



**TOWARD ZERO DEATHS**  
Because your life counts

# Minnesota's Toward Zero Deaths Program

**June 15, 2011**  
**Northeast Regional TZD Conference**



## Traffic Safety...A Global Crisis

- 1.3M per year killed, and 50M injured, on the world's roads
- Economic cost of \$100 billion a year
- By 2015, traffic crashes will be the leading cause of death or disability for children age 5 and above

# United Nations Proclamation

*Proclaims the period  
2011–2020 as the  
Decade of Action for  
Road Safety, with a goal  
to stabilize and then  
reduce the forecasted  
level of road traffic  
fatalities around the world  
by increasing activities  
conducted at the national,  
regional and global levels*



Together we can  
save millions  
of lives.



**DECADE OF ACTION FOR  
ROAD SAFETY 2011-2020**

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

## A Comparison in the US.....

- 33,808 traffic fatalities in 2009 (FARS)

18,361 killed by  
homicide

3,443 died by  
drowning

1,816 died in  
airplane and  
water travel  
related accidents

Source: CDC 2007

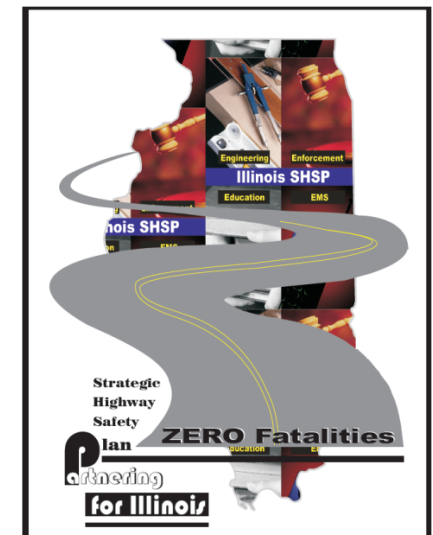
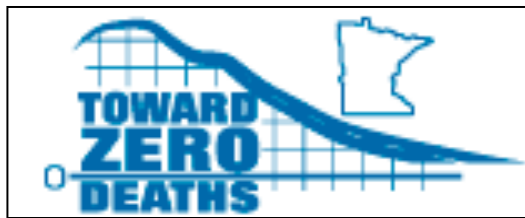


## Overview National TZD Effort

- Progress has been made in improving highway safety in the USA...
  - Lowest fatality levels in 50 years
  - Safety partnerships have been strengthened
  - Greater leadership focus on safety
- ...But we still face significant challenges
  - 33,808 fatalities in 2009
  - Legislative and other barriers to implementing proven strategies

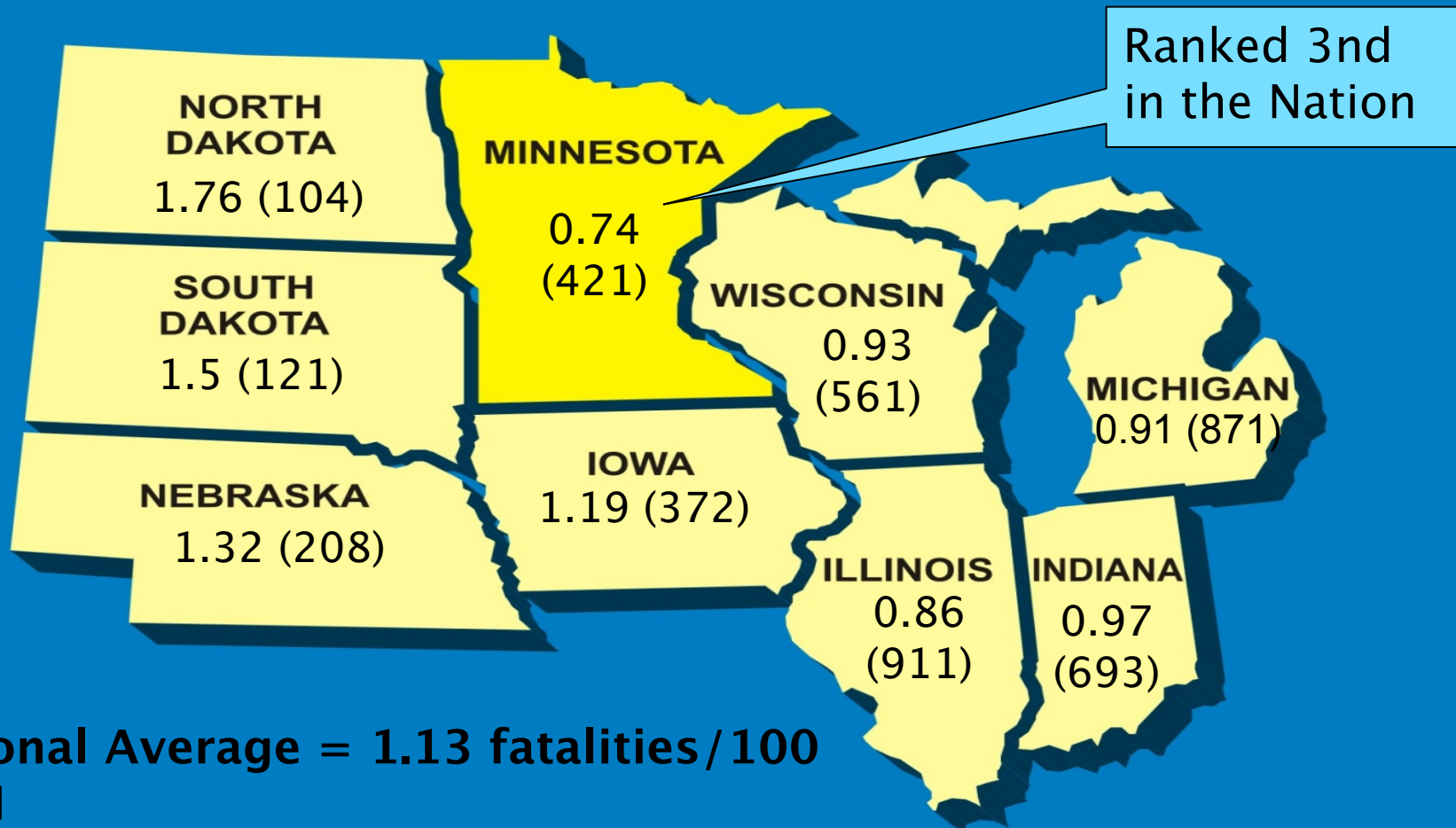


- Minnesota, along with Utah, Washington and West Virginia were earlier adopters





## Comparison of Fatality Rate per VMT of Surrounding States, 2009 (total fatalities)



# Reversing the trend

## Minnesota Roadway Fatalities, All State & Local Roads

Source: Mn/DOT, 3-10-2011

