

# Minnesota's Traffic Safety Culture

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TOWARD ZERO DEATHS  
Because your life counts

# Exploring Minnesota's Traffic Safety Culture

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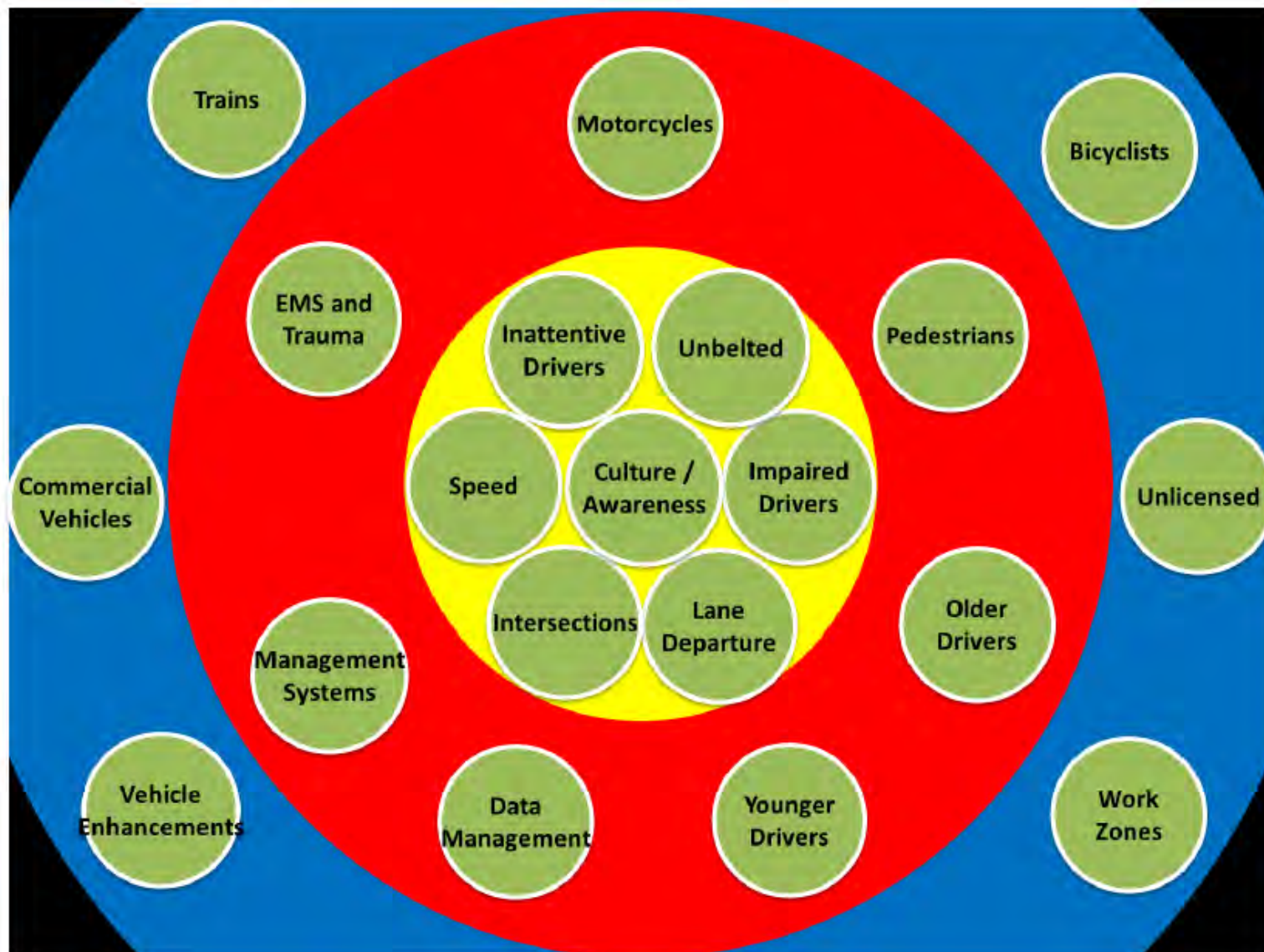
# What is *Traffic Safety Culture*?

