



Northeastern Toward Zero Deaths Regional Action Steps

As developed on May 30, 2012 at the NE TZD workshop

Aitkin County

Promote Awareness:

- 4 “E” – Aitkin County, Aitkin PD, State Patrol, Hill City PD, MnDOT, county engineers, North Ambulance, Riverwood Hospital, Schools

Encourage Cooperation:

- Public Perception
- Agency Interaction

Identify Champion / Lead for Coalition:

- Identify a champion to lead the meetings, bring the group together, work on outcomes

Change “Status quo” attitude:

- Complacency

Carlton County

Education

- Parent Component to Driver’s Education (find incentives to get parents to attend)
- Child Restraint education to families
- Challenge: funding and time

Engineering:

- Rumble Stripes / Strips
- Challenge: Funding

Enforcement:

- FDL increased seatbelt use and child restraint use fines
- Challenge: Getting into all of the schools in the county

EMS

- Thumb bands with contracts – no texting
- Challenge: getting into all the high schools



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Lake County and Cook County

- Apply for TZD Grant and Hire Coordinator
- Workplace involvement
- Finish County Safety Plan
- Partner with other counties
- Sober Cab
- Parent Component to Driver's education
- Work on increasing seatbelt use

Itasca County

- Formalize coalition
- Apply for TZD coalition funding to work on behavior strategies
- Hire a Coordinator
- Focus on:
 - Parent component to driver's education
 - Workplace Policy
 - Alternative transportation / sober cab programs



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Pine County

Awareness:

- Schools (inattentive driving, speed, impaired driving, etc)
- Enforcement (saturations by schools and during waves)
- Driver's education (parent's involvement)
- Employer education (policies and cell phone in vehicles)

Cooperation with Agencies:

- MnDOT (more rumble strips)
- Better lighting or flashing lights
- Identifying problem roads and intersections

Bottom Line!

- Change people's perceptions
- EDUCATE!!!

St. Louis County

- Parent Component to Driver's Education
- Workplace Involvement
- Local business support (education, gas, banks)
- Social norms around alcohol
- Target young people (middle school) and their parents