



DRIVING 4 SAFE COMMUNITIES

DULUTH, MN





Allison Nicolson

Head Coordinator

- ▶ Community contact for education.
- ▶ Education & classroom coordinator.
- ▶ Curriculum creation and upkeep.



Kaitlin Schaumburg

Education Specialist

- ▶ Web and marketing designer.
- ▶ Technological support.
- ▶ Curriculum creation and upkeep.
- ▶ Grant bookkeeping.



St. Luke's



Essentia Health



NORTH
MEMORIAL HEALTH



**S A I N T
LOUIS
COUNTY**

SOBER RIDE HOME SERVICE



MICHAUD
DISTRIBUTING, INC.



Duluth Entertainment
Convention Center



NE MN JOYRIDE

JOYRIDE



JOYRIDE

How-To Implement At Your Establishment

- ✓ SIGN ON YOUR ESTABLISHMENT TO RUN THE PROGRAM.
- ✓ GET TICKETS & SUPPLIES TO PROMOTE THE PROGRAM.
- CONNECT WITH US ON SOCIAL MEDIA & SHARE THE PROGRAM.
- NEED MORE TICKETS? SUPPLIES? SEE OUR CONTACTS BELOW!

You contribute **\$5.00 per ticket**.
We will collect a payment each time we drop off tickets.

Our program offers rides through Lyft and local cab companies!
You can offer one or both options.
This can change at any time.

Contact Us:
Allison Nicolson
Injury Prevention Coordinator
218-786-4554
drving4@gmail.com
Amanda Schafter
Safe Roads Co-Coordinator
218-393-9106
aschafter.cps@gmail.com

If someone needs a ride...
Offer them a **JOYRIDE**.

STEP 1:
A patron will ask you for a JOYRIDE home.

STEP 2:
You will hand the patron a ticket.

STEP 3:
The patron will take the ticket with them when they leave.

STEP 4:
They will redeem the ticket by giving it to their driver.

We keep our website up to date with current program and ride info!
Scan the QR Code to see the latest!

SCAN ME

Currently serving:

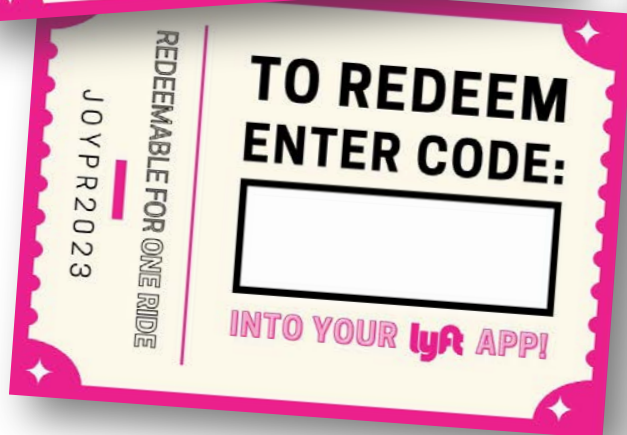
- ▶ All 13 Cloquet, MN area bars.
- ▶ Select establishments in Duluth, MN.
- ▶ Select DECC events.
- ▶ 3 local festivals.



How we support our participating establishments:

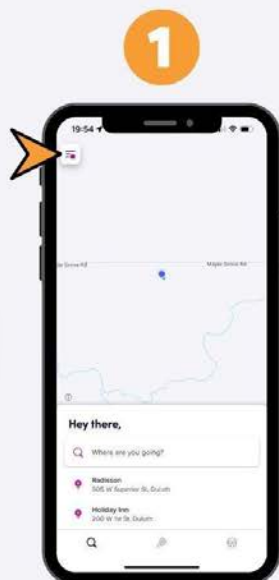
- ▶ Tickets for local ride & LYFT services.
- ▶ How-to program guide for implementation.
- ▶ LYFT app instructions.
- ▶ Marketing materials
- ▶ Social media advertisement and support.
- ▶ Coalition contact and ongoing program check in.

JOYRIDE

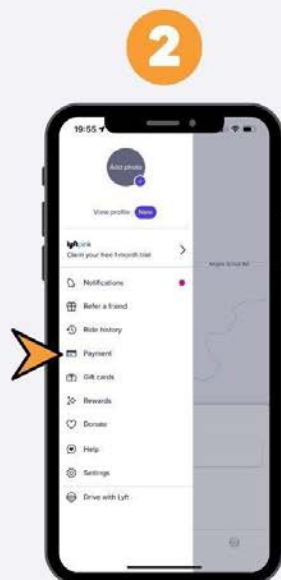


HOW TO REDEEM Lyft Pass in App!

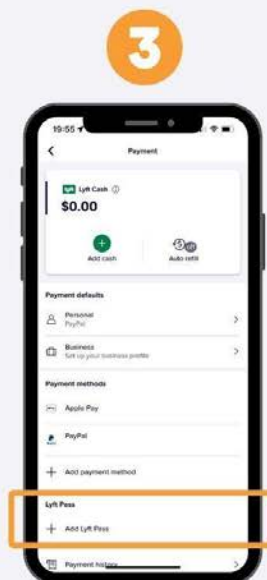
NOTE: The Lyft codes are long and will not work if typed incorrectly. Encourage the patron to enter their code before they leave your establishment so you can help if they need it.



Click the menu icon in the upper left hand corner.



Next, click the payment tab.



Scroll down to the "Lyft Pass" segment. Click the + to add your Lyft Pass code.



