



Safe Communities Of Minnesota

AN E-NEWSLETTER

APRIL 2011

Safe Communities Work!



As I write this newsletter I have learned that yet another life has been lost on our roadways due to the driver not wearing a seat belt and being ejected from the

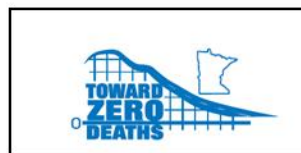
vehicle. This is all the more reason that we continue the May Mobilization Enforcement campaign...Click It or Ticket. Law Enforcement across the State will be conducting overtime seat belt enforcement May 23-

June 5. Those of us who are not law enforcement can help out by educating the public of the dangers of not wearing a seat belt. Click It or Ticket! Buckle Up, Every Seat, Every Time!

Moving Minnesota Toward Zero Deaths

*Coming soon...the Office of Traffic Safety website will have a new look! Also check out the website for the new Safe Roads grant RFP at:

www.dps.state.mn.us/ots



*The Center for Transportation Studies of the University of Minnesota will be hosting the 22nd Annual CTS Transportation Research Conference May 24-25. For more info:

www.cts.umn.edu/Events

Fast Facts...

- Worldwide more than 1 million people are killed in vehicle crashes each year
- Each year, 80 percent of drinking drivers are not buckled up
- In a crash, odds are six-times greater for injury if a motorist is not buckled up



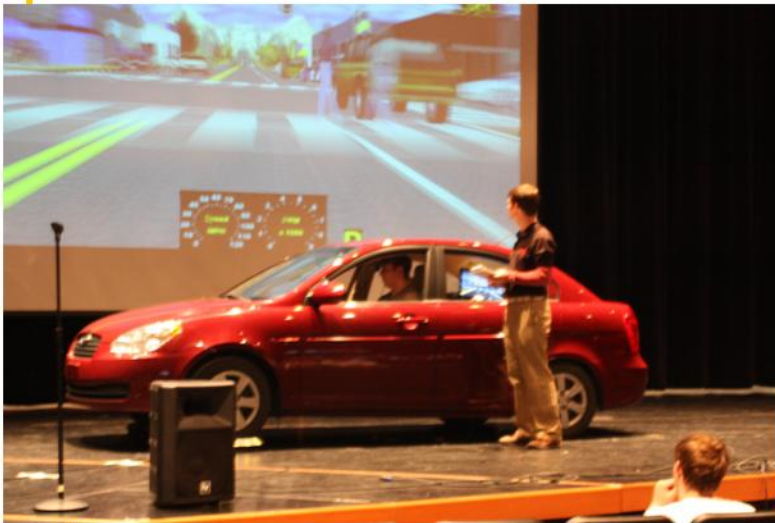
The Spotlight on Coalitions...

This month the spotlight is on the Marshall Area Safe Communities Coalition and the Kandiyohi County Safe Communities Coalitions. The Marshall Area Safe Communities Coalition was formed about five years ago when a group of concerned people came together after a rash of teen traffic deaths. Last week they continued to focus on teen drivers by hosting the Arrive Alive Tour from UNITE at both the Marshall High School and Southwest

Minnesota State University. The Arrive Alive program uses a high-tech simulator, impact video, and a number of other resources to educate students about the dangers of testing and driving. The simulator allows students to experience in a controlled environment the potential consequences of distracted driving. Visit the website for more information on the program at: www.dwiprevention.org.

The Kandiyohi County

Coalition has been in existence for about ten years, led by Coordinator Stephanie Felt. For the past six months the coalition has been partnering with a local radio station to produce radio public service announcements aimed at their target audience. A jingle was created so that the audience will become familiar with the ad over time. To keep the psa fresh, a new topic is addressed each month to include: distracted driving, seat belts, speed, and impaired driving. When brainstorming on what should be a common theme, it was decided to have, "Don't be a Dumb****" as it covered all poor driving behaviors. The ads have become quite popular and are played by the station at prime times. Congrats to both Coalitions for all of their great work!



Thought for the month....

"We know what happens to people who stay in the middle of the road. They get run over."

-Aneurin Bevan (1897-1960)



Send your ideas, comments, etc. for future newsletters to:

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