

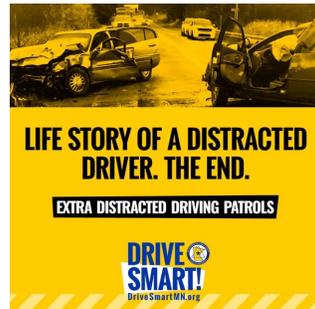
## April is Distracted Driver Awareness Week

April starts the extra enforcement distracted driving campaign that runs through April 30. Minnesotans are making progress, but we have work to do to be distraction free. More than 39,000 crashes were distracted driving-related from 2017-2021, contributing to one in nine crashes in Minnesota.

As of today, there were 64 fatalities reported in 2022, compared with 81 in 2021.

Some [Facebook](#) posts to use along with the images below:

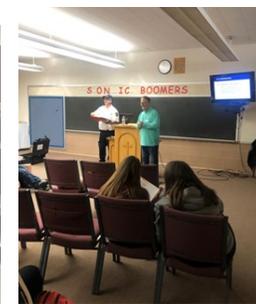
- Pay attention behind the wheel and park the phone. Stop fiddling with the radio or adjusting your GPS. No distraction is worth a life.
- Extra distracted driving patrols will be on Minnesota roads April 1-30. Just drive and **speak up** if you're riding with a distracted driver!
- One "LOL" or "SMH" could change your life. You could end up in jail, injured or dead. Remember to #ParkThePhone.



## Teens Toward Zero Deaths Conference

What a great conference!!

The Pennington County Teens TZD had their conference on March 29th and were excited to have Thief River Falls, Goodridge, Grygla, and Newfalden students attend. The event hosted 157 students and 36 adult presenters and educators. There was a total of 15 breakout sessions representing enforcement, education, emergency/EMS, and engineering. Tim Denney, NW Mental Health Center was the keynote speaker. Tim did a phenomenal job talking with the students on adolescent brain development. Heidi Holmer, impact speaker, had a moving story regarding her 17 yr old step-son, Michael, who was not wearing his seat belt and was killed in a car crash in 2008. All schools in the surrounding region were invited to attend. Please encourage your local high school to attend next year. It's a perfect opportunity for students to learn about traffic safety and to explore all the E's as a career choice.



### Enforcement Update:

- Distracted: April 1-30, 2022
- DWI (optional): Every Thurs-Sun, May 12-Sept 5, 2022
- Seat belts and child restraints: May 23– June 5, 2022
- Speed: July 1-31, 2022
- DWI: Aug 19-Sept 5, 2022
- Move Over (optional): Aug 31, 2022
- Seat belts and child restraints: Sept 18-24, 2022

### FAST FACTS:

Distracted driving is the number one enemy in a work zone. Rear-end crashes are the most common.



## National Work Zone Awareness Week

National Work Zone Awareness Week (NWZAW), in its 22nd year, is a national public awareness campaign held annually at the start of the spring construction season. It spreads the message that we are all responsible for work zone safety.

Statistics from the National Work Zone Safety Information Clearinghouse show the vast majority of people killed in work zones are motorists, passengers and pedestrians. The most recent statistics show there were 762 fatal crashes in work zones resulting in 842 deaths in 2019. Of those killed, 135 were roadway workers.

National Work Zone Awareness Week was established with roadway workers in mind, but the statistics make it abundantly clear that everyone is at risk in work zones,” ATSSA President & CEO Stacy Tetschner said. “The goal of this week is for motorists to slow when approaching and passing through roadway work zones so everyone makes it home safely.”

Statistics for 2019 estimate there were 115,000 work zone crashes— 27,000 of which were injury-involved crashes resulting in 39,000 injuries—underscoring the need to observe work zone speed limits and eliminate distractions when approaching and driving through work zones.



### Mark your Calendars!

- NW Regional Workshop—April 26, 2022 @ Ralph Engelstad Arena in Thief River Falls
- NW Regional Steering Committee meeting— August 16, 2022 at 10-11:30 am
- TZD State Conference —October 12-13, 2022 (W-TH), River’s Edge Convention Center, St. Cloud  
November 14-15, 2023 (T-W), Mayo Civic Center, Rochester

### Traffic Trivia

One third of traffic deaths and nearly half of those injured in crashes are under 30 years old. Teenagers make up approximately 11% of all drivers involved in crashes.

### Toward Zero Deaths Northwest Regional Newsletter

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