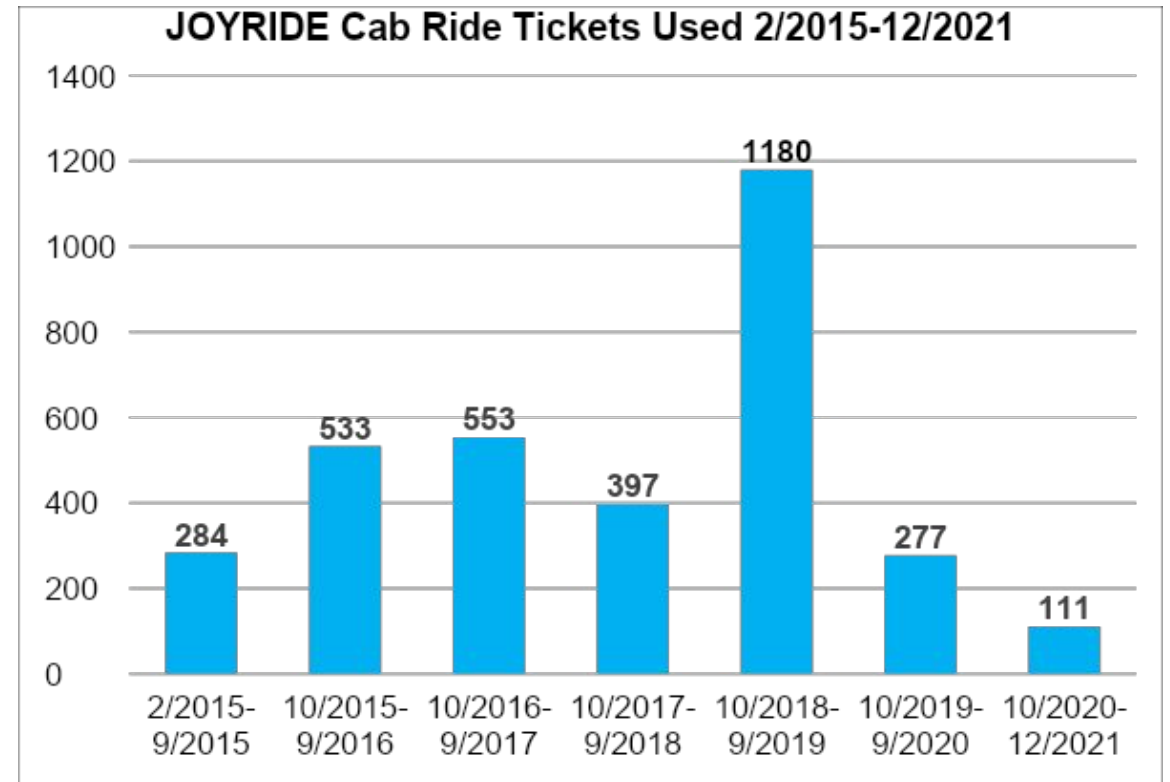
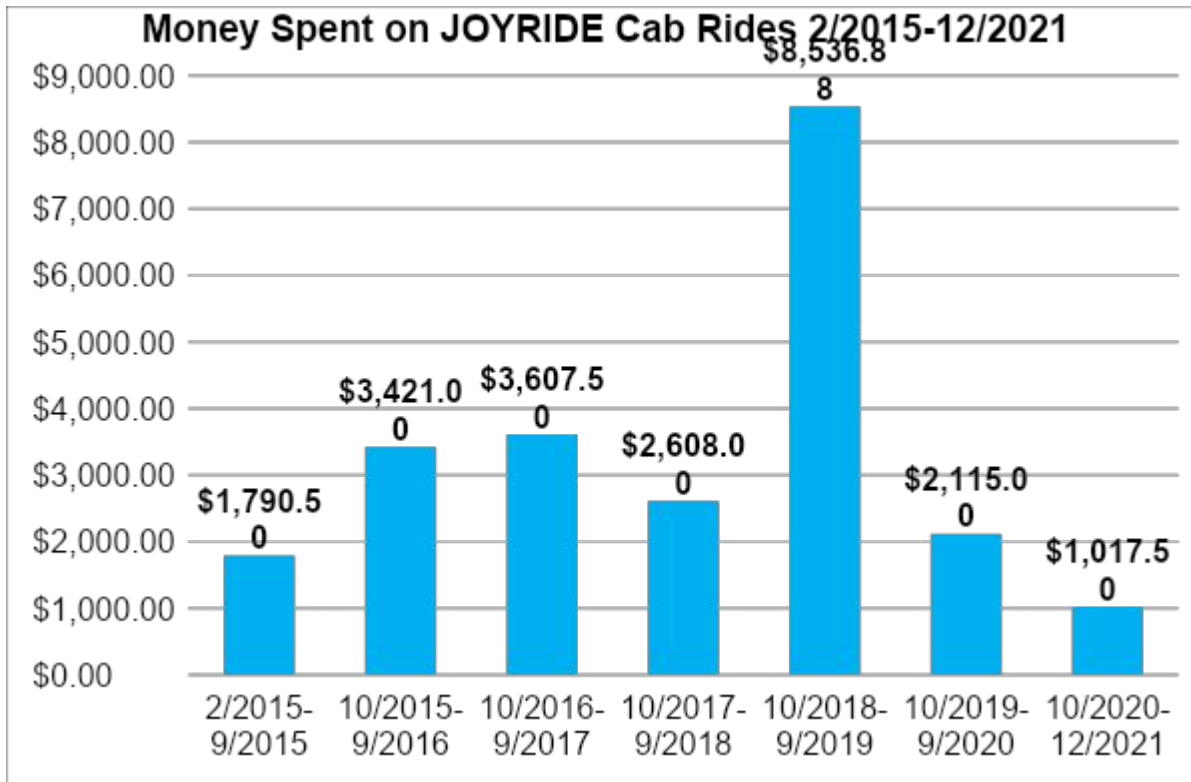
Enter the code on the back of your JOYRIDE ticket. Click "Add pass" to add the credit to your account.



