**Traffic Safety PSAs**

Use “Extra Enforcement is now on Minnesota Roads” for the last line during extra enforcement periods.

**Impaired Driving**

When someone chooses to drive drunk, it’s not just about them.

It’s everyone else in the car.

It’s all the other people on the road.

It’s their loved ones waiting for them to come home.

A DWI can cost you your job, your reputation, your family or even worse…..drunk driving can severely injure or kill an innocent person.

Join the thousands of Minnesotans who are making the right choice and help keep our roads safe by lining up a sober ride today, and always.

There’s only one choice — if you decide to drink, don’t drive.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Distracted**

The stories are real.

A young Minnesota mother of two, killed by a driver distracted by his phone.

A Byron, Minnesota High School senior, killed after crashing into the back of a school bus. She was just sending a text.

Distracted driving is a real and serious threat on Minnesota roads.

Join the drivers across Minnesota who are focusing 100 percent of their attention on the road.

If you are a passenger, speak up, tell the driver to put the phone down or offer to be the driver’s designated texter.

Together, we can save lives on Minnesota roads.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Seat Belts**

You may be the perfect driver, but there are unexpected dangers on the road every day.

The first line of defense from disaster is just a click away.

To keep you and your loved ones safe and to prevent a lifetime of sorrow for your family, buckle up, every time you get in the car.

Not wearing your seat belt puts you at great risk of being thrown from your vehicle and having that car roll on top of you during a crash.

Wearing a seat belt gives you room to live.

For your sake and for those who care about you, please buckle up.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Motorcycle**

More motorcyclists are on the road than ever before.

Riders - take a rider training course this season and do your part to be seen in traffic by wearing full, reflective protective gear — and never drink and ride.

Motorists - always look twice for motorcyclists and give riders room. Motorcycles are smaller than cars, so their speed and distance is difficult to judge.

Find training courses and riding tips at [Motorcycle](http://www.highviz.org)Safety dot org.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Child Passenger Safety**

Parents would do anything to save their child’s life.

So why are many children not properly restrained in car seats, putting them at great risk if there was a crash?

Do your part to help keep your child safe.

Minnesota law requires kids to be in a car seat until they are age 8 or 4 feet 9 inches tall — whichever comes first.

Kids should be in booster seats starting around age 4. Boosters help seat belts fit kids correctly.

The decision you make today could save your child’s life tomorrow.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Speed**

Hurrying home to make dinner or get the kids to their activities?

We know life is busy and there are only so many hours in the day, but did you know one in five deaths on Minnesota roads is speed-related?

Don’t put your schedule ahead of your safety or the safety of others on the road.

Don’t speed and reduce your speed when weather conditions warrant.

If you are in a vehicle with someone driving too fast, speak up — your life could depend on it.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Teen Driving**

Getting a license is an exciting time in a teen’s life, but it’s also important to remember that they are not invincible.

Traffic crashes are the second leading killer of Minnesota teenagers – due to inexperience, distractions and lack of seat belt use.

Parents, help make your teen a safer driver by demonstrating good driving habits, take a parent awareness class, and continue to monitor your teens driving even after they get their license.

Teens, put the phone on silent and out of sight, limit other distractions in the vehicle and always buckle up.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Deer**

Even the safest drivers can get startled when they are not prepared for unexpected obstacles on the road.

At any time, in any place, a deer could run out in front of your vehicle.

If a deer appears in the road, do not swerve to avoid it, as swerving can cause you to go off the road or into oncoming traffic.

And buckle up — it’s the first line of defense in any crash.

Always be prepared and never veer for deer.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Pedestrians**

Motorists and pedestrians need to work together to keep everyone safe on the road.

If you’re driving, give pedestrians the right of way at crosswalks without a traffic light — it’s the law! Also, watch for pedestrians and treat every corner as if it’s a crosswalk — it’s also the law.

If you’re a pedestrian, cross where it is safe and legal, not where it’s convenient. And, when there is a traffic light, wait for the walking light before crossing.

Also, never assume a vehicle will stop. Make eye contact with the driver before crossing the road.

Together, we can save lives.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Winter Driving**

Snow, ice, strong wind — they can all make for treacherous travel during a Minnesota winter.

To avoid crashes during winter travel:

* Avoid travel if conditions are too poor to drive, if possible.
* Reduce your speed and increase the driving distance between vehicles.
* Put extra driving distance between you and snow plows.
* Carry a winter driving kit that includes food, water, a blanket and make sure to have a scraper, small shovel, jumper cables and a small bag of sand in the vehicle.

Following simple winter weather driving rules can keep you safe.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Move Over**

You wouldn’t like a person driving through your office as you try to work.

So to help those whose office is on the side of the road, assisting motorists, move over for flashing lights.

It’s the law in Minnesota to move over a lane for emergency vehicles that are stopped on the side of the road with their flashing lights activated.

If you can’t move over, reduce your speeds.

Moving over will not only keep those on the side of the road safe, it’ll keep you from being injured in a crash.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**Rural Driving**

The deadliest roads in Minnesota aren’t in the Twin Cities.

Each year 75 percent of the state’s fatal traffic crashes occur on rural, two-lane roads — just like we have in [YOUR CITY/COUNTY/AREA].

Just because there isn’t as much traffic doesn’t mean you are not at risk.

Whenever you drive — Buckle up. Pay attention. Drive at safe speeds and never drive impaired.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_

**School Bus**

School buses are a safe way to travel for your children, but it’s important that parents and motorists help keep the kids safe:

Parents — teach your child to stand away from the curb when they are waiting for the bus. Remind kids to always cross in front of the bus, and to walk far enough in front of the bus so the driver can see them at all times.

If you’re driving — stop for buses with flashing red lights — it’s the law! The most dangerous place for a child is directly outside a bus and you can help them stay safe.

A message from the Minnesota Department of Public Safety and \_\_\_\_\_\_\_\_\_\_\_