



ATV safety collaboration

Joe Albert | Enforcement Division communications coordinator

Background

- Collaboration between Toward Zero Deaths, Minnesota Department of Natural Resources, Department of Transportation, Department of Public Safety, and Minnesota Safety Council.
- Envisioned as a roadway safety education project targeted specifically at riders of off-highway vehicles, including ATVs, off-highway motorcycles, etc.
- The group began meeting not long before the OHV season began, so we decided that Phase 1 of the project would focus primarily on social media as an easy way to get the word out.
- Specific to DNR, this effort provided a great opportunity for us to reach people who might not regularly see our messaging.

Increasing use

- Off-highway vehicle use in the state has steadily increased in recent years
- 1990 – 32,501 total registered ATVs
- 2000 – 151,663 total registered ATVs
- 2010 – 341,867 total registered ATVs
- 2020 – 471,974 total registered ATVs
- 2022 – 510,383 total registered ATVs
- We are also seeing more and more off-highway motorcycles and off-road vehicles registered as well and both categories were higher in 2022 than they ever have been.



ATV fatalities

- We continue to see high numbers of fatalities with regards to ATVs.
- In 2022 and 2021, there were 22 people killed each year in ATV crashes. In 2020, 27 people were killed, which is the highest number on record.
- Since 2002, an average of more than 17 people have been killed each year while riding ATVs.
- In recent years, the majority of OHV crashes (85 percent) have occurred in ditches and road right-of-way. There is a great trail system in the state, but we see a lot of ditch and road operation.



Crash factors

- Alcohol use
- Driving too fast
- Being thrown from the machine
- Striking a fixed object
- In recent years, it's become increasingly common for conservation officers to see:
 - Youth operators/passengers not wearing helmets
 - Riders not having safety training



Campaign

- Through April and May, five social media posts on different aspects of ATV safety:
 - Safety training importance
 - Proper fit for youth riders
 - Road right-of-way statistics
 - Youth operation of ATVs (focus on active supervision)
 - Importance of youth riders wearing helmets
- Five posts during rest of May and June
 - What is the road right-of-way?
 - Difference between Class 1 and Class 2 ATVs
 - Know the local ordinances
 - Safely cross the road
 - Preparing for a safe ride

Campaign

- Four posts through July and August
 - Youth helmet use
 - OHVs and alcohol/cannabis
 - Importance of ATV safety training
 - A checklist for parents
- DNR ran these posts on its Enforcement social media channels (Facebook and Twitter), and our main agency accounts also ran some of them
- DNR distributed the posts to the initiative partners, who either shared them from the DNR accounts or ran them on their channels
- In addition, the DNR issued an OHV safety news release in the spring, provided OHV safety talking points to conservation officers, and through our marketing agency ran digital safety ads across a variety of mediums through the summer

Results

- Generally speaking, the DNR does not have high engagement rates on “safety” posts. People are seeing them, but not reacting to them.
- While these were social media posts, the messages were used in a variety of ways, including at public events, in media interviews and at ATV safety classes that conservation officers attended.
- Initial media stories this season were focused on tragic incidents involving three young riders who lost their lives, but safety related coverage continued through the summer, likely in part due to the fact that media who follow any of our social media accounts saw consistent posts and messaging about ATV safety.
- Most important of all, we are at about 10 ATV-related fatalities so far this year, which is well below average even though it’s been busy on the trails and roadways since this spring.

Questions?

Joe Albert

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Safety Slogan Share: Professional Drivers and Trains

How Complacency and Lack of Understanding Continue to Fuel Collisions and Risks to Our Communities

Sheryl Cummings, Executive Director and State Coordinator
Minnesota Operation Lifesaver



Safety Slogan Share: Professional Drivers and Trains

How Complacency and Lack of
Understanding Continue to Fuel
Collisions and Risks to Our
Communities

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Coordinator
Minnesota Operation Lifesaver



Since our first public awareness campaign 50 years ago in 1972... through Education, Engineering, and Enforcement the number of collisions between vehicles and trains annually has reduced by over 80%

