Drive Safe MN

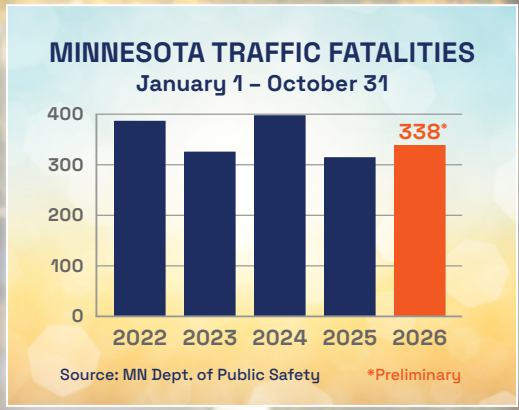
MINNESOTA NETS

NOVEMBER 2026 NEWSLETTER | drivesafemn.org

On the Holiday Menu: Turkey & Safety Tools

As Thanksgiving approaches, you've got some menu planning to do. For those hosting, it's the full array of traditional dishes and maybe some new items. For those visiting family and friends, it's deciding what you're going to add to the feast. And for those in traffic safety, it means selecting from a robust menu of educational campaigns to help drivers stay focused on the dangers of impaired driving this holiday season. This issue has links to all the safety tools you'll need.

In this month's blog, Lisa Kons talks about turkeys and she doesn't mean the one you'll be carving at your dinner table. As you can see by this month's statistics, crash deaths are up at alarming levels, largely due to excessive speed, distraction and impairment. She singles out several highway "turkeys" cited by law enforcement for taking those behaviors to outrageous new levels.



Crash Deaths — a Global Concern

Minnesota will mark World Day of Remembrance with a press event on Saturday, November 14 to honor those who have been injured or lost their lives in traffic crashes. This day offers a powerful time for remembrance, healing, and community support. Anyone who has been a traffic crash victim or lost a family member should attend the event and bring a photo of their loved one.





World Day of Remembrance is a high-profile global event commemorated on the third Sunday of November each year. While crash deaths over the past three decades have declined 30% worldwide, a study published earlier this year by **Lancet Public Heath** reported that lower-income countries aren't experiencing much improvement. The United States has also seen some spikes, as has Minnesota, according to a study published in July 2026 covering 1990 – 2023. The World Health Organization (WHO) reported in July that traffic deaths declined by 21% from 2011 – 2025. However, traffic crashes still claimed more than 1.1 million lives last year, and remain the leading cause of death for youth ages 5 to 29 years old.

Fall Wake-up Call

When most Americans awaken the morning after Halloween this year, they'll find themselves with an extra hour to recover from their sugar coma as the majority of states return to Standard Time in the early hours of November 1st.

The time change adjustment period includes increased risks like drowsy driving. Nov. 1 – 7 is Drowsy Driving Prevention Week, sponsored by the National Sleep Foundation (NSF). Drowsy driving is considered impaired driving and accounts for an estimated one in five fatal crashes on U.S. roads. Nearly two-thirds of Americans report having driven while so tired they had difficulty keeping their eyes open, and one in six teens report driving drowsy within their first two years behind the wheel.

- NSF 2026 Drowsy Driving Report
- NSF Infographic
- Drowsy Driving Fact Sheet



Minnesota NETS Coordinator: Lisa Kons | 651-228-7330/800-444-9150 | lisa.kons@mnsc.org.

Drive Safe MN Newsletter

NOVEMBER 2026
drivesafemn.org



A Cornucopia of Safety Campaigns

Whether you're on the road for hours or just driving down the street for Thanksgiving dinner, buckle up and arrive safely! Thanksgiving remains one of the busiest travel periods of the year, with millions of Americans hitting the road for the holiday. The National Highway Transportation Safety Administration (NHTSA) has plenty of traffic safety materials:



Thanksgiving "Click it or Ticket" Enforcement.

286 people were killed in traffic crashes nationally in 2024 during the Thanksgiving holiday weekend; 45% of those were unrestrained. Increase your seat belt safety messaging this holiday season with campaign materials in English and Spanish. The campaign runs Nov. 23 – 29.



Buzzed Driving is Drunk Driving.

Thanksgiving Eve party-goers, particularly those age 21 – 34, who reunite with friends the night before the holiday are reminded, "Traditions bring you together. Sober rides bring you home." The campaign includes materials and graphics in English and Spanish.



If You Feel Different, You Drive Different.

Impairment is impairment, no matter the substance. It's illegal to drive under the influence of drugs — no exceptions. Remind drivers to plan for a sober ride home if they are celebrating with more than just pumpkin pie. The campaign has materials in English and Spanish.

Coming Up

NOVEMBER 2026

TIM Training Sessions

Traffic Incident Management (TIM) Training Sessions: Hands-on emergency responder safety and traffic management trainings scheduled across Minnesota.

NOVEMBER 10 – 12

2026 Midwest Traffic Safety Conference

Westin Hotel, Itasca, Illinois. This event aims to unite experts from diverse backgrounds to tackle the pressing issues of impaired driving, crashes, and road safety.

NOVEMBER 12 | 10 a.m.

Minnesota TZD Traffic Safety Hotdish Webinar

Prehospital Blood — A Game Changer for Post-Crash Care:

Blood delivered at the scene of a traffic crash has the potential to save lives. Learn more about innovative prehospital blood programs from a national and local Minnesotan perspective.

NOVEMBER 14

National Seat Belt Day



Minnesota continues to have a high rate of seat belt use, but unbelted occupants still represent a large portion of traffic deaths: of the 363 people who died on state roads in 2025, 68 were not wearing seat belts, about 20% of all fatal crashes.

NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY
MINNESOTA

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