Your code is located on the back of your pink JOYRIDE ticket.

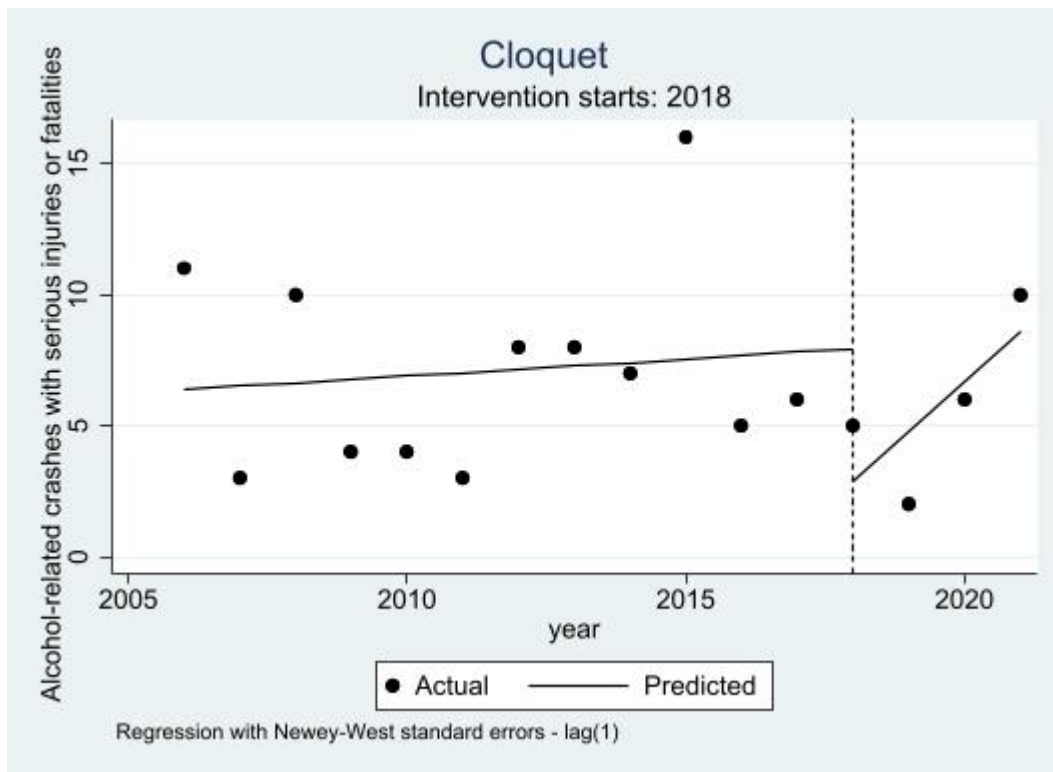
JOYRIDE

- ▶ From February 2015 to December 2021:
 - ▶ \$23,096 in JOYRIDE tickets used for 3,335 cab rides

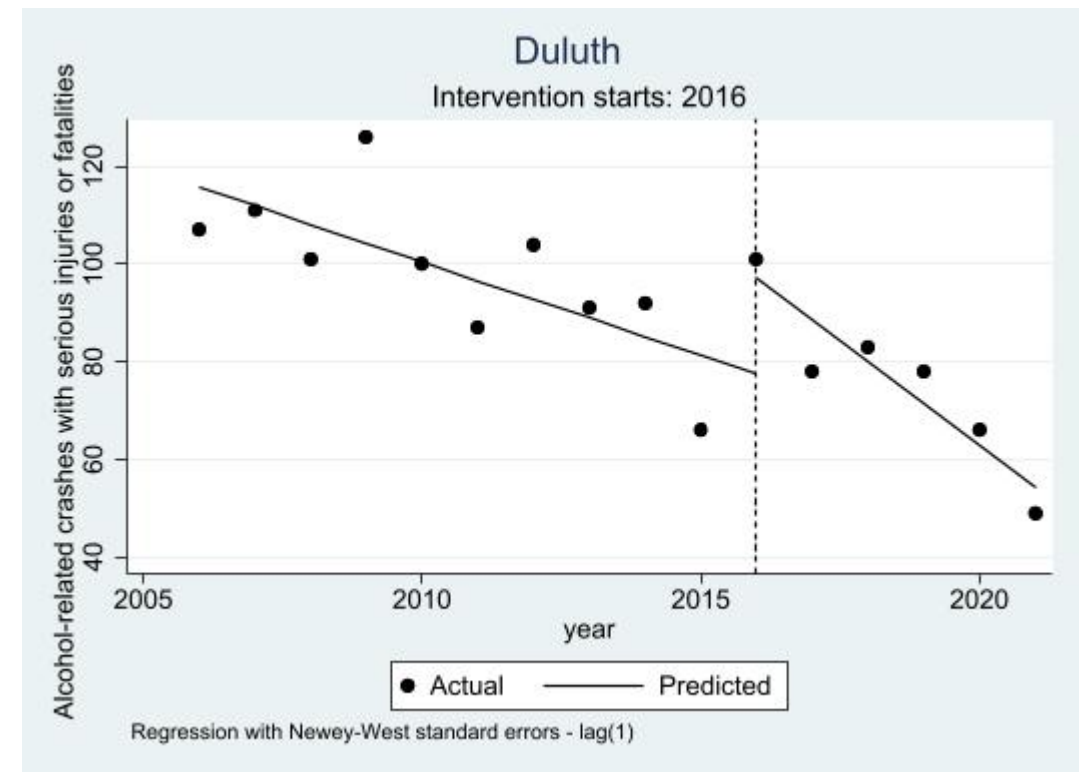


JOYRIDE

- ▶ Interrupted time series analyses: Alcohol-related crashes with serious injuries and/or fatalities 2006-2021: Cloquet and Duluth examples over time