ACTION AND AWARENESS - WHAT WE DO

**IF IT DOESN'T FIT,
DON'T COMMIT!**

MINNESOTA
OPERATION LIFESAVER
EST 1982

- More than 50,000 people reached through our presentations since 2008

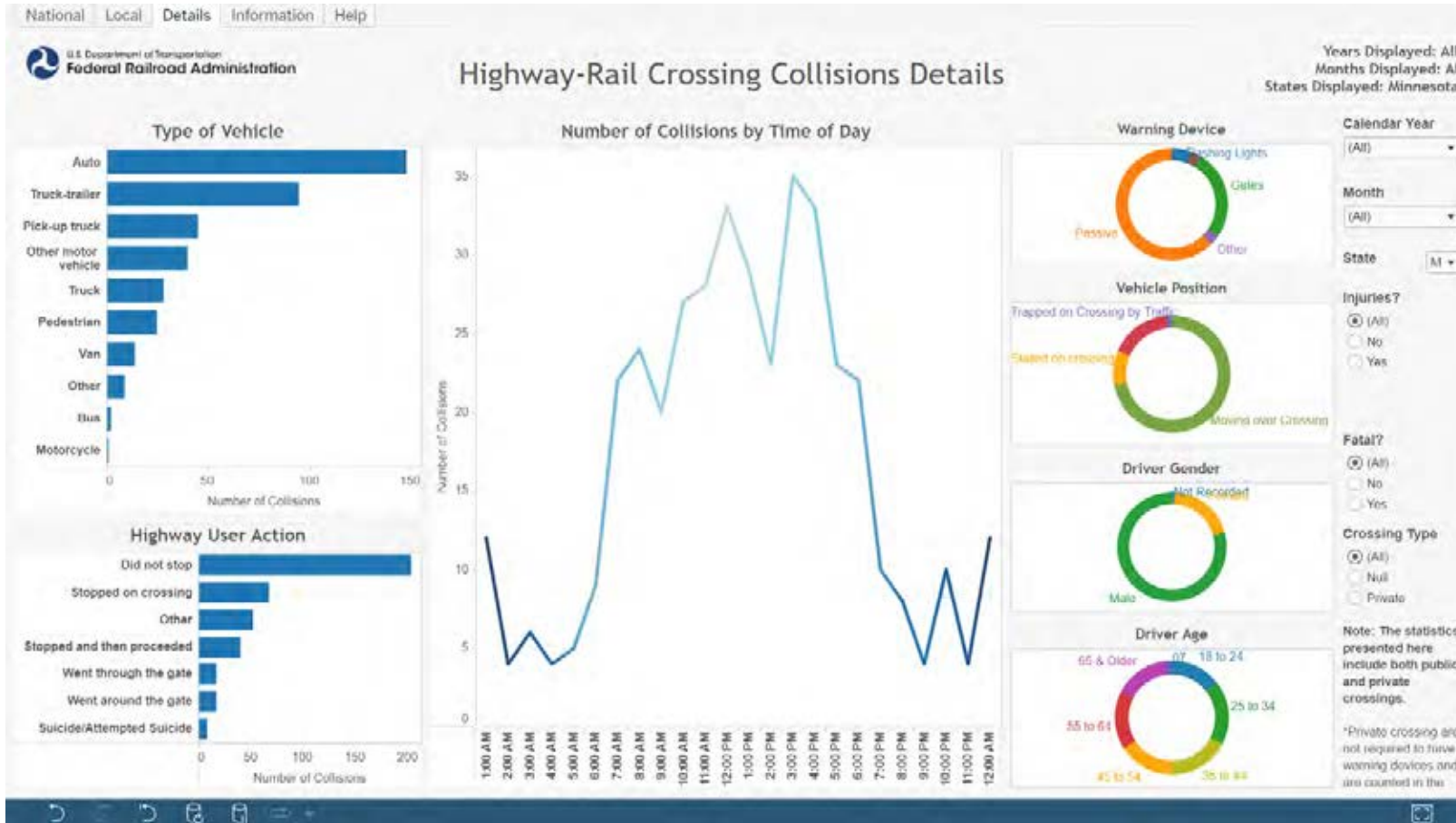
- Over 200 volunteers trained since 2014

Nearly a quarter of a million people reached through special events, fairs and community festivals since 2013

