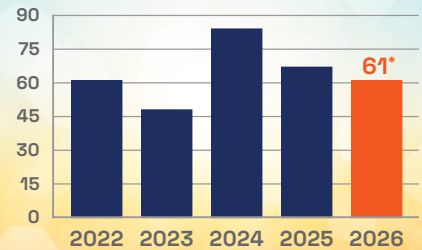


## A Winning Season for Traffic Safety

As April arrives, basketball fans are focused on the “big dance,” otherwise known as the NCAA Men’s & Women’s College Basketball Championships. For those of us in the Minnesota traffic safety community, April is also the “big dance” of significant education and awareness for distracted driving and excessive speed.

In this month’s [blog](#), Lisa Kons reminds us that traffic safety advocates are on a championship team when it comes to reducing crash deaths. And we’re excited to introduce our game winning “Someone is Waiting for You” Campaign! Read more below and find other April events in this issue. The sports saying “it ain’t over ‘til it’s over,” also holds true for traffic safety. While crash deaths and injuries on state roadways have been trending downward in 2026, late March brought a tragic reminder that our work is far from over. One of the worst crashes in recent years resulted in five fatalities and several injuries in southwest Minnesota.

MINNESOTA TRAFFIC FATALITIES  
January 1 – March 31



Source: MN Dept. of Public Safety \*Preliminary

## Campaign Tools

“Research shows the average person has about 150 significant people in their circle of family, friends and co-workers,” says Lisa Kons, MnNETS coordinator and Minnesota Safety Council Traffic Safety and Advocacy Director. “The next time you’re about to fall prey to distraction or press that gas pedal a little harder, think how devastated they’d all be if you never arrived.”

“Someone is Waiting for You” Campaign Materials Include:

- Email Messages
- Fact Sheet
- Graphics/Logos
- Newsletter Articles
- Safety Talks
- Social Media Posts/Images, and more!



## Someone is Waiting for YOU! Slow Down. Pay Attention. Arrive Safely.

Stopping for a mid-trip errand this April? Before you get back behind the wheel you may receive a compelling visual reminder to slow down and pay attention because “Someone is Waiting for You.”



Launching April 1 in conjunction with National Distracted Driving Awareness Month, “Someone is Waiting for You” is a statewide educational campaign sponsored by the Minnesota Safety Council in partnership with the Network of Employers for Traffic Safety (MnNETS) and State Farm. It includes an emotion-based approach to the challenges of distracted driving and excess speed by reaching drivers mid-trip when they are receptive to traffic safety messages. “Someone is Waiting for You” visual messages began appearing in late March on more than 400 video kiosks at retail locations across Minnesota, including grocery stores, delis, convenience stores and other outlets. The month-long effort reminds drivers that their behavior behind the wheel has profound consequences for the people — and even pets — who depend on them.



## Eyes on the Road, Not on Your Phone!

Distracted driving, including texting, remains a serious issue nationwide. According to the National Highway Traffic Safety Administration (NHTSA), 16,384 people died and 1.7 million people were injured in distraction-affected crashes from 2019 to 2023. During National Distracted Driving Awareness Month, remind drivers to slow down and pay attention every time they get behind the wheel with these NHTSA Campaigns:



### Don't Drive Distracted — Eyes Forward

Looking to get the distracted driving prevention word out to the broader community? This NHTSA campaign includes a news release you can adapt for local use, electronic display board messages, fact sheets, social media messages and more. For those interested in local paid advertising, the campaign also has videos, audio messages, webpage banners and print advertisements.



### Put the Phone Away or Pay

This NHTSA high-visibility enforcement campaign reminds drivers of the legal consequences of distracted driving. It will be supported nationally by increased law enforcement and paid media. Multiple resources are available to customize and promote locally. From April 6–13, Minnesota law enforcement will increase their efforts to enforce the state's hands-free cellphone law.



## Coming Up

April 11 | 10 a.m. – 3 p.m.

### 2026 Traffic Safety Day at Mall of America (MOA)

Join Minnesota TZwD at the MOA Huntington Bank Rotunda. This event will present road safety topics and demos to mall visitors.

April 19–21

### 2026 Lifesavers Conference on Roadway Safety

A premier national traffic safety conference — register to attend this event in Baltimore, MD.

## Respect the Work Zone



With the end of winter, Minnesota's well-known second season begins — road repair — along with hundreds of other projects from rural two-lanes to city streets to interstates. From April 20–24, National Work Zone Awareness Week events promote safe driving in work zones.

In 2023, there were 899 work zone fatalities nationwide. Encourage drivers to slow down and use caution in work zones. Find resources and events that highlight this year's theme, **Safe Actions Save Lives**.

Go Orange Day is April 22, which encourages roadway safety professionals to wear orange to support work zone safety. Find Minnesota-focused Work Zone Safety materials on [DriveSafeMN](#).



NETWORK OF  
EMPLOYERS FOR  
TRAFFIC SAFETY  
MINNESOTA

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