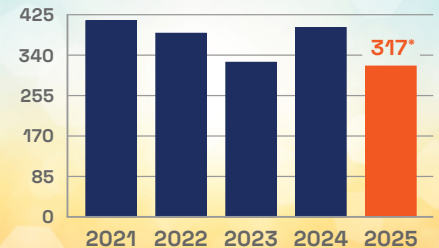


Gobble Up Seasonal & Safe Driving Habits

It's November and if you look out the window it might be sunny, cloudy, raining, snowing or some combination of all of those! Odds are it is also dark as our days grow increasingly shorter and we fall back from the end of Daylight Saving Time.

One thing's certain, in this transitional season of variable weather, shorter days and holiday travel, it's time for everyone to up their traffic safety game. Throughout this issue you will find a seasonal banquet table of educational materials and campaigns. And in this month's [blog](#), Lisa Kons offers her reflections on the importance of adapting to winter driving challenges in November. As 2025 winds down, Minnesota traffic crash deaths have declined significantly from near-record levels in 2024. That's great news but nonetheless we've recorded several serious crashes in recent weeks that remind us there's still critical need for ongoing education and enforcement.

MINNESOTA TRAFFIC FATALITIES
January 1 – October 31



Source: MN Dept. of Public Safety

*Preliminary

Low-Light Driving

In November we “fall back” as Daylight Saving Time ends. This annual change brings a significant adjustment for drivers as evening commutes will now occur in darkness with reduced visibility. Night driving makes it harder to see pedestrians and wildlife, while glare from oncoming headlights can cause slower reaction times and eye strain. Seasonal weather changes like cold rain and leaves on the road can cause slippery conditions.



FALL SAFETY TIPS:

- Make sure headlights are clean and functional; check tire treads and windshield wipers.
- Clean the windshield and windows to maximize visibility.
- Never drive when you are tired.
- Reduce your speed and increase following distance.
- Stay alert! Avoid distractions.
- Watch for pedestrians! 76% of pedestrian fatalities occur at night: [Pedestrian Fact Sheet](#).

Remembering Those Lost in Crashes

Glowing candles, cherished photos and mementos will once again fill the Minnesota State Capitol Rotunda on Saturday, November 15 at noon to remember loved ones killed in traffic crashes as bereaved families and safety advocates gather for World Day of Remembrance (WDoR).

During the event, family members, traffic safety advocates, and others will recount lasting grief of both lives lost and devastating permanent injuries resulting from crashes, particularly those caused by speeding, distraction and impairment.

World Day of Remembrance began in England nearly 30 years ago and now includes events around the world. The United Nations General Assembly endorsed the commemoration in 2005 and declared 2021 – 2030 a Decade of Action focused on reducing traffic crash deaths and injuries by 50% worldwide.

REMEMBER. SUPPORT. ACT.



**WORLD DAY
OF REMEMBRANCE**

FOR ROAD TRAFFIC VICTIMS

- [WDoR Official Website](#)
- [2025 Campaign Toolkit](#)
- [Guide for Organizers](#)



On the Menu: Turkey, Pie & Safe Drives

Thanksgiving remains the busiest travel period each year, with a record of nearly 80 million Americans hitting the road for the holiday in 2024. While it's important to remember those pies you promised to bring, family and friends will be more grateful if beloved guests arrive and return home safely. Thanksgiving traffic safety campaigns from the National Highway Transportation Safety Administration (NHTSA) will focus on three critical areas — seat belt use, drunk driving and impaired driving.

Thanksgiving “Click it or Ticket” Enforcement will run November 23 – 30 this year. In 2023, 309 passenger vehicle occupants were killed in traffic crashes nationally during the Thanksgiving holiday weekend; of these 44% were unrestrained. The campaign includes news releases, graphics, social media posts and other materials in English and Spanish.



Buzzed Driving is Drunk Driving.

Thanksgiving Eve revelers, particularly those age 21 – 24, who reunite with friends the night before the holiday are reminded “A Little Buzz Can Cost a Lot — Drive Sober on Thanksgiving Eve.” The campaign runs November 22 – 26 and includes materials and graphics in English and Spanish.



If You Feel Different, You Drive Different.

Impairment is impairment, no matter the substance. Drivers are reminded to “Stay Sharp, Stay Safe — Don’t Drive High this Thanksgiving.” The holiday campaign runs November 24 – 30 and includes materials and graphics in English and Spanish.

SAFETY WEEKS

Crash Responder Safety Week (CRSW): November 17 – 21

This year’s CRSW theme, “Safety Starts with YOU — Slow Down and Move Over,” is a call to action. It reminds us that we all have the power to make roadside incidents safer for first responders and others. The MN Traffic Incident Management (MnTIM) team is marking CRSW with statewide messaging. Find more info and training opportunities at [MnTIM](#).

Older Driver Safety Awareness Week: December 1 – 5

NHTSA reminds traffic safety advocates that this dedicated safety week is a great time to remind older drivers and their families of the unique safety concerns older drivers face — including vision, reflexes, and physical fitness. A [Campaign Kit](#) with helpful materials is available.

NETS CONFERENCE

Experts gathered in Minnesota last month for the Network of Employers for Traffic Safety (NETS) 2025 Strength IN Numbers Fleet Safety Benchmark Conference. Traffic safety professionals from around the world discussed topics such as coaching, retaining drivers, cameras and artificial intelligence.

READY FOR WINTER?

Don’t wait! Tune up your vehicle, dig out that scraper and brush up on these winter driving tips from [DriveSafeMN](#) and [NHTSA](#).



**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.