*Shared:*

- Values
- Beliefs
- Norms
- Attitudes

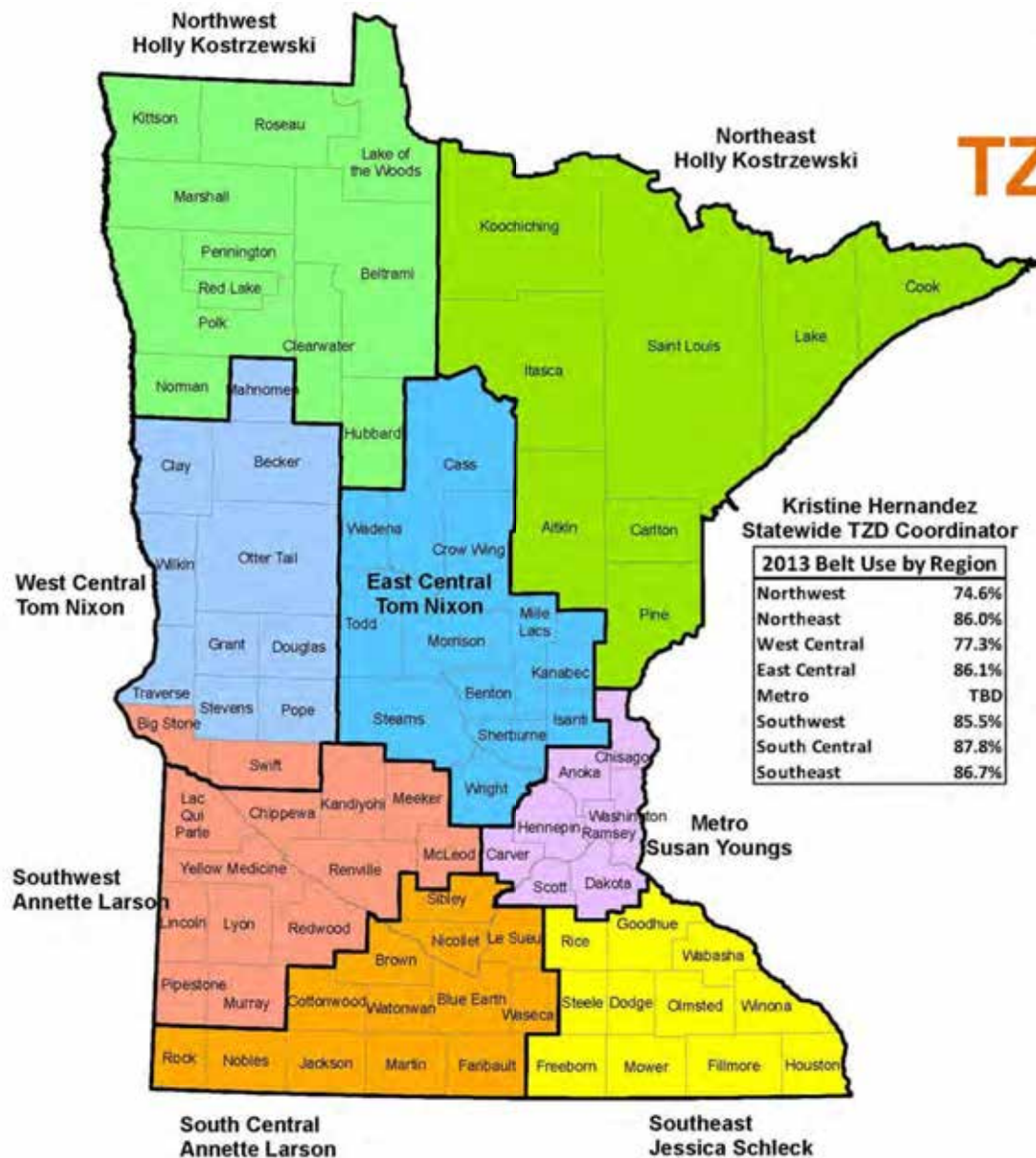


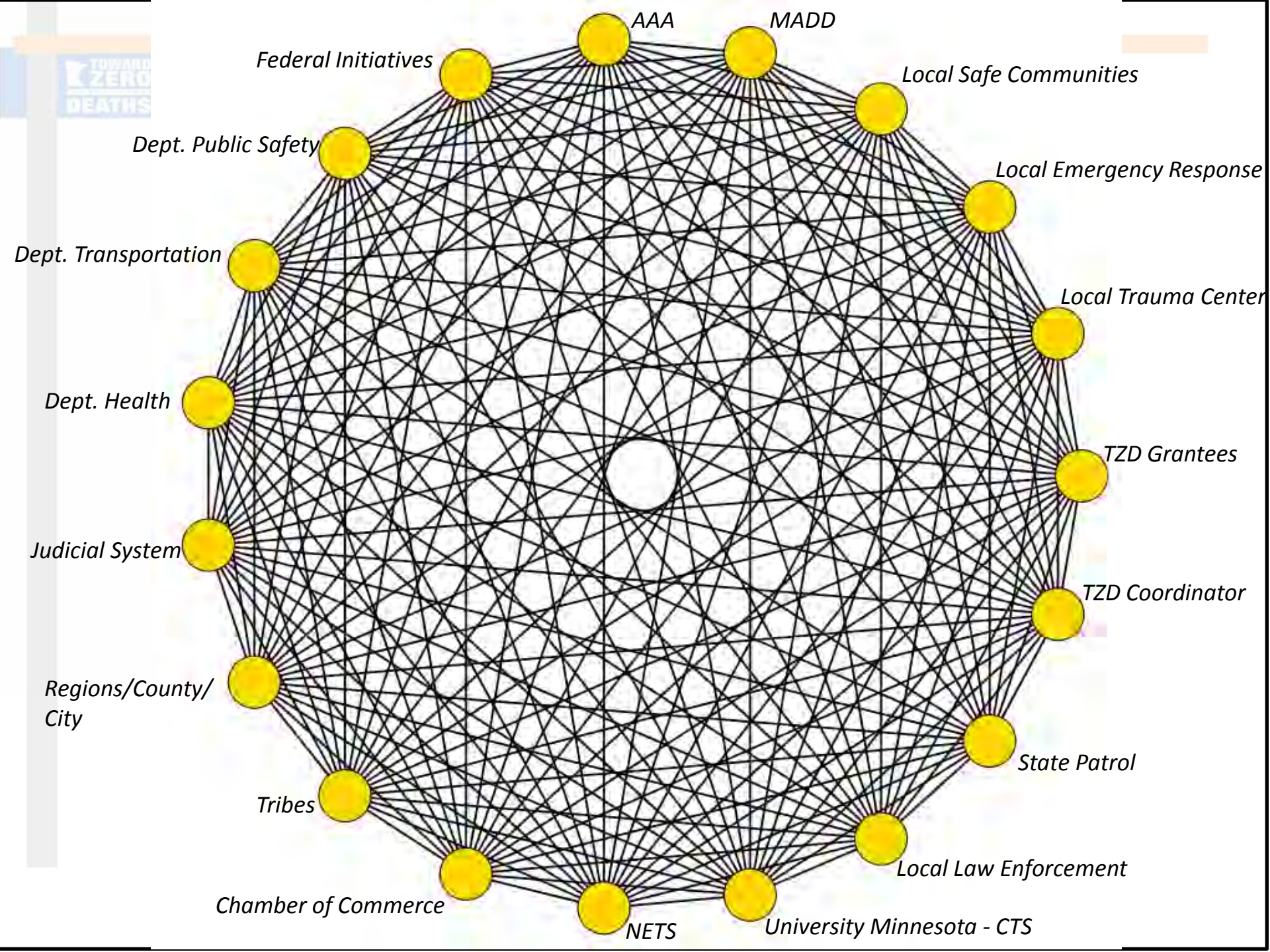
# Emphasis Area Priorities





# TZD Regions







# 2015 TZD Regional Workshops



**May 1:**

Southwest – Morton

**May 7:**

Southeast – Rochester