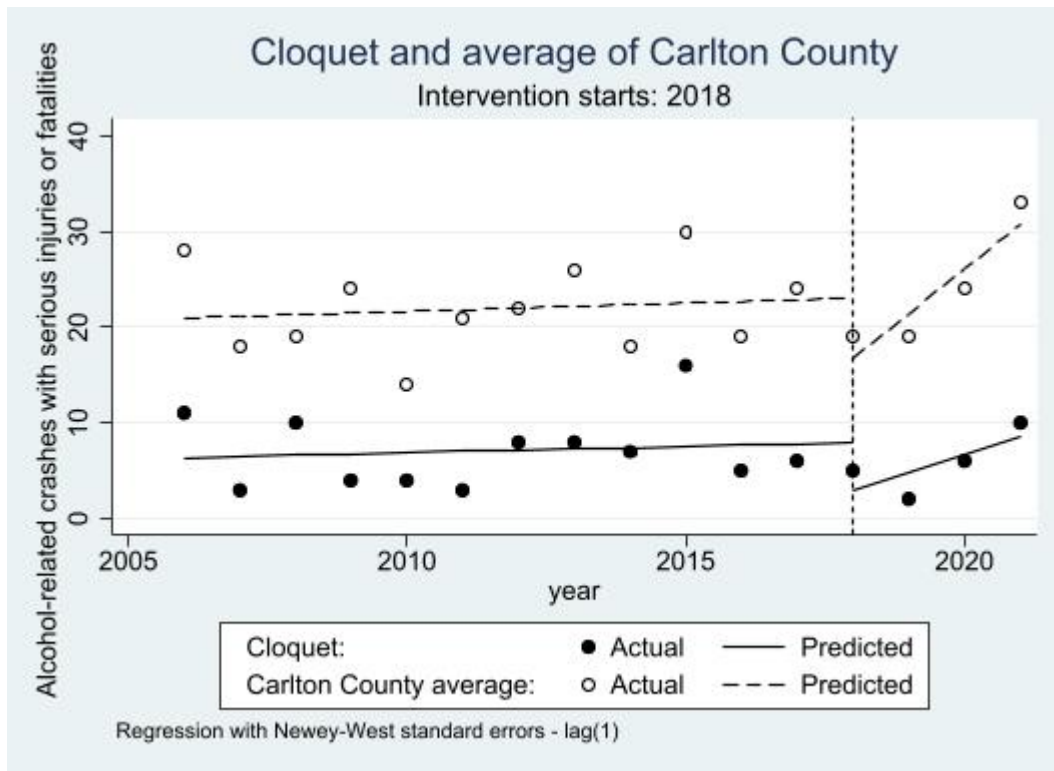


$t = 2.51, 95\% \text{ CI } .248 \text{ to } 3.55, p = 0.028$

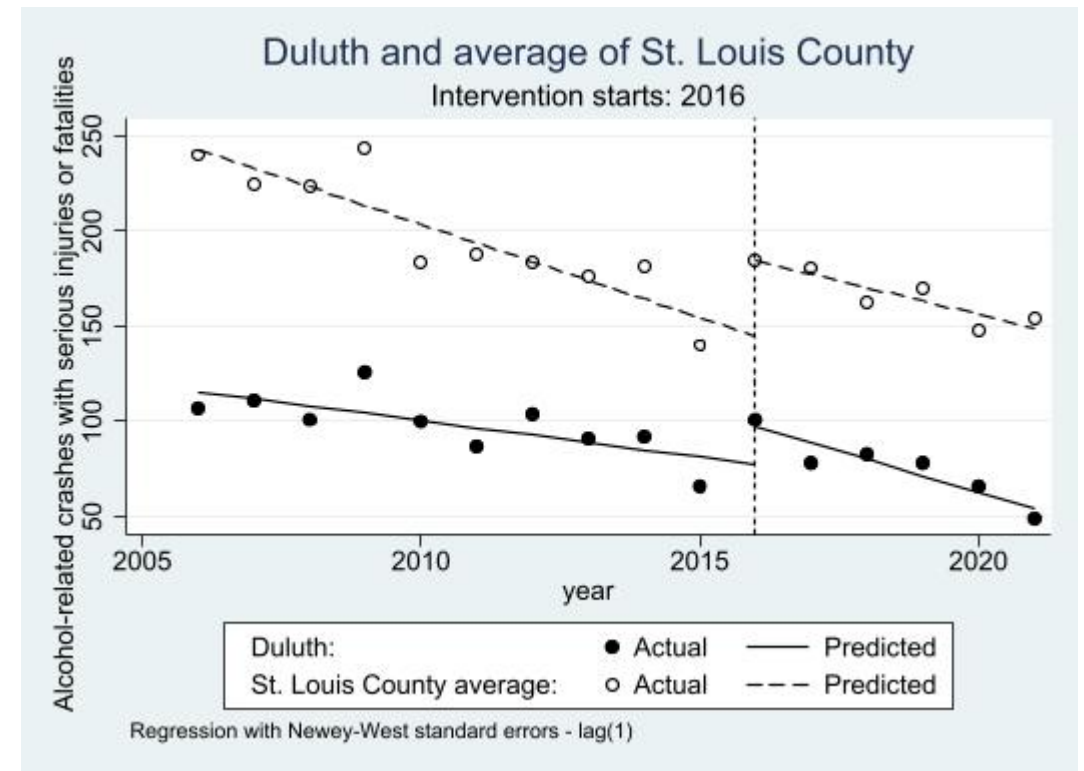


$t = -7.14, 95\% \text{ CI: } -11.22 \text{ to } -5.98, p < 0.001$

► Interrupted time series analyses: Alcohol-related crashes with serious injuries and/or fatalities 2006-2021: City vs. County averages