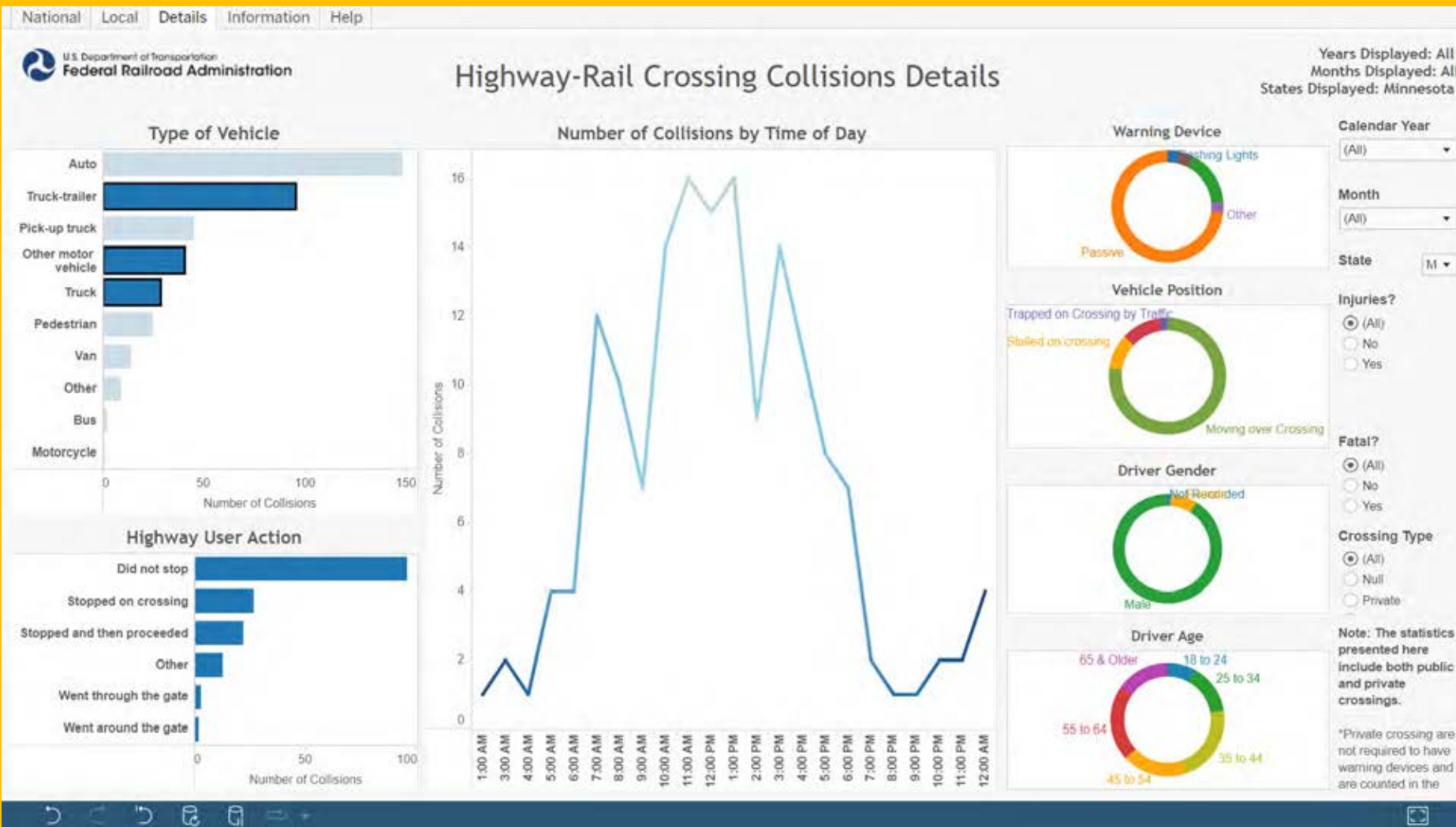
Awareness Campaigns



STATISTICS - WHERE WE WERE AND WHERE WE ARE



STATISTICS - WHERE WE WERE AND WHERE WE ARE



407 Collisions

= 40% professional vehicles

90% Male

- 77% moving over crossing at time of collisions

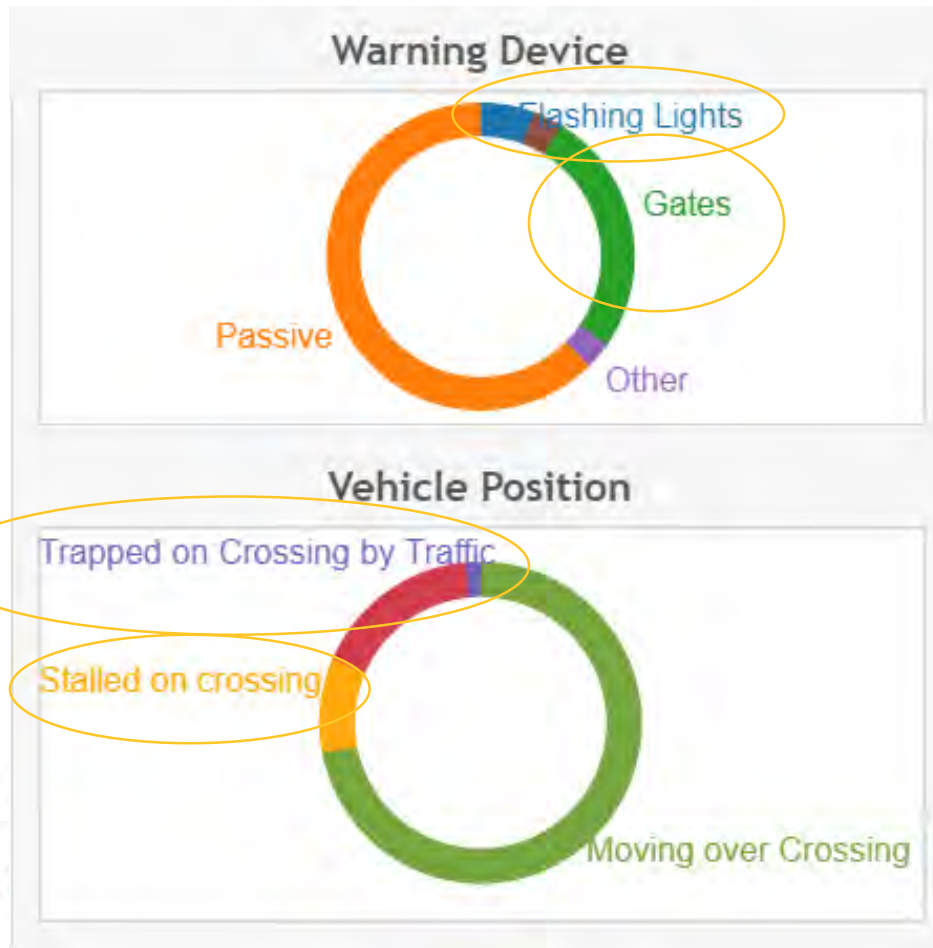
- 73% of collisions occur at passive crossings

- 20% of collisions occur at crossings equipped with some type of *active* warning device

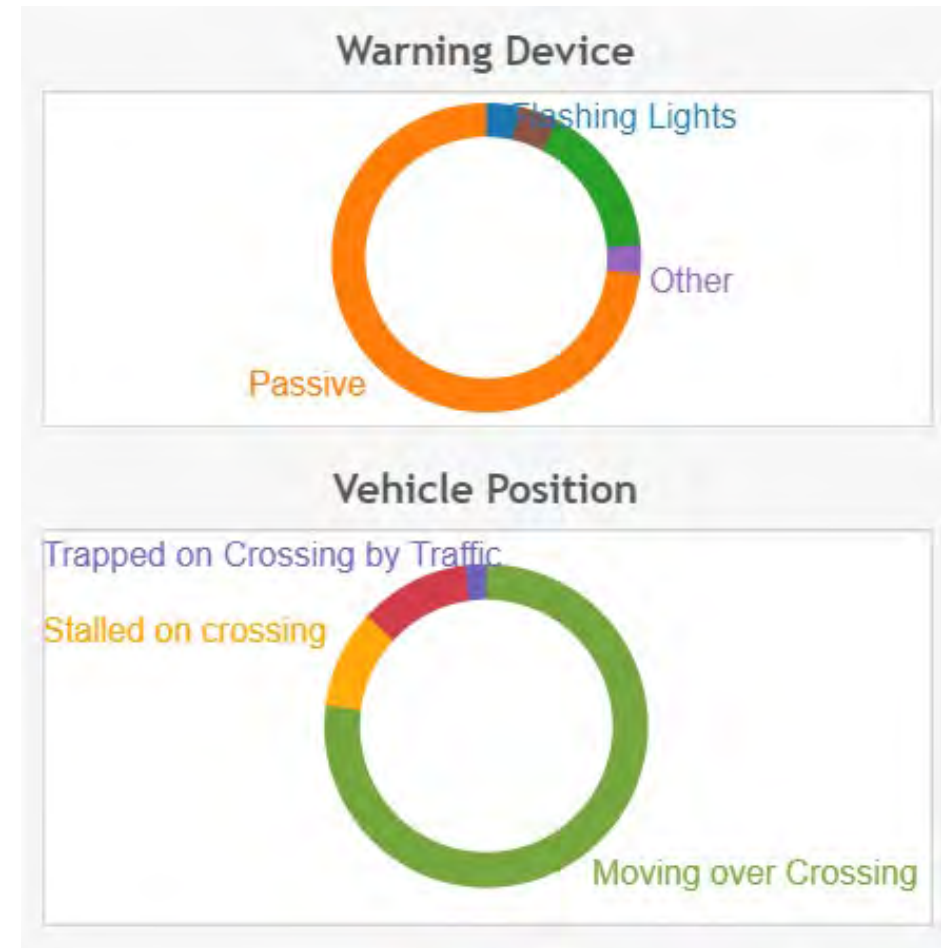
- Collisions most common around noon

STATISTICS - WHERE WE WERE AND WHERE WE ARE

2013-2023 All Vehicle Types



2013-2023 Commercial Vehicles



ACTION AND AWARENESS - SUCCESSES

Professional Drivers Safety Video Series

- **OUR UPDATED VIDEO SERIES**
 - Designed to be accessible and efficient
 - Series designed for both independent and group use
 - Available for FREE to all drivers
 - Somali and Spanish Translations
 - Plans to continue expanding for different driver and vehicle types