**May 12:**

West Central – Fergus Falls

**May 13:**

Northwest – Bemidji

**May 27:**

Northeast – Duluth

**May 29:**

South Central – Fairmont

**June 2:**

East Central – Baxter

**June 5:**

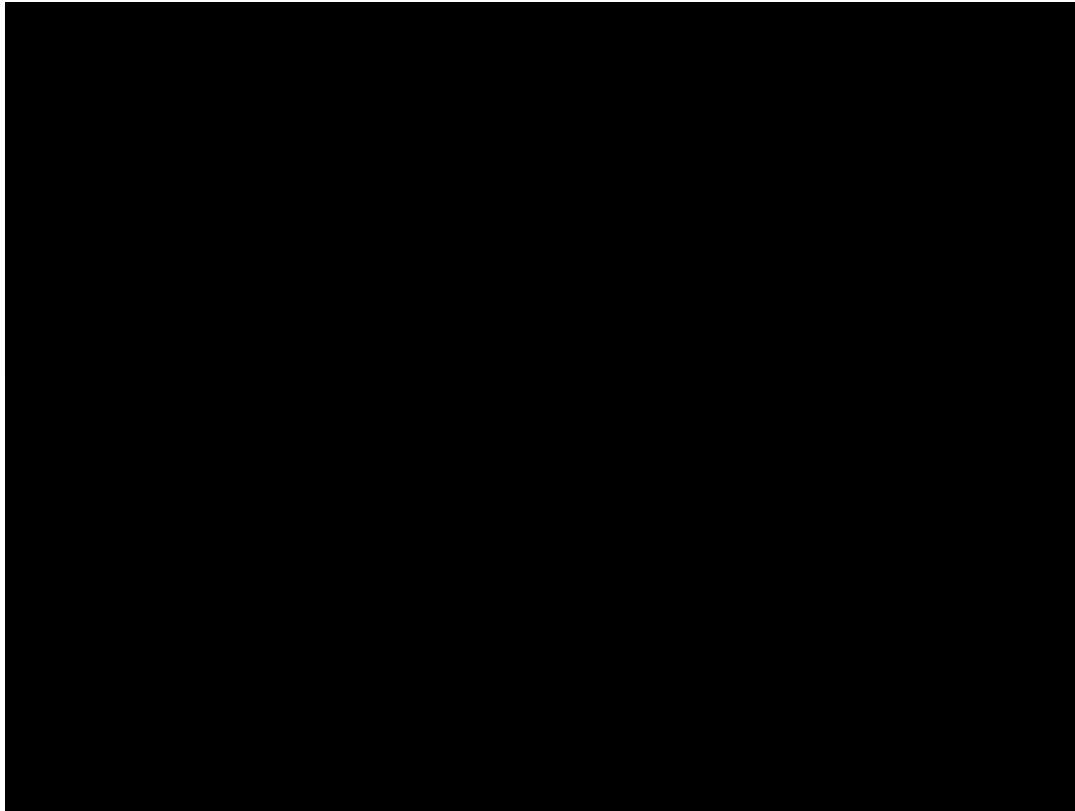
Metro – Oakdale

# MnDOT Work zone Safety Campaign 2014





# Speak Up: Texting + Driving = Illegal





# Legislative Gains

## 2005

- .08 Blood Alcohol Content (BAC)
- Statewide Trauma System

## 2006

- Cell Phone Ban for Provisional/Novice Drivers

## 2008

- Graduated Driver's License
- No Electronic Communications (text, e-mail, web access)



