

Safety Strategies

Strategy	Activities and Suggested Resources
<p>Publicize and support high-visibility law enforcement efforts</p> <p>Addresses: <i>Belt Use</i> <i>Distracted Driving</i> <i>Speed</i> <i>Impaired/Alcohol-Related</i></p>	<p>Support statewide dedicated high-visibility enforcement waves through media and social media messaging, letters to the editor, signs, and related community outreach events. Generally, enforcement waves include:</p> <p>October: Belt Use November – December: Impaired Driving April: Distracted Driving May: Belt Use July: Speed August – September: Impaired Driving</p> <p>See the Office of Traffic Safety (OTS) website for it’s annual calendar of enforcement mobilizations, talking points and outreach materials: https://dps.mn.gov/divisions/ots/law-enforcement/Pages/Enforcement-Mobilizations.aspx</p>
<p>Promote local employer traffic safety polices and training</p> <p>Addresses: <i>Belt Use</i> <i>Distracted Driving</i> <i>Speed</i> <i>Impaired/Alcohol-Related</i></p>	<p>Collaborate with local employers to develop/strengthen employee safe driving policies, including clear sanctions for failure to comply, and conduct supporting employee traffic safety training programs.</p> <p>See Minnesota Safety Council’s Network for Employers for Traffic Safety (NETS) employer sample policies and resources: http://www.minnesotasafetycouncil.org/nets/AboutNETS.cfm</p>
<p>Promote parental engagement with teen drivers</p> <p>Addresses: <i>Belt Use</i> <i>Distracted Driving</i> <i>Speed</i> <i>Impaired/Alcohol-Related</i></p>	<p>Work with local driver educators to incorporate “Point of Impact” Teen Driver Safety Parent Awareness Class materials into their curriculum to increase parent awareness of teen driving risks, Minnesota’s teen driver laws, and the important role parents play in developing a safer teen driver.</p> <p>See OTS website for “Point of Impact” program information and class guide: https://dps.mn.gov/DIVISIONS/OTS/TEEN-DRIVING/Pages/default.aspx https://dps.mn.gov/divisions/ots/teen-driving/Documents/poi-leaders-guide-oct-2014.pdf</p> <p>Partner with local traffic safety advocates (e.g., schools, insurance providers, law enforcement) to distribute information to parents regarding teen driver risks, laws, key parental roles, and parent resources available. For information on parent’s role in developing safe teen drivers, see: https://dps.mn.gov/divisions/ots/teen-driving/Pages/parents.aspx</p> <p>For a ready-to-use, comprehensive Parent-Teen Driving Agreement, see: http://www.allstatefoundation.org/teen_safe_driving_parent_resources.html</p>

Strategy	Activities and Suggested Resources
<p>Promote younger driver and occupants' "saved by the belt" testimonies during seat belt enforcement saturations</p> <p>Addresses: <i>Belt Use</i></p>	<p>Publicly recognize younger traffic crash survivors who buckled up, crashed, and were "saved by the belt." Community "saved by the belt" testimonies increase public awareness of the lifesaving value of safety belts of those who survived traffic crashes because they were properly restrained. This strategy is most effective as supporting media and public outreach during statewide seat belt enforcement waves and incorporated into seat belt enforcement messaging. Including local law enforcement officers in honoring traffic crash survivors who were buckled up promotes a positive relationship between local law enforcement and the younger driver community.</p> <p>When planning the ceremony, check with law enforcement who responded to the crash, to confirm that the person receiving the reward wasn't doing anything illegal (speeding, impaired, etc.)</p> <p>Consider partnering with local businesses to offer gift certificates in recognizing younger drivers and passengers who buckle up.</p> <p>To download a <i>Saved by the Belt</i> certificate, template news releases, and template letter to the editor, see: https://dps.mn.gov/divisions/ots/law-enforcement/Pages/Enforcement-Program.aspx</p>
<p>Strengthen local liquor establishments' serving/selling practices</p> <p>Addresses: <i>Impaired/Alcohol-Related</i></p>	<p>Promote local liquor establishments' support of and participation in server/seller training classes taught by accredited Minnesota DPS Alcohol & Gambling Enforcement Regional Alcohol Awareness Trainers to prevent over serving or selling to/serving intoxicated or underage customers.</p> <p>Collaborate with local law enforcement and on-sale liquor establishments identified as having higher levels of customer drinking and driving incidents to develop and implement preventative action plans.</p> <p>Explore community and local agency support for local alcohol ordinances and penalties that may be more restrictive than state law, such as higher fines, longer license suspension, and earlier license revocation for repeated violations.</p> <p>See Alcohol & Gambling Enforcement Regional Alcohol Awareness Training contacts and training materials including information on local alcohol ordinances, at: https://dps.mn.gov/divisions/age/alcohol/Pages/default.aspx</p>
<p>Strengthen safe ride services and public awareness/use</p> <p>Addresses: <i>Impaired/Alcohol-Related</i></p>	<p>Implement or strengthen community sober cab and safe ride services and/or conduct outreach to raise the community awareness and use of alternative transportation options to drinking and driving.</p> <p>For a step-by-step guide to explore potential partnerships and models to launch a safe ride service, see OTS Safe Ride Home Guide, at: https://dps.mn.gov/divisions/ots/tzd-safe-roads/Pages/default.aspx</p>