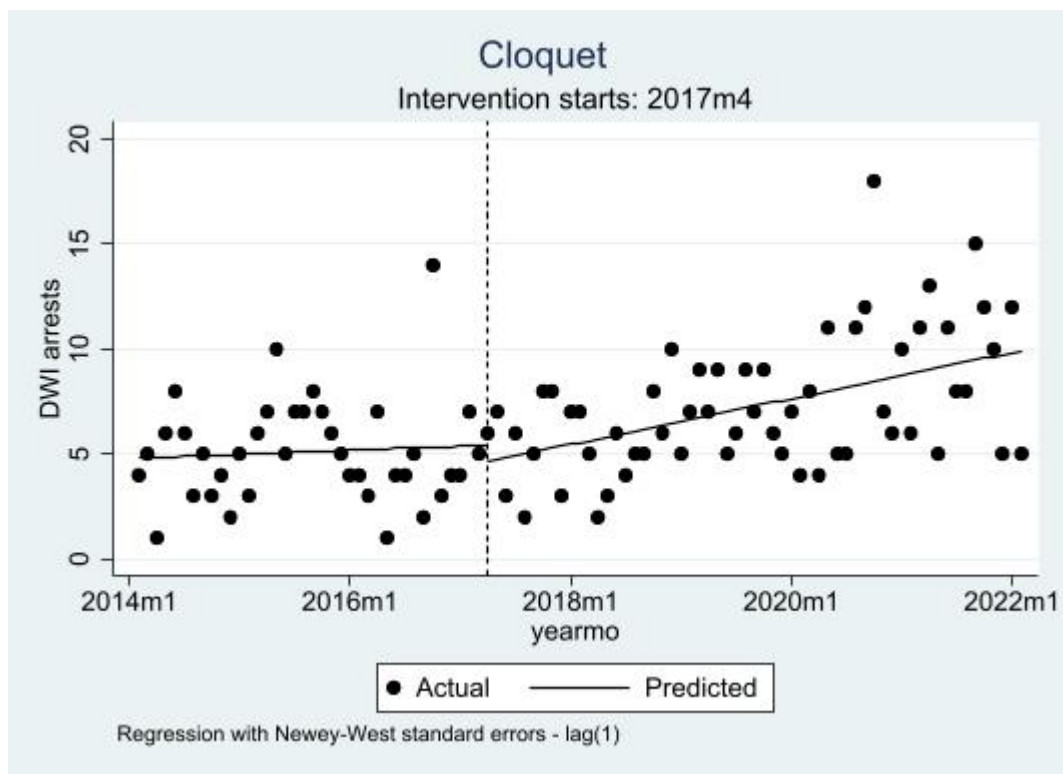


$t = -2.32$, 95% CI: -5.29 to -0.311, $p = 0.029$

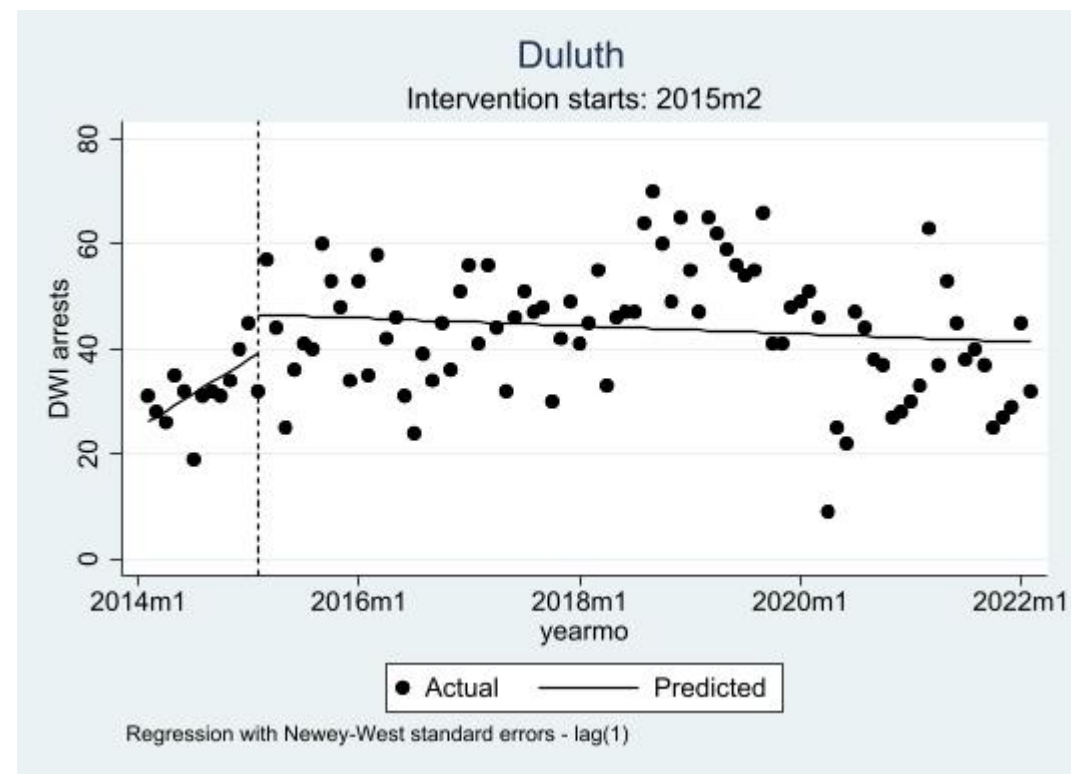


$t = -1.05$, 95% CI -4.57 to 1.49, $p = 0.304$

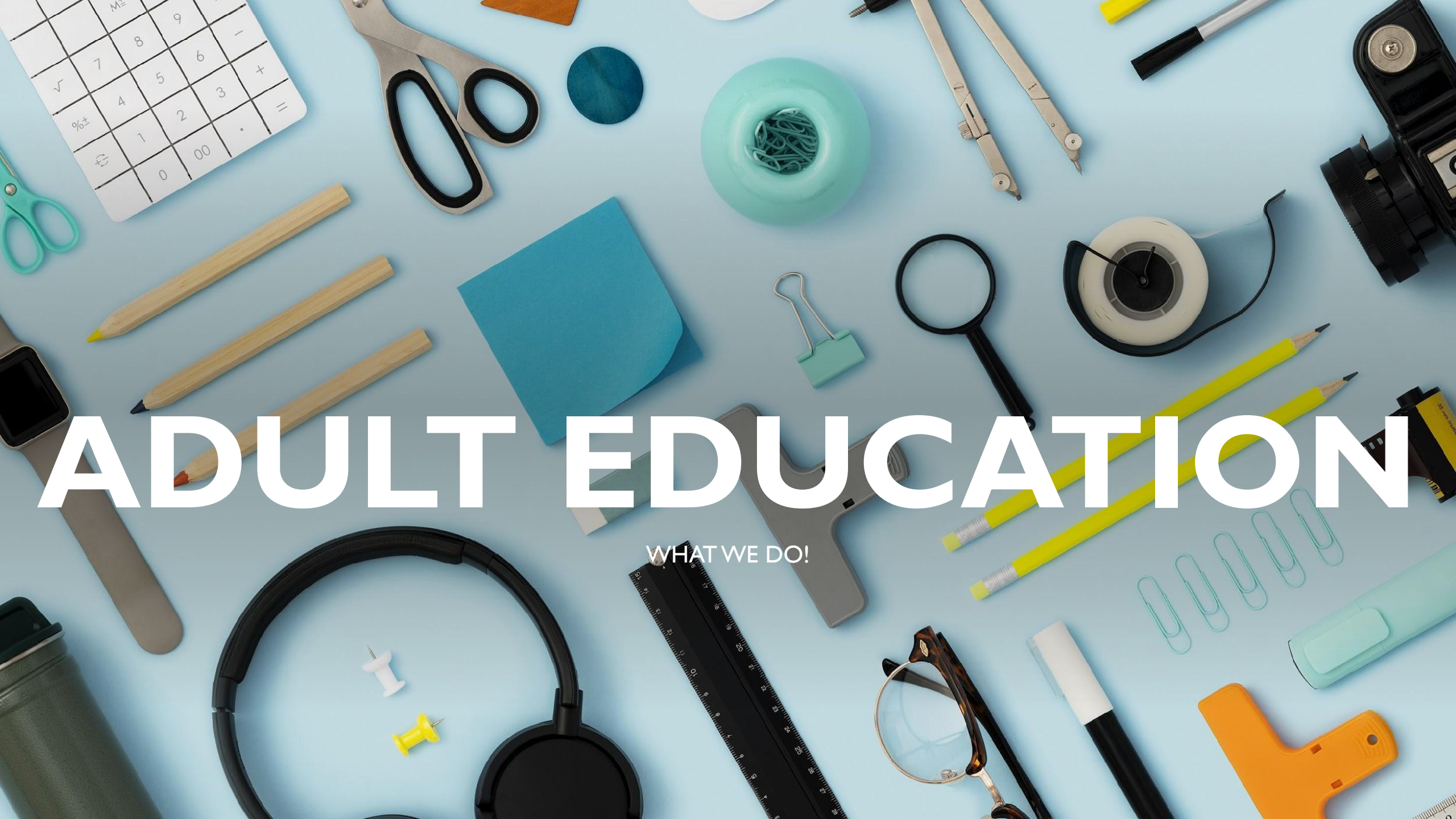
► Interrupted time series analyses: DWI arrests 2/2014-2/2022



$t = 4.40, 95\% \text{ CI} = .05 \text{ to } .13, p < 0.001$



$t = -1.13, 95\% \text{ CI}: -.17 \text{ to } .048, p = 0.261$



ADULT EDUCATION

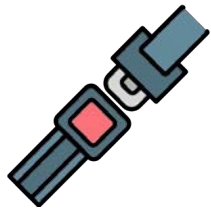
WHAT WE DO!

LET'S TALK ABOUT IT!

LUNCH & LEARNS

LUNCH & LEARNS

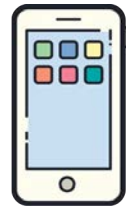
OUR SAFETY TOPICS:



Seat Belt
Use



Speed
Safety



Distracted
Driving



Impaired
Driving



Pedestrian/
Bicyclist
Safety



Motorcycle/
Recreational
Vehicle
Safety



Car Seat
Safety

LUNCH & LEARNS

Behind The Wheel
Lunch & Learns

Come join us!
Only 30 minutes!

