

Protect Your Employees from the 100 Deadliest Days

Traffic deaths spike during the summer months. Increased time behind the wheel for vacations and other warm weather excursions, combined with common risk factors (speeding, distraction, drinking and driving, not wearing a seat belt), can result in tragedy.

Help keep your employees safe and on the job, with the following resources from the Minnesota Network of Employers for Traffic Safety:

- [Get There! Your Guide to Traffic Safety](#) – 28-page full-color booklet provides engaging and practical tips for drivers of all ages.
- [Traffic Safety Fact Sheets](#)
- [Brochures, posters and payroll stuffers](#) (listed alphabetically on the web page):

Speeding

Gain a Second. Lose a Lifetime! Payroll Stuffer
Gain a Second. Lose a Lifetime! (Spanish)

Distraction

Distracted Driving Payroll Stuffers
Distracted Driving Payroll Stuffers (Spanish)
Distracted Driving Brochure
Distracted Driving Brochure (Spanish)
Distracted Driving Posters

- Put Down the Coffee, Concentrate on Driving
- Stop Checking Your Makeup, Concentrate on Driving
- Stop Fiddling With the Radio, Concentrate on Driving
- Stop Talking, Concentrate on Driving

Impaired Driving

Driving Under the Influence Payroll Stuffers

- A Few Drinks is All it Takes to Have Your Friends in Stitches
- A Few Drinks is All it Takes to Have Your Friends in Stitches (Spanish)
- Driving Under the Influence Can Blemish More Than Your Record
- Driving Under the Influence Can Blemish More Than Your Record (Spanish)

Impaired Driving Laws: Information from the Minnesota Department of Public Safety, including **strengthened DWI sanctions effective July 1, 2011.**

Seat Belt Use

Buckle Up! Brochure
Buckle Up! Brochure (Spanish)
Buckle Up! Payroll Stuffers

- How You Can Reduce the #1 Threat to Children
- Want to Keep Your Face From Breaking Out?
- Gain a Second. Lose a Lifetime!
- Gain a Second. Lose a Lifetime! (Spanish)

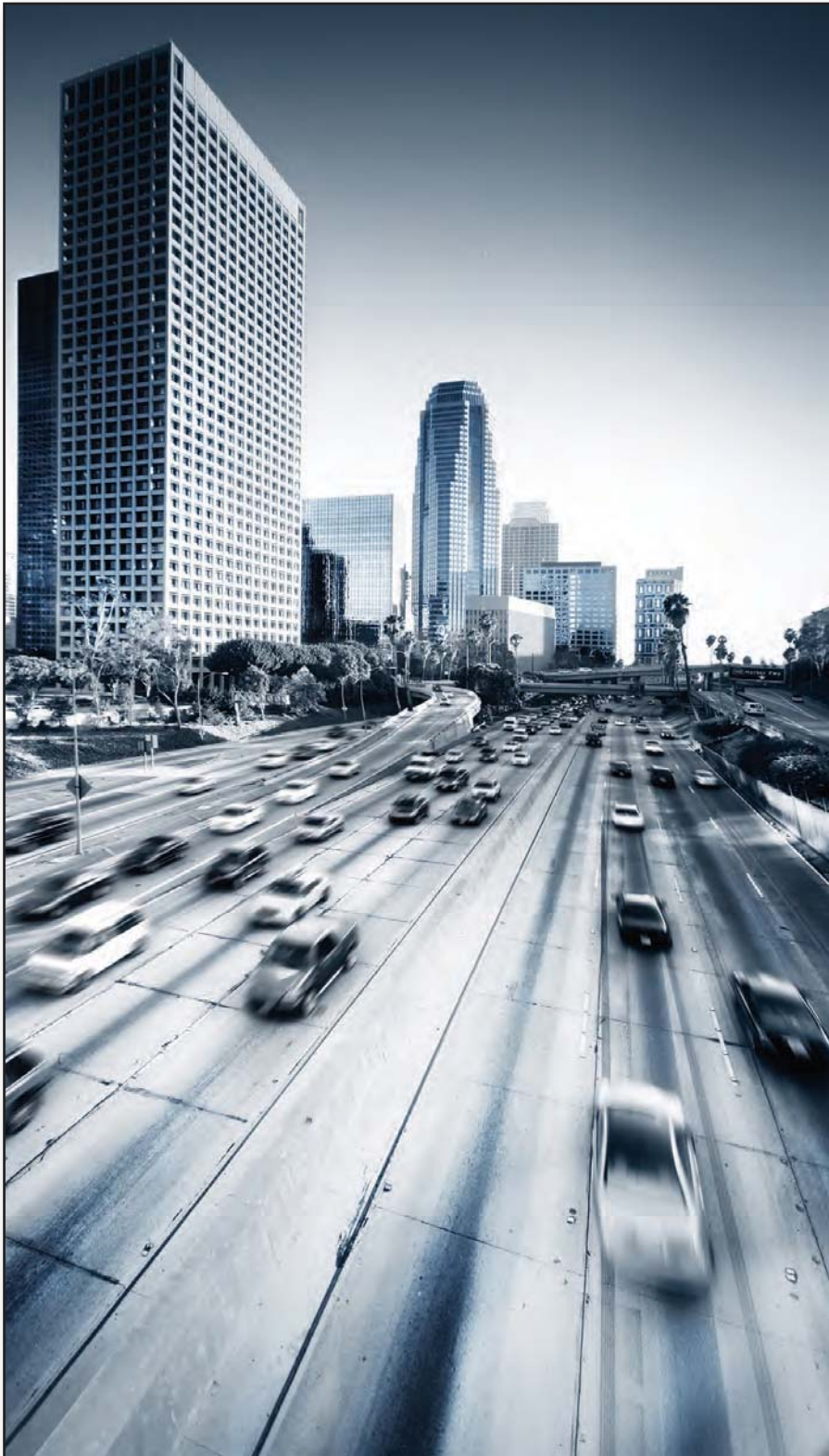
[Online Order Form](#)

For more information about resources, developing a traffic safety program or bringing a speaker to your location, contact Lisa Kons, coordinator of Minnesota NETS at lisa.kons@minnesotasafetycouncil.org 651-228-7330/800-444-9150.

NOTE: The next statewide enforcement campaign in July will focus on speeding. There's an employee handout about speeding on the next page. Feel free to download and post it or hand it out.



What Is “Speeding?”



- **It's more than just going faster than the speed limit** – it's going too fast to be able to stop in the distance needed to prevent a crash.
- **How fast is that?** It varies! At 30 miles an hour, you're travelling 44 feet per second. Average reaction time is $\frac{3}{4}$ of a second. So even at the reasonable speed of 30 mph, you travel 33 feet before your foot hits the brake – and farther than that before your vehicle actually stops.
- **Speeding really doesn't save much time** – traveling at 70 mph versus 60 mph for a 10-mile journey will only save about 1 $\frac{1}{2}$ minutes of travel time. So, don't put your schedule ahead of everybody else's safety.
- **Remember: The faster you drive, the harder you crash**, meaning more severe injuries.
- **And there's a financial cost, too**, of course. Costs of speeding violations vary by county, but typically ramp up to at least \$120 for traveling 10 mph over the limit. Motorists stopped at 20 mph over the speed limit face double the fine, and those ticketed traveling more than 100 mph can lose their license for six months.