ACTION AND AWARENESS - SUCCESSES

Professional Drivers Safety Video Series

- **OUTREACH SUCCESSES**

- Direct Outreach
 - Over 250,000 drivers
- Social Media Advertising
 - 1 Million + impressions
 - 20% increase in engagement
- General outreach via radio and digital search engine ads
 - 400,000+ listeners across 80 stations covering the entire state and beyond
 - Additional 13,000 impressions from optimized search ads



QUESTIONS?

https://community.di.org/state/mn#custom_page_tab_3

THANK YOU

FOLLOW US ON SOCIAL



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 Chapter of the National Safety Council



Safety Slogan Share

Presented by:

Lisa Kons, Traffic Safety Program and Advocacy Director Minnesota Safety Council
Coordinator, Minnesota Network of Employers For Traffic Safety



Making Minnesota a Safer Place to Live

What is the Issue?



Impairment

Impaired driving kills and injures thousands each year.

- Of the 488 fatalities on Minnesota roads in 2021, 74 were known to be drunk driving related.
- More than 32,000 crashes were **distracted driving-related** from 2018-2022, about one in 11 crashes in Minnesota.
- In 2022, **distracted driving** in Minnesota contributed to - 126 serious injuries and 22 deaths.
- Distracted driving contributes to an average of 28 deaths and 156 serious, life-changing injuries a year (2018-2022).
- The National Highway Traffic Safety Administration estimates that every year about [100,000 police-reported, drowsy-driving crashes](#) result in nearly 800 fatalities and about 50,000 injuries.

These are ALL preventable by recognizing and avoiding substances and situations that can affect driving abilities, as well as eliminating possible distractions.

Impairing Factors

- Driving with blood alcohol levels at or over 0.08
- Failing to follow hands-free requirements for cell phone use.
- Impaired by Cannabis
- Prescribed or over-the-counter drugs (remember to check the label) can impair driving ability, as can lack of sleep. Both can lead to drowsiness.
- Fiddling with the radio
- Turning to talk to children or passengers
- Eating
- Grooming
- Reading
- Fatigue

Any activity that impairs your ability to focus on the task at hand - DRIVING!

The Facts: Impaired is Impaired

In a Nutshell:

- If you're doing, experiencing; or ingesting anything that reduces your driving capacity, **you're impaired and a risk behind the wheel.**



Educational Resources

Impaired is Impaired Campaign

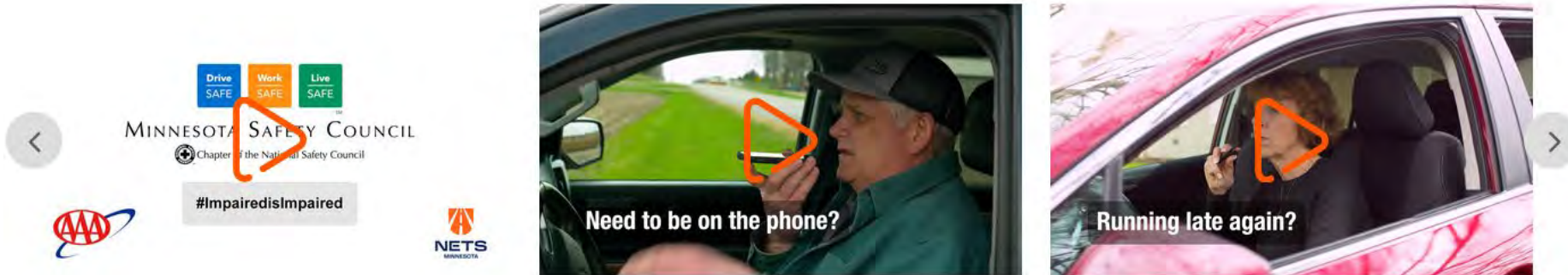
- Campaign Videos
- 100 days of social
- Leadership Guide
- 5-minute safety talk
- Fact sheets
- Social media posts
- And more...



<https://drivesafemn.org/impaired-is-impaired/>

Impaired is Impaired Campaign

Campaign Videos



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Social Media

Social Media Graphics



Alcohol

[Download \(JPG\)](#)



Cell Phone

[Download \(JPG\)](#)



Distractions

[Download \(JPG\)](#)



Drugs

[Download \(JPG\)](#)



Fatigue

[Download \(JPG\)](#)



Speed

[Download \(JPG\)](#)



Work Zones

[Download \(JPG\)](#)

Much More

Leadership Guide

The Leadership Guide is intended to assist you in spreading the word about impairment. We provide several resources below to connect with your employees and help them be aware of the dangers of impairment on Minnesota roads.



