



## Northeast Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

To move northeast Minnesota toward zero deaths on our roads, using education, enforcement, engineering, and emergency medical and trauma services.

### Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in northeast Minnesota from the past **5-year averages** (2014-2018) of 39 fatalities and 118 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

### Objectives

- A. To continuously increase regional seatbelt use rates.

As of May 2019, the seat belt compliance rate in northeast Minnesota was 86.8 % (without Cook County reporting). As a region, our long-term goal is to achieve 100% usage rate. Our short-term goal is to see continuous increase in the usage rate each year.

- B. To examine the characteristics of the unbelted fatalities and serious injuries. Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

### 5-year averages (2014-2018) in Northeast Region - Baseline Data

*Contributing Factors:*

		Alcohol	Speed	Distraction	Total
Average Annual number of:	<b>Fatalities</b>	15	12	4	39
	<b>Fatal Crashes</b>	13	10	4	36
	<b>Severe Injuries</b>	26	34	19	118
	<b>Severe Injury Crashes</b>	20	24	16	96

*Note: a crash may have more than one of the above listed or additional contributing factors*

### Total Northeastern Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018 Total	36	32	107	85
2014-2018 Total	196	178	592	480



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### **Region Goal 2 – TZD Partnership Goals**

To continuously increase TZD awareness and partnerships across northeast Minnesota for both the general public and traffic safety professionals

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
  - A. Engage local government involvement in TZD steering committee and workshops
  - B. Educate/promote traffic safety awareness of city and county officials
  - C. Promote city and county employee education and policies that facilitate the TZD vision

[Activities: recruitment of city and county citizens to attend TZD event, giving TZD presentations to boards and councils, mailings/connections to Network of Employers for Traffic Safety (NETS)]

2. Create and strengthen partnerships in the region
  - A. Engage stakeholders
  - B. Develop networking relationships
  - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
  - A. Develop and distribute resource materials
  - B. Provide enforcement wave support in community
  - C. Promote evidence-based countermeasures
  - D. Collect data and statistics within region
  - E. Implement best practices within region

(Activities: web, brochure, 1-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging, media events and news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver education, sober cab development, youth enforcement and education activities)