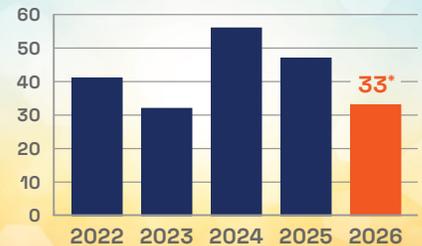


A Safe Arrival is Your Pot of Gold!

March is a time for shamrocks, leprechauns and St. Patrick's Day celebrations, but it's also a time when crashes increase — alcohol-involved fatal crashes can double on St. Patrick's Day compared to a normal day. Lisa Kons reminds us in her latest [blog](#) that we can make our own luck behind the wheel by educating others about driving sober and planning for a safe ride home from holiday celebrations.

We're feeling lucky ourselves as we prepare to launch our new distracted driving campaign — "Someone is Waiting for You" — in conjunction with April's Distracted Driving Awareness Month. Read more about the campaign in this issue and watch your email later this month for the educational toolkit! Finally, when it comes to Minnesota crash deaths, we continue to see a downward trend. Traffic death numbers for 2026 remain lower compared to the previous year, continuing a second straight year of decline.

MINNESOTA TRAFFIC FATALITIES
January 1 – February 28



Source: MN Dept. of Public Safety *Preliminary

Check Recalls to Save a Life

In 2024, there were 1,073 safety recalls affecting more than 35 million vehicles.

Vehicle Safety Recalls Week is March 2–8, reminding us that safe cars save lives and to check for safety recalls on our vehicles. NHTSA has campaign materials to help educate drivers about the importance of regularly checking for recalls, including handouts, social media posts, graphics and videos. Many assets are available in both English and Spanish. Use NHTSA's free recall look-up tool at [NHTSA.gov/recalls](https://nhtsa.gov/recalls). To get crucial vehicle information in real time, download the SaferCar App at [NHTSA.gov/app](https://nhtsa.gov/app). Simply set up your virtual garage and add your vehicle. The app will notify you of all related recalls, find dealerships for free repairs, and even help you make an appointment!



Rely on a Sober Ride, Not Luck

While St. Patrick's Day may be a festive day packed with celebrations and all things green, it's also a day that results in higher numbers of crash deaths and injuries due to impaired driving. Remind partygoers to not push their luck on March 17 and plan for a sober ride home.

Between 2018–2022, 290 people were killed in alcohol-impaired crashes during the St. Patrick's Day holiday (March 16 – 18). During this period in 2022, almost 50% of drivers involved in fatal crashes between the hours of midnight and 2:59 a.m. were drunk. Drunk male drivers were involved in fatal crashes at a higher rate of 29% compared to female drivers at 14%. Young drivers 21–34 years old accounted for 34%.



NHTSA's "**Buzzed Driving is Drunk Driving**" campaign runs March 9–17 and encourages those celebrating St. Patrick's Day to not get behind the wheel after drinking and to plan for a safe and sober ride home. Campaign materials include social media posts, graphics, and more.



Someone is Waiting for YOU!

Who is it? Your spouse? Your child? Your co-workers? Your dog? For most of us, each time we get behind the wheel there's someone on the other end who's anticipating our safe arrival. Whether there's a special celebration planned, an important project to finish or a pet food dish that needs filling, they are depending on you. But all of that can vanish in a moment. One glance at a phone, an effort to retrieve a dropped item or other distraction can turn to heartbreak for those waiting for you.

April is Distracted Driving Awareness Month and on April 1, Minnesota NETS, with support from State Farm, will launch a new distracted driving campaign — "Someone is Waiting for You." The campaign will remind drivers to slow down and pay attention by emphasizing the devastating consequences for those they love. In addition to employer educational materials and social media outreach, a campaign video will connect with drivers midtrip and play on 435 retail store kiosks throughout Minnesota. Watch your email and [DriveSafeMN.org](https://www.drivesafemn.org) for more details!



Don't Drive Distracted. Eyes Forward.

NHTSA's campaign focuses on distracted driving prevention and includes a toolkit with social media posts, an impactful video and more.

Put the Phone Away or Pay

NHTSA's high-visibility campaign highlights the role of phones in distracted driving crashes and includes extra law enforcement from April 9-13.



Coming Up

April 11 | 10 a.m. – 3 p.m.

2026 Traffic Safety Day at Mall of America (MOA)

Join Minnesota TZD, the Dakota County coalition and MnDOT for the third annual Traffic Safety Day at MOA! Held in the Huntington Bank Rotunda, the event will present road safety topics and demos to the 85,000 people visiting the mall that day.

April 19-21

2026 Lifesavers Conference on Roadway Safety

The Lifesavers Conference is historically the world's largest gathering of leaders and advocates in traffic safety and provides a national platform with workshops, plenary sessions, and an exhibit hall. Register today to attend this event in Baltimore, MD.

April 20

If You Feel Different, You Drive Different Campaign

April 20 is also known as 420, a number associated with marijuana use. NHTSA has themed materials that remind drivers that it's dangerous and illegal to drive impaired due to marijuana use.

April 20-24

Work Zone Awareness Week

Find resources and events that highlight this year's theme, "Safe actions save lives." Encourage drivers to slow down and use caution in work zones.



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

Lisa Kons, NETS Coordinator
651-228-7330/800-444-9150
lisa.kons@mncs.org
474 Concordia Ave, St. Paul, MN 55103

Connect With Us!
[drivesafemn.org](https://www.drivesafemn.org)



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