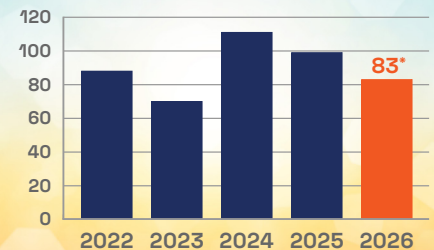


Summer Driving Brings More Risks

Winter's icy roads and driving challenges are behind us at last! It is time to pack up the car and hit the road for summer fun. And that drive will be easy-peasy, right? Not exactly. While weather conditions may be warmer, summer brings an even longer list of driving risks and The 100 Deadliest Days (Memorial Day through Labor Day). This time period results in a higher numbers of crashes, deaths and injuries.

In this month's [blog](#), Lisa Kons reminds us to sharpen our focus and use education to turn this period from the deadliest to the safest time on the road. In this issue, you'll find everything you need to educate colleagues and loved ones about safe summer driving, plus helpful resources for teen drivers, older drivers, bicyclists, motorcyclists, and heatstroke prevention. Here in Minnesota, year-to-date crash deaths are still tracking 10% below this time in 2025. Let's work together to maintain and accelerate that momentum throughout the summer!

MINNESOTA TRAFFIC FATALITIES
January 1 - April 30



Source: MN Dept. of Public Safety *Preliminary

Tools for the 100 Most SAFEST Days

As the summer season kicks off, and with it the notorious 100 Deadliest Days on the road, traffic safety advocates have numerous resources available with just one click:

NHTSA will support additional law enforcement efforts during the three big summer holiday weekends, and it offers robust marketing materials on:

- [Speeding](#)
- [Distracted Driving](#)
- [Impaired Driving](#)



You will find presenter-ready [Five-Minutes for Safety Talks](#), dozens of [Fact Sheets](#), and other resources to support your traffic safety efforts on [DriveSafeMN](#).

You can still use materials from our April campaign, [Someone is Waiting for You](#), to encourage drivers to slow down and pay attention every time they drive.

Ready to Ride: Two Wheel Safety

Summer not only gets four-wheeled vehicles out on the road, it's an incentive for both motorcyclists and bicyclists to enjoy the warmer weather and wind in their faces. May marks both [Motorcycle Safety Awareness Month](#) and [National Bicycle Safety Month](#) — find a variety of helpful safety resources from Drive Safe MN and NHTSA:



[Motorcycle Safety Awareness Month](#)

NHTSA's campaign promotes rider safety and driver awareness through social media, graphics and more. In 2024, 6,228 motorcyclists were killed in U.S. traffic crashes. Minnesota recorded 57 motorcycle fatalities in 2024, a decrease from 2023. Helmet use increased among motorcycle riders nationwide — 73.8% in 2023.



[National Bicycle Safety Month](#)

In 2024, 1,103 bicyclists were killed nationally and 52,887 injured in crashes. Minnesota reported 661 bike accidents with eight fatalities and 590 injuries. Use of approved bicycle helmets remains the best safety tool for all riders. May 6 is [National Bike to School Day](#). Find two wheel safety tips at [Get the Facts: Bicycle Safety](#).



Keep Teen Drivers Safe on the Road!

When you're young, summer brings graduations, gatherings, and good times with friends. Unfortunately, inexperienced teen drivers are an overrepresented age group for crashes, injuries and deaths. In 2023, 2,897 people were killed nationally in crashes involving a teen driver. A third of those deaths, 860, happened during the 100 Deadliest Days.

The [National Road Safety Foundation](#) has teamed up with other safety organizations to make this the 100 Safest Days of Summer, spotlighting key preventable causes of teen driver crashes. Their safety tips include:

- Wear your seatbelt! And don't drink and drive. Ever.
- Get plenty of rest before getting behind the wheel.
- Check your state's passenger limitations and follow the law.
- Follow the speed limit and pay attention to all road signs/signals.
- Focus on the road. Minimizing distractions will ensure a safer ride!

Parents are urged to have candid conversations with their teens about driving risks and to set guidelines around passenger limitations, zero-tolerance on texting while driving, curfews, etc. Check out and sign the Teen Pledge at 100safestdaysofsummer.org. Encourage teens to watch this video about distracted driving consequences from [SummerBreak](#).



IN THE NEWS: The [Someone is Waiting for You](#) campaign drew media coverage from multiple outlets! See this [Weekly Column](#) from Tim Harlow, Transportation Writer, Minnesota Star Tribune.

May Highlights

National Heatstroke Prevention Day: May 1

Never leave a child alone in a vehicle — not even for a minute! In warmer weather, the inside of a car can quickly become a deadly oven. More than 1,000 children have died due to pediatric vehicular heatstroke since 1998, eight of them in Minnesota. On average, 37 children die each year due to vehicular heatstroke. Call 911 if you see a child unattended in a hot vehicle.



- [NHTSA Vehicular Heatstroke Prevention Campaign](#)
- [Minnesota Hot Car Resources](#)

Older Americans Month

Few conversations are as difficult as telling an older loved one that their behind-the-wheel performance is deteriorating. May is Older Americans Month, a time to focus on safe driving strategies for older drivers and determining if it's no longer safe for them to drive.



Older drivers 65-plus are more likely to be seriously injured or killed in a crash. Aging often includes declines in vision, slower reaction times and reduced mobility, all of which can affect driving. In 2023, 7,810 people age 65-plus were killed in crashes.

- [Get the Facts: Older Drivers Behind the Wheel](#)



**NETWORK OF
EMPLOYERS FOR
TRAFFIC SAFETY**
MINNESOTA

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

Connect With Us!
drivesafemn.org



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