Leadership Guide

[Download \(PDF\)](#)

Fact Sheets



Fact Sheet Impaired is Impaired

[Download \(PDF\)](#)

Five Minutes for Safety



Impaired is Impaired

[Download \(DOC\)](#)



100 Deadly Days

[Download \(PDF\)](#)

Social Media Campaigns



Impairment Campaign - 100 Days of Social

[Download \(DOCX\)](#)

Email Campaigns



Workplace Newsletter/Website Article

[Download \(DOCX\)](#)



Impairment Campaign Workplace Email

[Download \(DOCX\)](#)

Speed Behavior Survey Influencers

- Is a family member, particularly a child





I'm your husband going to a meeting.



I'm your child going on a play date.



I'm your daughter in the back seat.



I'm your neighbor at work.

Do it for ME.

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Much More



Educator Guide

[Download \(DOC\)](#)



Get the Facts: Do it For Me

[Download \(DOC\)](#)

Campaign Posters



Posters: Do it for Me

[Download \(PDF\)](#)

Social Media Images



Social Media Posts: Do It For Me

[Download \(PDF\)](#)

Social Media Images

Five Minutes for Safety



FMFS: Do it For Me

[Download \(DOC\)](#)



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Cargill

- Hosted 2 sessions (8:00 p.m. and 8:00 a.m.)
- Between both sessions we had more than 1,300 attendees
- People across all four regions of the world (Europe, Middle East, Africa; Asia Pacific; Latin America; and North America)
- 7 Languages

PSA

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Remind Yourself Before You Get Behind The Wheel

Life Doesn't have a rewind:

Slow Down, Drive Sober, Buckle Up, Pay Attention
and get some sleep your life and the lives of others
depend on it!



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AAA – The Auto Club Group

‘Move Over for Me’



SLOW DOWN MOVE OVER

THEIR LIVES ARE ON **YOUR** SHOULDERS

THE TOWING INDUSTRY IS

15x DEADLIER

THAN ALL OTHER PRIVATE INDUSTRIES COMBINED*

*Source: National Highway Traffic Safety Administration



HOW DID WE GET HERE?



Slow Down, Move Over Law

- While all 50 states have a Slow Down Move Over Law, 23% of motorists didn't know these laws exist.
- Nearly 350 people are struck and killed outside a disabled vehicle each year
- 97% of motorists are concerned about vehicles passing at high speeds if stopped on the highway.
- Prior education efforts didn't include the general public



**MOVE
OVER
FOR ME.**



Focus Group respondents prefer executions that depict realistic scenarios or ones to which they can relate.

Respondents prefer executions that depict realistic scenarios or ones to which they can relate

- Respondents have seen situations when driving like these depictions where a motorist or tow truck driver is taking care of a disabled vehicle.
- They preferred situations that seemed more dangerous (like the person changing a tire while closer to traffic vs. standing in front of a car in a more protected position).

- These scenarios below were confusing or unrealistic. The emotions did not match the situations.
 - “The guy looks like he’s reading a text. He doesn’t look upset like the wife.” – Gen X/Boomers
 - “She is completely out of place. She is not overwrought. She is not sitting in her vehicle. It doesn’t make any sense for anyone to move over.” – Gen X/Boomers


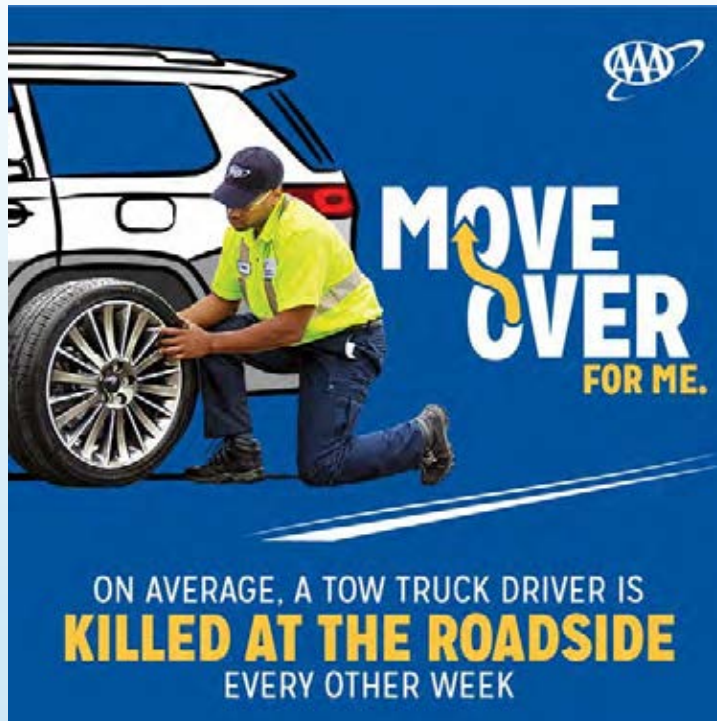




**MOVE
OVER**
FOR ME.

I'LL NEVER SEE YOU COMING ...