## 2009

- Booster Seat
- Primary Seat Belt

## 2010

- DWI Administrative Sanctions/Ignition Interlock

## 2014

- Parent Component for driver education



# TZD Program Growth

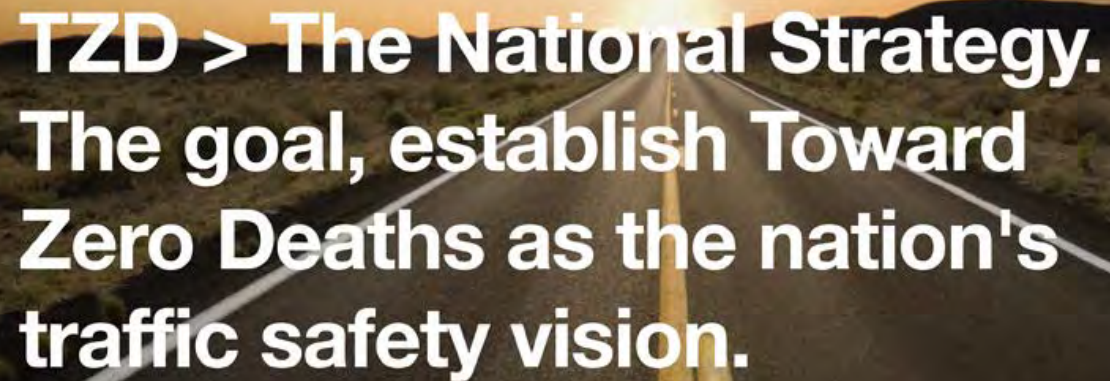
	2003	2014
Seatbelt Use	82%	95%
Cable Median Barrier	0 miles	450 miles
% Treated @ Designated Trauma Hospital	67%	99%
TZD Safe Road Coalitions (funded & unfunded)	< 10	52
TZD Enforcement Grant Agencies	104 (41 grants)	283 (55 grants)
County Safety Plans and District Safety Plans	0	95
Ignition Interlock Participants	0	8,633
TZD Regions with MnDOT & MPS Leadership	0	8
Participants in Annual TZD Conference	110	961
DWI Courts	0	16

# Traffic Safety Culture



Source: Rusty Clark, flickr

[www.towardzerodeaths.org](http://www.towardzerodeaths.org)



**TZD > The National Strategy.**  
The goal, establish Toward  
Zero Deaths as the nation's  
traffic safety vision.



## BUCKLE UP MONTANA


a safety movement from  
the Montana Department of Transportation



OUR PARTNERS

### *Messages are specific to the target audience*

Who is the target audience? What do they value.



**(BUCKLE UP BOYS)**

Levi, Billy and Rusty Hendrickson of Arlee  
Rodeo champions - Seat belt users


—◆—

*"We count on the buckle.  
So should you."*

—◆—

**BUCKLE UP IN YOUR TRUCK.**

Pickup trucks are twice as likely to roll over  
as a car. A seat belt increases your chances  
of survival in a rollover by up to 80%.



TOWARD  
ZERO  
DEATHS

**BUCKLE UP MONTANA**

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OUR PARTNERS



## This New Zealand Road Safety Ad Features Older, Unsung Heroes

*Subtly-Scripted Ad Focuses on the Witnesses, Not the Drunk Drivers*







# *Looking Forward*

## Toward Zero Deaths Goal

### 2020 Targets

- Less than **300 fatalities**
- Less than **850 serious injuries**



# Goal: Zero Deaths

*How do we get there?*

**Answer:** *Reduce deaths by **one per month** each month for the next 5 years  
(60 less in 60 months....Is that attainable?)*