Let's chat about our safety topic and:

- Learn general knowledge.
- See why it happens.
- Review Minnesota road data.
- Take a look at our current Minnesota laws & penalties.
- Explain what you can do to keep yourself safe.
- Ask us questions!

If your company, business, or class would enjoy a presentation on any or all of the topics listed, **please contact one of us!**

Allison Nicolson
allison.nicolson@essentialhealth.org
218-786-45554

Amanda Schafter
aschafter.cps@gmail.com

SEAT BELT USE

- Understand the importance of wearing your seat belt in a vehicle - every time!
- Watch real life crash demonstrations.

SPEED SAFETY

- Speeding is the most frequent driving behavior.
- See how long it actually takes a vehicle to come to a complete stop at all speeds.

DISTRACTED DRIVING

- Learn what you can and can not do while driving under the Hand Free Law.
- See how easy distracted driving can happen.

IMPAIRED DRIVING

- Officers are seeing both alcohol and drugs behind the wheel - let's talk about it!
- Hear about our local sober ride home options.

PEDESTRIAN & BICYCLIST SAFETY

- Understand how to safely share the road with pedestrians and bicyclists.
- Find out who's responsible in a crash.

MOTORCYCLE & RECREATIONAL VEHICLES

- Hear why a helmet is a necessary safety tool.
- What safety tips and tricks should we keep in mind when having fun?

CAR SEAT SAFETY

- Keep the little people in your life safe!
- Let's discuss the different types of car seats and best practice of when they should be used.



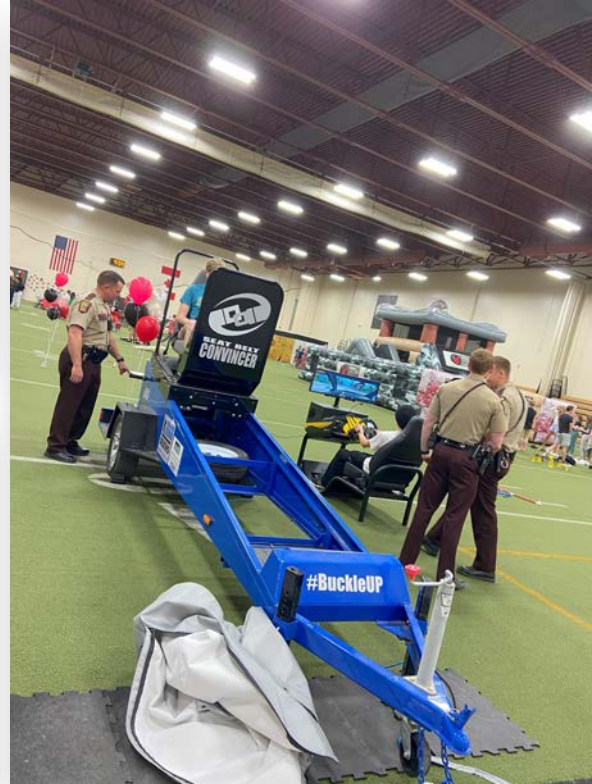
Provided to local agencies & teen groups.

- ▶ 30-minute safety topic specific presentations.
- ▶ Currently serving 8 agencies, 120 people
- ▶ ***Our programming includes:***
 - ▶ Give quick education points on the topic.
 - ▶ Show visuals & videos to accommodate all learners.
 - ▶ Go over Minnesota statistics & laws.
 - ▶ Explain how to prevent & keep you and your family safe!
 - ▶ Answer any questions.
 - ▶ Give out coalition resources & contacts information.

LET'S TALK ABOUT IT!

EVENTS & PARTNERSHIPS

EVENTS



Yearly events we attend:

- ▶ EMS Conference
- ▶ Duluth Chamber Event
- ▶ DECC Bulldog Hockey Games
- ▶ All-Night Graduation Parties
- ▶ Duluth Bridges to Wellness Fair
- ▶ Fond du Lac Wellness Fair
- ▶ Lincoln Park – Meet @ The Park
- ▶ Hoghead Festival
- ▶ Oktoberfest Festival
- ▶ Bayfront Festival
- ▶ Spirit Valley Days Festival



SCHOOLAGE EDUCATION

WHAT WE DO!

LET'S TALK ABOUT IT!

TEEN EDUCATION

TEEN EDUCATION

Teen Choices Program

- ▶ 9th-12th Grade
- ▶ Currently serving 3 High Schools, 350 students
- ▶ **Our programming includes:**
 - ▶ Discussion about behind the wheel safety topics.
 - ▶ Light-hearted approach.
 - ▶ Distracted driving demonstration.
 - ▶ State Patrol available to answer questions and discuss impairment.
 - ▶ Hands-on activity time.

Impact Speaker

- ▶ 9th-12th Grade
- ▶ Currently serving 2 High Schools, 180 students
- ▶ Partnering with Julie Vena & RAD
- ▶ **Our programming includes:**
 - ▶ Julie telling her impactful story about alcohol & drug addiction.
 - ▶ Very honest and open discussion.
 - ▶ Question time with Julie.



Driver's Education Program

- ▶ 10th-12th Grade
- ▶ Currently serving 2 High Schools, 35 students
- ▶ Pedestrian Safety for drivers.
- ▶ **Our programming includes:**
 - ▶ Detailed instruction on pedestrian safety and driver's responsibility on the road.
 - ▶ MN road rules and regulations.
 - ▶ Video and discussion on different crossing scenarios.

