

TZD Tuesday | Aug. 16, 2022 – Drive Sober

Many of us are enjoying what's left of warm summer days. Often times, those celebrations involve having a few alcoholic drinks. Unfortunately, too many people get caught up in the fun and lose track of how much they've consumed, leading to a DWI arrest or worse – a life-changing crash.

To increase awareness and keep our roadways safe, more than 300 agencies statewide will participate in an DWI enforcement and education campaign in support of the Toward Zero Deaths traffic safety program. The campaign that kicks off Aug. 19 and runs through Sept. 5 is coordinated by the Minnesota Department of Public Safety Office of Traffic Safety with funding provided by the National Highway Traffic Safety Administration.

Make a Plan

- Designate a sober driver, use a safe, alternative transportation option, or stay at the location of the celebration.
- Speak up – Offer to be a designated driver or be available to pick up a loved one anytime, anywhere. If you see an impaired person about to get behind the wheel, get them a safe ride home.
- If you plan to drive, refrain from drugs, whether legally or illegally obtained. Impaired is impaired.
- If you don't yet know how a medication will affect your judgment, coordination and reaction time, either have someone else drive or wait to take it until after you get home.
- Buckle up. The best defense against drunken impaired driver.

There is an easy way for us to help reduce traffic deaths on our roads – by encouraging our friends and family members to make safe choices behind the wheel. Together, we can drive Minnesota toward zero deaths!