



# MINNESOTA TOWARD ZERO DEATHS

TZD Monthly Spin

NW Region January 2025

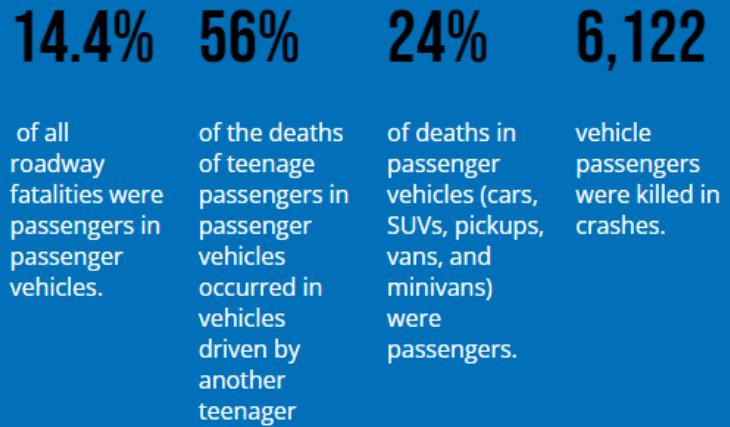
## National Passenger Safety Week

U.S. roadway deaths are rising again at an alarming rate. People are driving recklessly. Drunk, drugged and distracted driving are on the rise. Just telling people to drive safety is not enough. We need to do more and we have to do better! Passengers need to play a more active role in their own safety and that of others. Passengers can make a difference. Your voice can change one deadly choice!

### STATISTICS SHOW THAT IN 2022

In 2023, the National Highway Traffic Safety Association (NHTSA) added the “We Save Lives” campaign to their national calendar. National Passenger Safety Week is January 19-26 and is now an ongoing event the last week in January every year.

As a passenger, please speak up!



## Winter Walk to School Day



Minnesota Winter Walk to School Day is February 5, 2025. Bundling up and playing in the snow is a cherished activity for students, so we are celebrating our annual Winter Walk to School Day once again! Whether it’s walking to school for classes or exploring your neighborhood with family, we hope you will get out and enjoy this wonderful, wintry season! After all, this is Minnesota, the land of ice fishing, hockey, cross-country skiing, fat biking, and sledding – why wouldn’t we throw a Walk (and Bike) to School Day party in the middle of the winter? Dig out your hats and gloves, organize your volunteers and get stepping for Winter Walk to School Day, February 5, 2025.

**The idea is simple:** go for a walk for at least 15 minutes, and don’t let the cold scare you off. Celebrations can start small or include the entire school – just do something!

The materials for Winter Walk Day were developed to provide schools ready-to-use resources to promote Winter Walk Day at their school, as well as to solicit parent/guardian volunteers for Winter Walk to School Day activities.

Each of the flyers, postcards, and social media images were created using Microsoft PowerPoint, which allows you to insert your own school photos, school name, contact information, Winter Walk Day activities, and more. You can download templates and update them with your event details and logos from [Winter Walk to School Day – Minnesota Safe Routes to School Resource Center](#)

## Enforcement Update:

- DWI (optional): Feb 8-9, 2025—Superbowl
- DWI (optional): March 14-17, 2025—St. Patrick's Day
- Distracted: April 1-30, 2025
- Speed: May 1-Sept 1, 2025 (covers 100 deadliest days)



U of M Crookston SAAC (Student Athlete Advisory Committee) to host 13th "It's a Slam Dunk, Don't Drive Drunk" event on January 24 & 25, 2025 as they play Wayne State College. Minnesota State Patrol and TZD will have educational and interactive equipment at the event.

## Increased Crash Fatalities 2024

The Minnesota Department of Public Safety report indicates that **speeding** is the state's leading cause of car crashes. Additionally, impaired driving, distracted driving, and not wearing seat belts are also common reasons for traffic fatalities in Minnesota.

We all know that the Minnesota's winter of 2023-2024 was unlike many in recent memory. After one of the snowiest winters every, drivers got a break this past year. One would think that with no snow and ice, it should make for safer driving—right?

Unfortunately, that doesn't usually happen. When we have a winter as mild as we saw in 2023-2024 where we have clear roads, warm weather, and sunny skies, people are driving more like we see in summer weather. While the winter elements lead to more crashes – the conditions typically lead people to drive slower, meaning crashes are often not fatal. With clear roads, there is generally an uptick in speeding and distracted driving and those increase the likelihood of fatal crashes.

Even a trace of snow, it is important to slow down, increase following distance, and drive a speed that's safe for conditions. Always buckle up and keep your eyes on the road.

### Minnesota traffic deaths



10

2025 - traffic deaths to date (preliminary as of Jan. 13)



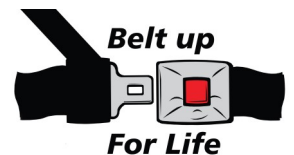
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2024 - traffic deaths to date



465

2024 total traffic deaths (preliminary)



## Mark your 2025 Calendars!

- Apr 30, 2025—Teen TZD Conference—Evangelical Free Church in TRF
- May 1, 2025—NW Regional Workshop—Thief River Falls Legacy Center
- October 21 & 22, 2025 (T-W) - TZD State Conference -Mystic Lake Center, Prior Lake, MN

### Toward Zero Deaths Northwest Regional Newsletter

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