**MOVE
OVER**
FOR ME.



**MOVE
OVER**
FOR ME.

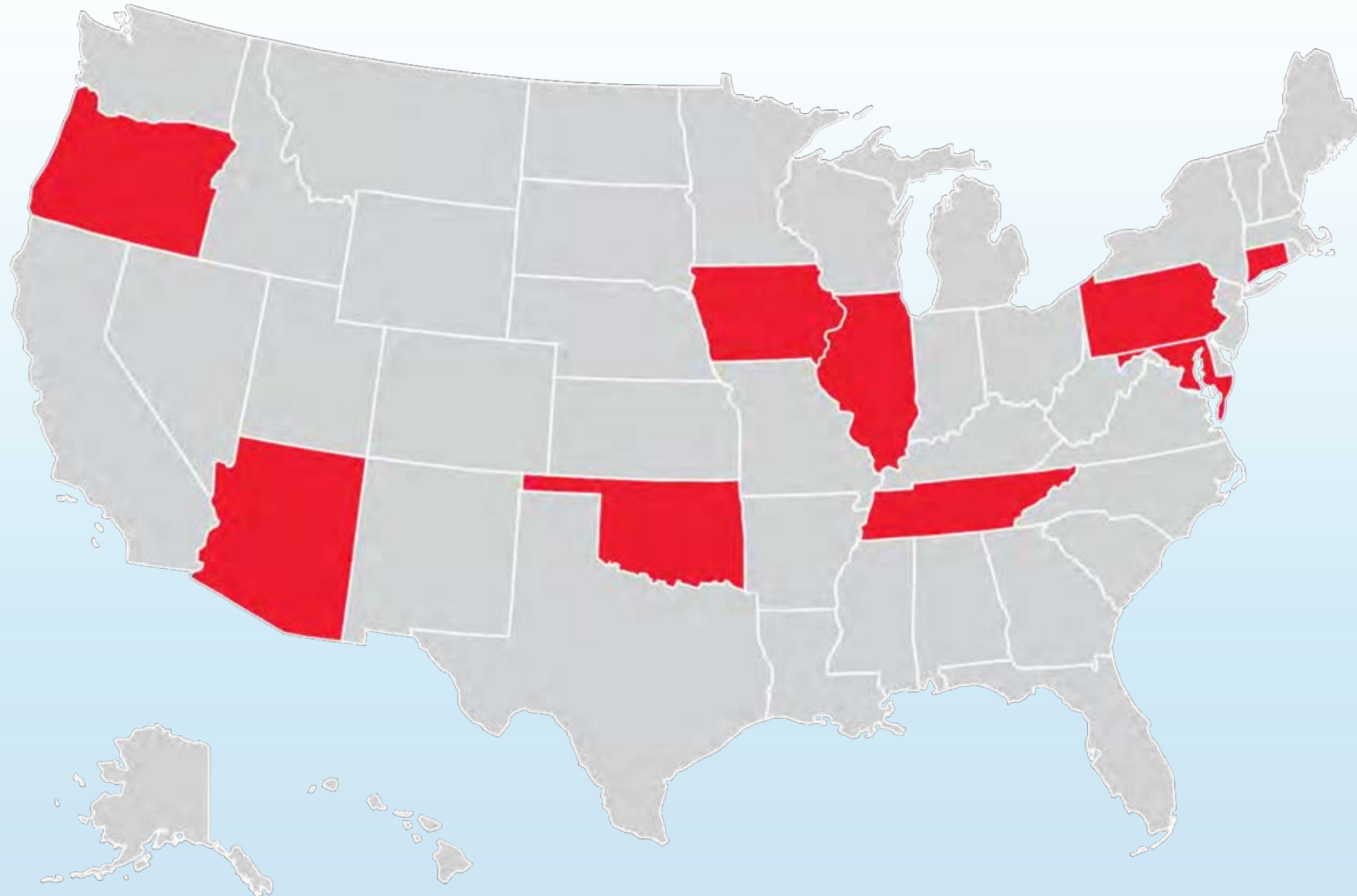
ON AVERAGE, A TOW TRUCK DRIVER IS
KILLED AT THE ROADSIDE
EVERY OTHER WEEK

NEARLY 350 PEOPLE ARE STRUCK AND KILLED
EVERY YEAR WHILE OUTSIDE A DISABLED VEHICLE
ON THE ROADSIDE.

