the many people and organizations who dedicate their time to saving lives through traffic safety programming and education.

As Lisa Kons writes in her [recent blog](#), while there may not be a parade, take time this month to raise a salute to those working hard every day to reducing — and one day eliminating — crash deaths on our state's roadways. We can't forget, however, that as we reflect on our achievements, including significantly reduced crash deaths thus far in 2025 compared to 2024, we're not yet midway through the 100 Deadliest Days on the Road when we tally the highest number of crash deaths. In this issue, you'll find numerous resources you can use to educate others on the inherent risks of driving this summer season.

MINNESOTA TRAFFIC FATALITIES
January 1 – June 30



Source: MN Dept. of Public Safety

*Preliminary

Attend Minnesota Toward Zero Deaths (TZD) Traffic Safety Hotdish Webinar

LEARN ABOUT RECENT TRAFFIC SAFETY RESEARCH:

Research in Action:
[Perspectives from Minnesota's Traffic Safety Research Ecosystem](#)



July 16, 2025 | 1:00 p.m. CST

Presenters from the University of Minnesota and Minnesota Department of Transportation (MnDOT) will share findings from recent projects and talk about the collaborations that drive traffic safety research.

SPONSORED BY: [Minnesota TZD](#) and Minnesota Departments of [Health](#), [Public Safety](#), and [Transportation](#)

FUNDING FROM: [National Highway Traffic Safety Administration](#)

HOSTED BY: U of M's [Center for Transportation Studies](#)

Packing for July 4th Fun? Don't Forget the Traffic Safety Tips!

The July 4th long holiday weekend is the middle of the three holidays that serve as the celebratory mile markers of the 100 Deadliest Days on the Road — the period that spans from Memorial Day to Independence Day to Labor Day.

Each of these holidays feature three-day weekends this year, elevating the opportunity for taking risks that result in impaired and distracted driving, along with excessive speed — the most common cause of crashes. Make sure your teams, family members and friends are well equipped with traffic safety information to keep them safe on the road to the cabin, to work and everywhere else they go this summer season.



DISTRIBUTE THESE DRIVE SAFE MN FACT SHEETS:

- ★ [Summer Driving Safety](#)
- ★ [Alcohol and Driving](#)
- ★ [Distracted Driving](#)
- ★ [Traffic Jam Ahead!](#)



Commercial Vehicles in the Spotlight

OPERATION SAFE DRIVER WEEK IS JULY 13-19

Do you assume big rigs are more dangerous on our roads? While many believe commercial drivers are safer due to their professional training and experience, the reality is more nuanced. Commercial vehicles are involved in fewer severe crashes per mile driven compared to passenger vehicles, however, the potential outcomes of crashes are often more severe.

As part of its ongoing commitment to improving commercial motor vehicle safety, the Commercial Vehicle Safety Alliance (CVSA) is partnering with law enforcement nationwide during **Operation Safe Driver Week**. This year's focus is reckless, careless or dangerous driving. Law enforcement will be on the lookout for commercial vehicle drivers and passenger vehicle drivers engaging in risky driving behaviors, such as speeding, distracted driving or drunk/drugged driving. These drivers will be pulled over and issued a citation or warning. Data shows that traffic stops and interactions with law enforcement help reduce unsafe driving.

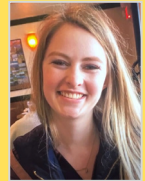
July is Vehicle Theft Prevention Month



In 2024, more than 850,000 vehicles were stolen nationwide. Approximately one vehicle is stolen every 37 seconds. Vehicle thefts are significantly linked to increased crashes and related injuries, particularly when stolen vehicles are involved in high-speed chases or reckless driving. NHTSA's **Vehicle Theft Prevention Campaign** has resources to help drivers protect their vehicle from theft.

A Mother's Life-Saving Legacy

It has been nearly a year since the June day Morgan Grunewald, age 24, was killed when her pickup truck collided with a semi-truck at 60 miles per hour. Her three little girls, correctly buckled into their car seats in the back, survived uninjured. Morgan's mother, Jennifer Starkson, has made it her mission to share her daughter's legacy and the importance of correct car seat use each and every time. Her **Video Story** has now reached 10,000 viewers, creating many opportunities to educate and help save lives.



August Resources

Taking time off during August? Plan ahead by ramping up with these NHTSA campaigns before you go. Each campaign runs from mid-August through Labor Day and features increased law enforcement, along with a variety of materials you can use.



- [Drive Sober or Get Pulled Over](#)
- [Ride Sober or Get Pulled Over \(Motorcycles\)](#)
- [Drive High, Get a DUI](#)
- [Speeding Catches Up with You](#)
- [Speeding Slows You Down](#)



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

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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.