LET'S TALK ABOUT IT!

HELMET HERO PROGRAM

HELMET HERO - BIKE



Bike Safety Education

How to Fit Your Helmet



EYES

Place two fingers above your eyebrows. Your top finger should touch the bottom of your helmet.



EARS

Strap sliders should be moved right under your earlobes. The straps should look like a "V" or "Y" shape.



CHIN

You should not be able to fit more than two fingers under your chinstrap.

- ▶ Currently serving 4 grant school per year, 682 students.
- ▶ Train the Trainer Course is also available for educators who want to teach their own students.
- ▶ **Our programming includes:**
 - ▶ How to ride and signal on the road.
 - ▶ A-B-C Quick Check for your bike!
 - ▶ Helmet and brain education.

HELMET HERO - BIKE



LET'S TALK ABOUT IT!

IN CLASS & VIRTUAL EDUCATION

IN CLASS EDUCATION



Available to any school that requests!

- ▶ In classroom education and activities.
- ▶ Currently serving 125 classrooms, 4,400 students
- ▶ **Our programming options include:**
 - ▶ Pedestrian Safety
 - ▶ Bike Safety
 - ▶ In & Around Car Safety
 - ▶ Railroad Safety

VIRTUAL EDUCATION



Elementary & High School Online Safety Sites

- ▶ The pandemic pushed us to create a virtual way of getting our education to students.
- ▶ Created through Google Sites.
- ▶ Currently serving 125 classrooms, 4,400 students
- ▶ **Our programming includes:**
 - ▶ Road & behind the wheel safety content.
 - ▶ Video content for each topic.
 - ▶ Online activities (if available).
 - ▶ Downloadable checklists and activities (if available) through Safe Kids Worldwide.



ENGAGEMENT

WHAT WE DO!

LET'S TALK ABOUT IT!

SOCIAL MEDIA

SOCIAL MEDIA



Instagram
132 Followers

The screenshot shows the Instagram profile for 'd4scnorthland'. The profile picture is a circular logo with a map of Minnesota and the text 'DRIVING SAFE COMMUNITIES'. The bio reads: 'D4SC Northland Education', 'Regional T20 Safe Roads Coalition', 'Serving St. Louis & Carlton Counties', 'Zero fatalities on our MN roads!', 'JOYRIDE - Sober Rides', and 'linktr.ee/nemnd4sc'. Below the bio are icons for 'Community', 'Safe Roads', 'Pedestrian', 'Distracted', 'Railroad', 'Bus Safety', and 'New'. The post grid shows several safety-related images, including a 'Monday Message: Drive Sober Drive Smart' post, a 'SEAT BELT SAVE LIVE' post, and a 'BE THUMBODY!' post.

The Facebook post is from 'NE MN Joyride' dated October 20 at 7:16 PM. The text says: 'Stop by our table just outside the hall of fame suite, learn about JOYRIDE, and get \$10 off your sober ride home from the UMD Hockey game tonight! UMD Men's Hockey D4SC Northland'. The hashtags are #MNOofficeofTrafficSafety, #dontdriveimpaired, #arrivealive, #speakup, #wearyourseatbelt, and #Driving4SafeComunitiesNorthland. The image shows a table with 'JOYRIDE' vouchers, a 'DON'T DRINK AND DRIVE' sign, and a woman sitting at the table in front of a 'HONORARY CHAMPIONSHIP WALL'.



Facebook
79 Followers

The Facebook cover image features a yellow and black arrow graphic pointing right. The text reads: 'SAFE ROADS DRIVING COALITION', 'Driving 4 Safe Communities', and 'Duluth, MN'. Below the cover is the profile header for 'D4SC Northland' with 45 likes and 73 followers, and buttons for 'Message', 'Liked', and 'Search'.



Facebook
417 Followers

LET'S TALK ABOUT IT!

COALITION WEBSITE

COALITION WEBSITE

D4SC Northland

Home Safe Roads Programs JOYRIDE Meet the Team

D4SC Northland

Safe Roads Coalition

Our mission is to move Carlton and Southern St. Louis Counties Towards Zero Deaths on our roads through education, enforcement engineering, and emergency medical services. By using a multi-disciplinary approach, we will employ our resources of time, experience, and expertise to address the drivers behavior issues of impairment, non-use of seatbelts, speed and distracted driving to improve traffic safety and decrease fatal and serious injury crashes in our region.



Currently under construction! Looking forward to using this resource.



LET'S TALK ABOUT IT!

PAUL & BABE

PAUL & BABE



*Created and written by coalition member **Russell Habermann!**



THANK YOU!

ARE THERE ANY QUESTIONS?

OVERVIEW

COALITION ACTIVITIES

Adult Education

- ▶ **Lunch N Learns** – 7 Safety Topics
- ▶ **JOYRIDE** – Sober Ride Home Program
 - ▶ LYFT Partnership
 - ▶ Festivals
 - ▶ UMD Hockey
- ▶ Tabling @ Events and Local Partnerships

School Age Education

- ▶ **Teen Choices** – Behind the Wheel Safety
- ▶ **Impact Speaker** – Partnering with Julie Vena
- ▶ **Driver's Education** – Pedestrian Safety
- ▶ **In-Class & Virtual Education** –
 - ▶ Pedestrian & Bike
 - ▶ In & Around Cars
 - ▶ Railroad

Engagement

- ▶ **Social Media**
 - ▶ Facebook & FB Reels
 - ▶ Instagram
- ▶ **Safety Sites**
 - ▶ High School
 - ▶ Elementary
- ▶ **Coalition Website**
- ▶ **Paul & Babe**