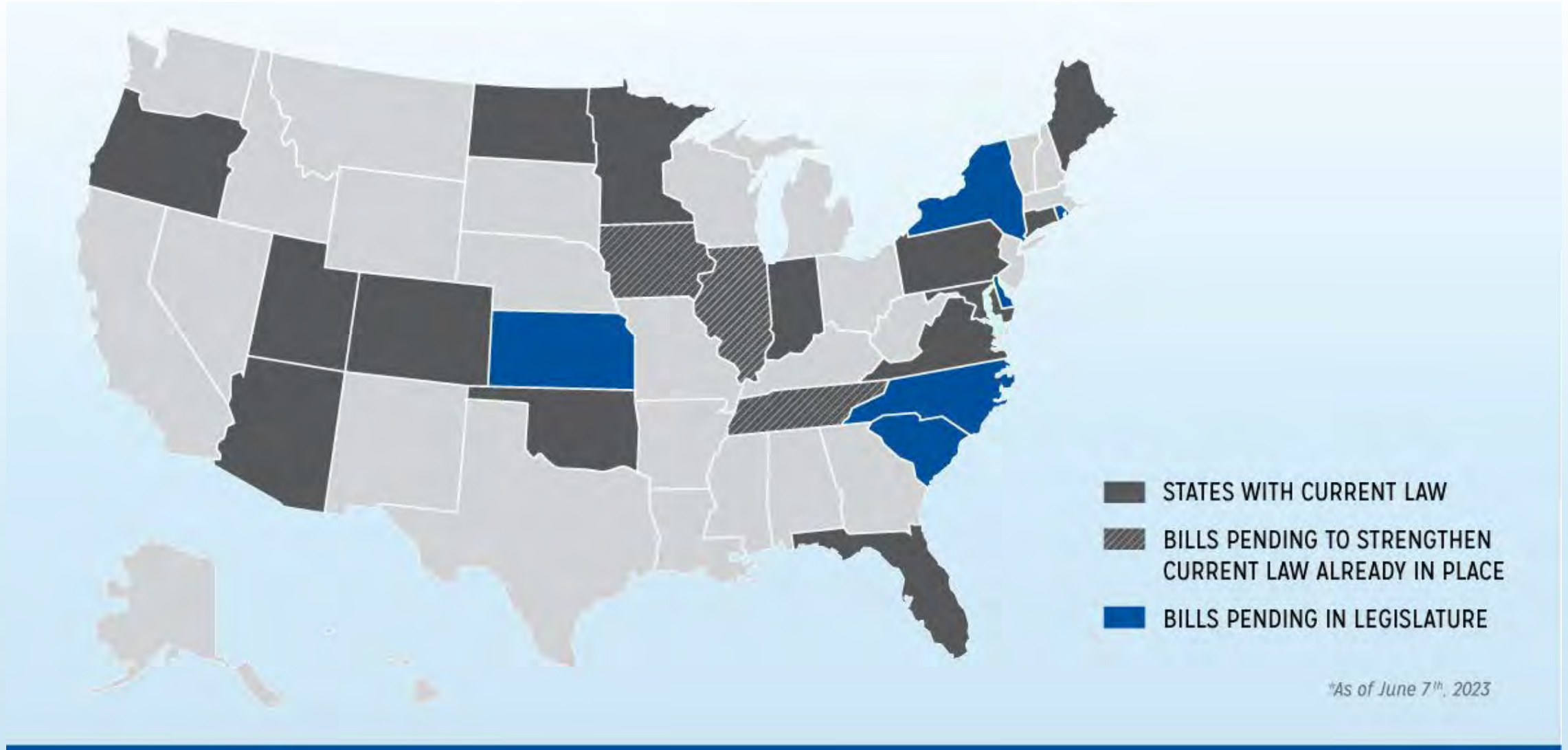
**MOVE
OVER**
FOR ME.



States Where Law Included Disable Vehicles - Jan. 1, 2023



States Now with Laws Covering Stationary Vehicles





Award/Recognition

- AAA Advocacy Award
- PR Daily Social Media & Digital Award Winner – Best Public Affairs campaign
- PR Daily Awards – Finalist for Best Public Affairs campaign (*Dec. announcement*)
- Finalist in Sabre Awards North America – Public Education Category
- Gold Award Winner for Telly Awards – Best Video Series



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