



Metro Minnesota Toward Zero Deaths Regional Workshop Agenda

Radisson Hotel Mpls./St. Paul North
2540 North Cleveland Avenue
Roseville, MN

April 19, 2017

- 8 a.m. **Registration and Continental Breakfast**
- 8:30 a.m. **Welcome & Regional Accomplishments**
Bryan Dodds, director, MnDOT Metro Region Office of Operations and Maintenance;
Susan Youngs, Metro TZD regional coordinator
- 8:45 a.m. **Minnesota Toward Zero Deaths: It's more than just a slogan**
Kristine Hernandez, Minnesota TZD program coordinator
Although traffic-related deaths have continued to rise throughout the U.S., Minnesota's deaths have plateaued. To decrease these numbers, the state is focusing on long-term methods of changing culture. Methods include: ingraining TZD in the Federal Strategic Highway Safety Plan, establishing a traffic safety culture action team and social norming techniques. What can the regions do to help?
- 9 a.m. **Regional TZD Crash Facts Overview**
Captain Michael Hanson and Captain Chris Erickson, Minnesota State Patrol
- 9:15 a.m. **The Teenage Brain and Risk Reduction: Connecting the Dots**
Erin Walsh, Mind Positive Parenting
Erin connects the dots between the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic safety. She explores the role of "emotional accelerators" in the brain, impacts of technology on the developing brain and practical strategies for engaging young people in risk reduction. Using stories, warmth and humor, Erin presents the latest science in an engaging way – making it easy to apply this information with youth and families.
- 10:15 a.m. **Break**
- 10:30 a.m. **Powerful Dreams Inspire Powerful Action**
Lisa Kons, continuing education coordinator, Minnesota Safety Council
You have the power to change our traffic safety culture! Challenge the "keep on, keeping on." Breakout into your individual counties and then identify community-based activities that will further reduce fatal and severe injury crashes in your county. Then identify tools and next steps to keep your county moving toward zero traffic-related deaths and report back. What can we accomplish for 2017?
- 11:45 a.m. **Lunch**
- 4.11.2017

12:15 p.m.

Motivational Speaker

Dr. Jermaine M. Davis, Seminars & Workshops, Inc.

The road to zero is a long one filled with twists, turns and unexpected setbacks. Keeping committed to reducing fatalities on Minnesota roads can be a tiring process. Dr. Jermaine Davis has worked with hundreds of organizations across the United States as well as internationally. Through his enthusiastic and engaging style, he has motivated many listeners and helped them overcome obstacles and feel rejuvenated.

1 p.m.

Case Study: Going from 60 to 0 Safely

Captain Michael Hanson, Minnesota State Patrol; Wendy Lynch, EMS chief – Communications, Hennepin EMS; Charles Barrette, deputy chief – Operations, Hennepin EMS; Dr. Marc Martel - emergency physician, Hennepin County Medical Center

A stalled van in the left lane of the freeway gets rear-ended by another vehicle going highway speeds. Picture children piling out of the van onto four busy lanes of traffic and cars going from highway speeds to a screeching stop to avoid children they didn't see. Then add other people coming to help, other vehicles and a chaotic scene occurs. This session will discuss the challenge of scene safety for a multi-vehicle, multi-pediatric victim crash. We will also address the priorities in triaging multiple victims with assistance from multiple agencies, along with discussion on teaching roadside safety education.

2 p.m.

Break

2:15 p.m.

Concurrent Sessions

A. Crossing Cultural Barriers with Traffic Safety

Danushka Wanduragala, MPH, international health communications and engagement planner, Minnesota Department of Health

With the diverse make-up of the Metro Region, a "one safety message fits all" is not necessarily the best approach. Learn about different cultures in our region and how best to reach out to them so that your messages are heard.

Main Ballroom

B. Saved by the Belt & Work Zone Safety Engineering Style

Brad Estochen, MnDOT, Office of Traffic Safety and Technology; Ken Johnson, MnDOT, Office of Traffic Safety and Technology

Everyone knows that a seat belt is your best defense in a crash, but did you know that roadway engineering plays a strong role in strengthening that defense? Learn about the behind the scenes work that can reduce a crash outcome from a fatality to a minor injury. Then, spring time in Minnesota means only one thing – construction season! We encounter with work zones sooner or later. Learn what the latest strategies are and best practices to keep traffic moving and to protect those doing the work.

Adjacent Breakout Room

3 p.m.

Wrap Up and Adjourn

Completed at the end of each concurrent session.

Please take time throughout the day to visit the traffic-safety exhibit table for reference materials and ideas to implement in your communities.

4.11.2017