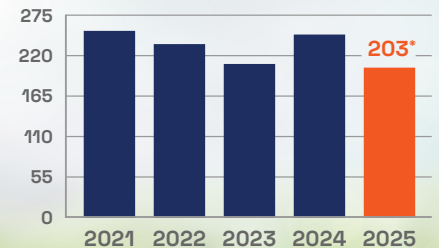


## Time to be a Traffic Safety Watchdog

As the summer winds down and we move through the hot, humid “Dog Days,” many of us are gearing up for those last weekends at the cabin, another road trip or maybe a day (or three) at the Minnesota State Fair, all of which typically involve drive time.

While the pace may be a bit more laid back and slower, Lisa Kons reminds us in this month’s [blog](#) that even during the Dog Days, good watchdogs stay on alert. She encourages traffic safety professionals to enjoy well-deserved downtime but also make sure essential summer and early autumn traffic messages are in the hands — and minds — of their teams and family. In reality, August is a busy time for traffic safety. It includes the final 31 days of the 100 Deadliest Days on the road, back to school in many communities, and the continuation of road construction season across Minnesota. You’ll find educational tools for all of these, and more, in this issue and on [DriveSafeMN](#).

MINNESOTA TRAFFIC FATALITIES  
January 1 – July 31



Source: MN Dept. of Public Safety

\*Preliminary

## Red Does NOT Mean Speed Up

**National Stop on Red Week  
August 3 – 9**

Too often drivers will speed up to make it through a red traffic light, endangering both themselves and others. The upcoming Stop On Red Week highlights intersection safety, red-light running crashes, and the importance of stopping at every red light, every time.



While following basic traffic rules might seem easy, statistics show that in 2021, more than **4.2 million** drivers ran red lights. In 2023, over **1,000** lives were lost and more than **136,000** people were injured in red-light running crashes.

Together, we can choose **Safe Stops. Stronger Communities.** Help make our roads safer and spread the word with campaign materials from the [National Coalition for Safer Roads \(NCSR\)](#).

## Dog Days Equal Hot Vehicle Risk



**The temperature inside a parked car can rise significantly higher than the outside temperature. In just 10 minutes, it can increase by 20 degrees Fahrenheit or more!**

Late summer temperatures remain high and so does the risk for children and pets left alone in parked vehicles. From May through September, the [National Heatstroke Prevention Campaign](#) highlights vehicular heatstroke — one of the leading causes of non-crash vehicle-related fatalities among children.

Children, especially those under the age of four, are more susceptible to heat-related illnesses due to their smaller body size and limited ability to regulate body temperature. A child’s body temperature rises three to five times faster than an adult.

These incidents are 100% preventable. Never leave children or pets alone in a parked car.



### RESOURCES

- [National Safety Council Pediatric Vehicular Heatstroke Prevention Toolkits](#)
- [BuckleUpMN: Hot Cars](#)
- [BuckleUpMN: Pets](#)



## Make it Labor Day Fun, Not Tragedy

For most, Labor Day puts the cap on summer with more great memories. But for too many, those memories may include tragedy. The period between Memorial Day and Labor Day remains the deadliest on roads with continued issues of speed, distraction and impairment exacerbated by more road trips, celebrations and work zones.

National enforcement and public campaigns are slated to run from August 15 through Labor Day, September 1. While Minnesota's crash deaths have trended downward this year, the risk and need for prevention persists. Minnesota law enforcement is expected to have additional patrols on the road in late August. Support their efforts by using educational resources and messages from NHTSA.



- [Drive Sober or Get Pulled Over](#)
- [Ride Sober or Get Pulled Over \(Motorcycles\)](#)
- [Drive High, Get a DUI](#)

## Slow Down in Work Zones



If it seems like there is more road construction this season, you're right. Minnesota is experiencing a high volume of road construction projects in 2025, particularly in the Twin Cities metro area on well-traveled routes, causing significant delays.

MnDOT has 180 road and bridge projects across the state this season. More projects means more risk for workers, drivers, pedestrians and others in and around work zones. Remember: Slow Down. Pay Attention. Your Driving Matters. Find [Work Zone Safety Tools](#) at DriveSafeMN.



## Back-to-School Tips

While Minnesota students typically hit the books right after Labor Day, an increasing number of districts start classes in late August.

School days call for amped up pedestrian safety, bus safety and bicycle safety. Find all the resources you need for parents, students and school staff:

- [Ensuring Travel-Safe School Days Fact Sheet](#)
- [Bicycle Safety and Helmet Best Practices Fact Sheet](#)
- [School Bus Safety Tips](#)
- [NSC Back-to-School Checklist](#)

## Child Passenger Safety Week

September 21-27



The most effective way to keep children safe in vehicles is to make sure they're correctly buckled in.

The 2025 National Child Passenger Safety Week campaign focuses on promoting the proper use of car seats, booster seats and seat belts. Certified Child Passenger Safety Technicians in Minnesota and across the country will participate in National Seat Check Saturday on September 27. Watch for more details in the September Drive Safe MN Newsletter.

In the meantime, there's a wealth of resources for child passengers at [BuckleUpMN.org](#).



NETWORK OF  
EMPLOYERS FOR  
TRAFFIC SAFETY  
MINNESOTA

Lisa Kons, NETS Coordinator  
651-228-7330/800-444-9150  
lisa.kons@mnsco.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.