



## Northwest Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

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

### Goal 1 – TZD Fatality and Serious Injury Goals

To continuously decrease traffic-related fatalities and serious injuries in northwest Minnesota from the past **5-year averages** (2012-2016\*) of 24 fatalities and 50 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 2017, the seat belt compliance rate in northwestern Minnesota was **79%**. **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 (2012-2016\*) in NW Region - Baseline Data

*Contributing Factors:*

		Alcohol	Speed	Distraction**	Total
Average annual number of:	<b>Fatalities</b>	10	4	3	24
	<b>Fatal Crashes</b>	9	3	3	22
	<b>Severe Injuries</b>	12	8	10	50
	<b>Severe Injury Crashes</b>	9	7	8	39

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

### Total Northwestern Region – Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	29	26	57	44
2012-2016*	120	111	248	196

*\*2016 data are preliminary.*

*\*\*Distraction data for 2016 are not available. The average for 2011-2015 has been provided.*



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

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

1. Establish the vision of northwest 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/county employee education/policies that facilitate the TZD vision

[Activities: Recruitment of city and county to attend TZD events, giving TZD presentations to boards/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, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)