

## TOWARD ZERO DEATHS

Because your life counts

**TZD'S STATEWIDE GOAL:** Fewer than 350 fatalities and 850 serious injuries on Minnesota's roads by 2014.

## WHAT IS THE MINNESOTA TOWARD ZERO DEATHS (TZD) PROGRAM?

The Minnesota TZD program is the state's cornerstone traffic safety program that employs an interdisciplinary approach to lowering the number of traffic crashes, injuries, and deaths occurring on Minnesota roads. The program's vision is to ultimately reduce those fatalities and serious injuries to zero.

The program is a partnership between the Minnesota Departments of Public Safety, Transportation, and Health; the University of Minnesota; and others.

## What does the program do?

- Works to create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services—known as the "4 Es."
- Uses data to target areas for improvement and employ proven safety strategies.
- Implements best practices and advances innovations and new technologies.

## What are the program's key accomplishments?

- A 37 percent reduction in the number of fatalities since 2003.
- An increase in statewide belt use to 92 percent.
- Strengthened traffic safety policies, including passage of the lower blood alcohol content (0.08, from 0.10) for DWI in 2004; improved graduated driver's licensing and the ban on texting, e-mailing, or accessing the web while driving in 2008; primary seat belt and booster seat laws in 2009; and expanded use of ignition interlock for DWI in 2010.
- Implementation of a statewide trauma system and regional trauma centers throughout Minnesota.
- Development of the statewide Strategic Highway Safety Plan.
- Implementation of Highway Safety Plans for each county and MnDOT district.
- Creation of a TZD regional structure throughout the state to lead TZD efforts in local geographic areas.
- Implementation of infrastructure improvements focused on fatal and serious injury crashes.
- Expanded implementation of systematic safety improvements such as rumble strips, cable median barriers, and rural intersection lighting.
- Creation of one TZD traffic enforcement program that incorporates all overtime traffic safety enforcement projects and encourages development of a county-wide strategic enforcement plan.
- *How to Save a Life* and *Young Forever* videos created by the Minnesota State Patrol and shown to more than 70,000 Minnesotans, with a focus on teens.



## What will TZD do next?

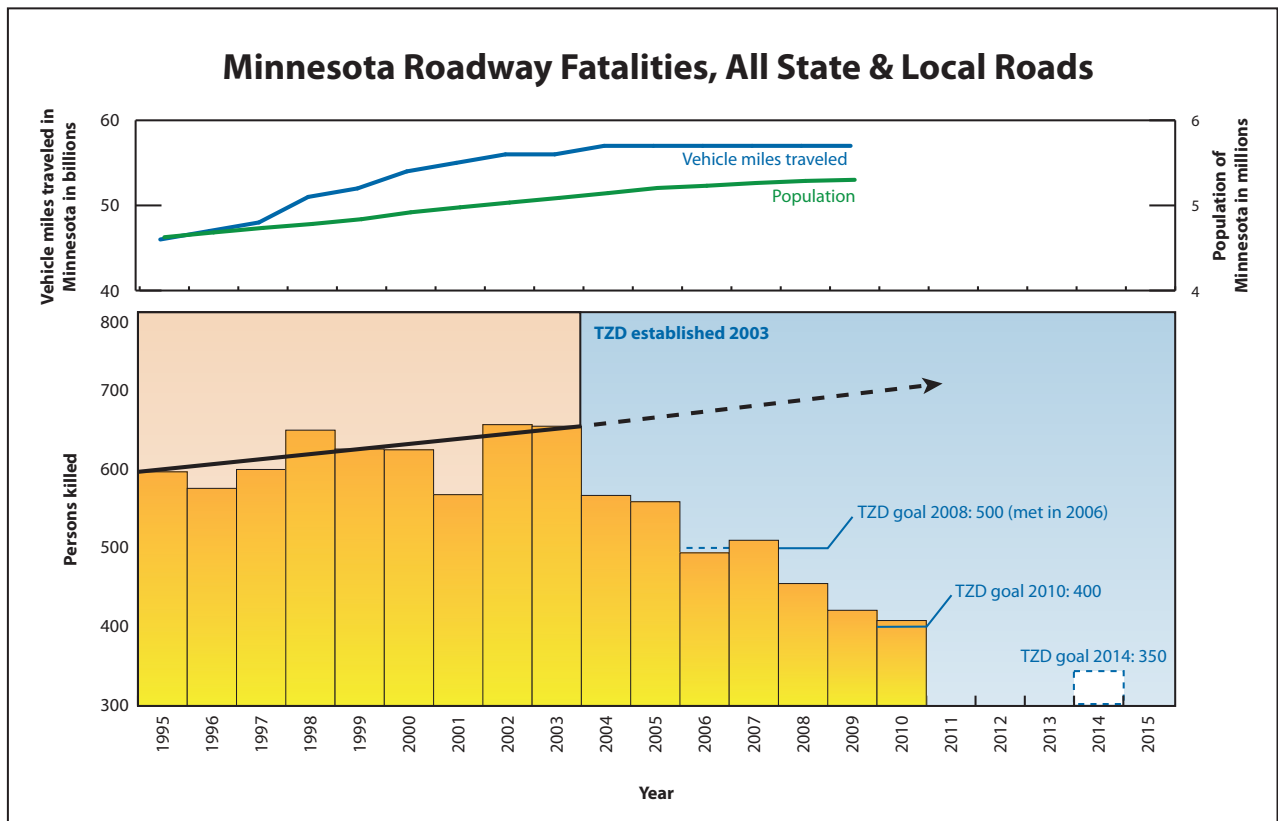
- Improve the traffic safety records system across all disciplines.
- Continue to develop regional partnerships throughout the state.
- Engage local traffic safety advocates.
- Engage the court system as a traffic safety partner.
- Convene an annual TZD Executive Advisory Commission meeting.
- Develop and implement a comprehensive TZD communication plan.

## How can I participate in TZD?

- Contact your regional TZD coordinator ([www.minnesotatzd.org/network/regional](http://www.minnesotatzd.org/network/regional)).
- Attend the annual statewide TZD conference and annual regional workshops ([www.minnesotatzd.org/events](http://www.minnesotatzd.org/events)).
- Attend the TZD Stakeholder Breakfasts in person or participate online ([www.minnesotatzd.org/events/breakfasts](http://www.minnesotatzd.org/events/breakfasts)).
- Request to be added to the TZD mailing list: [malinoff@umn.edu](mailto:malinoff@umn.edu).

## How can I get more information?

- Contact Stephanie Malinoff, Program Manager  
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612-624-8398  
[malinoff@umn.edu](mailto:malinoff@umn.edu)
- Visit the TZD website:  
[www.minnesotatzd.org](http://www.minnesotatzd.org)



In 2003, 655 traffic fatalities occurred on Minnesota's roads. That same year, the statewide TZD program was launched as a deliberate, interdisciplinary approach to traffic safety. Despite increases in the number of licensed drivers, registered motor vehicles, and vehicle miles traveled (VMT), there were 411 traffic fatalities in Minnesota in 2010—a 37 percent reduction from 2003. Minnesota's 2010 fatality rate of 0.72 deaths per 100 million VMT (down from 1.18 deaths per 100 million VMT in 2003) is the second lowest in the nation.