Strategy	Activities and Suggested Resources
<p>Promote outreach to reduce underage drinking</p> <p>Addresses: <i>Impaired/Alcohol-Related</i></p>	<p>Promote community-based education and outreach programs to reduce underage drinking including the choice to drink and drive. Mothers Against Drunk Driving (MADD) offers a variety of resources including community workshops, facilitator training resources, parent and youth resource handbooks, and community and media outreach materials:</p> <p>Power of You(th)—Power to Take a Stand: http://www.madd.org/underage-drinking/power-of-youth/</p> <p>PowerTalk 21 http://www.madd.org/underage-drinking/powertalk-21/</p> <p>Power of Parents: http://www.madd.org/underage-drinking/</p>
<p>Promote local community awareness of strengthened policy for distracted driving</p> <p>Addresses: <i>Distracted Driving</i></p>	<p>Promote local community awareness of the 2015 traffic law change of an additional fine of \$225.00 for a second or subsequent violation of Minnesota’s no texting/emailing/ban on wireless communication devices (except talking on cell phones) while driving law. Public outreach of this enhanced penalty is recommended during Minnesota’s annual Distracted Driving statewide enforcement mobilization in April as well as other local community events promoting younger driver traffic safety.</p> <p>For reference to enhanced penalty law effective August 1, 2015, see: https://www.revisor.mn.gov/laws/?id=75&year=2015&type=0#laws.2.22.0</p> <p>Promote community and local elected officials’ engagement in and support of strengthening cell phone use restriction of teen drivers holding a permit or provisional (restricted) driver’s license to all drivers under the age 18 even if using a full/unrestricted driver’s license.</p> <p>Strong traffic safety policy begins with developing grassroots, local level support. Local community and elected official support, when thoughtfully and strategically applied, catch the attention of state elected officials, and ultimately, may result in the passage of stronger statewide public safety laws.</p> <p>Related 2015-2016 Minnesota state legislature bill:</p> <ul style="list-style-type: none"> - Senate File 1555 extends cell phone use restriction of teen drivers holding a permit or provisional (restricted) driver’s license to all drivers under the age 18 even if using an full/unrestricted drivers license. <p>For current bill status and legislative action, see: http://www.leg.state.mn.us/leg/legis.aspx</p>

Strategy	Activities and Suggested Resources
<p>Strengthen younger driver belief in the dangers of distracted driving</p> <p>Addresses: <i>Distracted Driving</i></p>	<p>Improve younger drivers understanding of and experience with the risks associated with distracted driving in a safe environment to reinforce the importance of refraining from extraneous activities while driving. Outreach activities may occur at community and high-school events younger drivers attend.</p> <p>For several years now, Minnesota has partnered with AT&T to implement a high school/college level “It Can Wait” campaign. The campaign runs two times annually, usually in September and April. To learn more about the campaign, see: http://www.att.com/gen/press-room?pid=2964</p> <p>For an example interactive on-line driving simulator resources to help younger drivers identify various distractions and their relative impact on driving ability, see: The University of Minnesota’s Intelligent Transportation Institute’s Distraction Dodger simulator game http://www.its.umn.edu/DistractedDodger/</p> <p>Toyota USA and Discovery Education’s Head’s Up simulator game http://headsup.discoveryeducation.com/</p> <p>For driver distraction curriculum materials consisting of five classroom lessons, including a course presentation and handouts, that may be adapted by teachers for their own classroom use, see: University of Minnesota’s Intelligent Transportation Institute’s K-12 Driver Distraction Curriculum http://www.its.umn.edu/Education/k12outreach/curricula/driverdistraction/</p>

To explore the above safety strategies and to learn about specific safety initiatives in your area of the state, contact your TZD Regional Coordinator:

<http://www.minnesotatzd.org/initiatives/regions/>

If your community is considering forming a coalition, for suggestions of how to get started, see:

<http://www.minnesotatzd.org/initiatives/saferoads/coalition/>

Helpful On-Line Behavioral Younger Driver Traffic Safety Resources:

Minnesota TZD

<http://www.minnesotatzd.org/topics/>

Minnesota Office of Traffic Safety

<https://dps.mn.gov/divisions/ots/Pages/traffic-topics.aspx>

Minnesotan’s for Safe Driving

<http://mnsafedriving.com/teens-parents/teen-driving-laws.html>

Minnesota MADD

<http://www.madd.org/local-offices/mn/>

Minnesota Safety Council, traffic safety

<http://www.minnesotasafetycouncil.org/traffic/>