



TOWARD ZERO DEATHS
Because your life counts

Toward Zero Deaths Program Update

Northwestern Minnesota

TZD Workshop

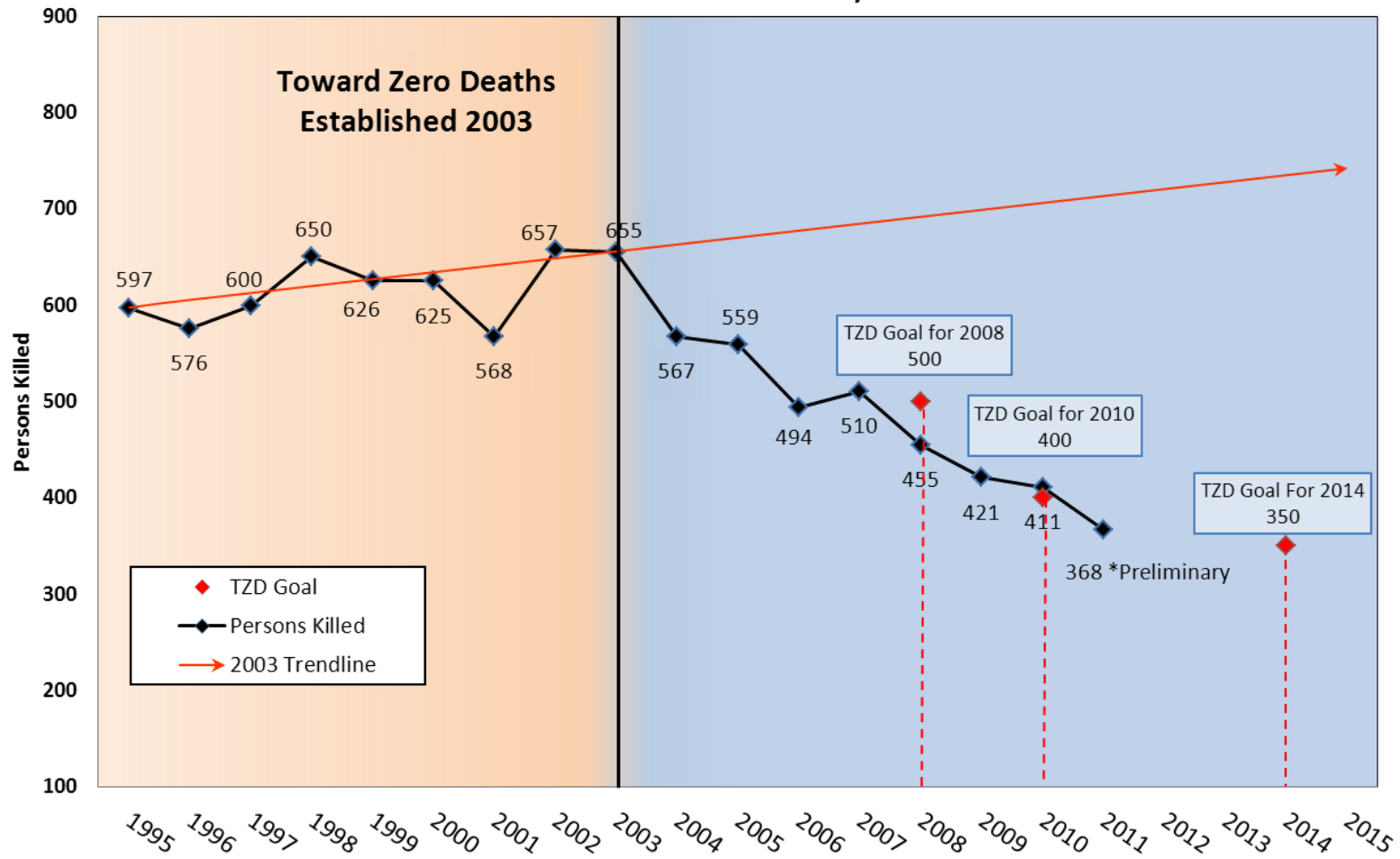
June 20, 2012



- Traffic Safety in Minnesota – 2012
- Ongoing Challenges
- National TZD Update



Minnesota Roadway Fatalities



Vision

To reduce fatalities and serious injuries on Minnesota's roads to zero



TZD Cornerstone



Four “E” approach:

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services

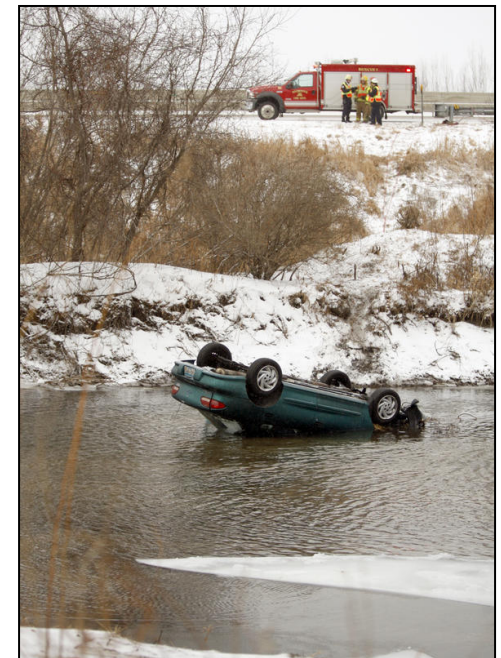
Requires strong partnerships with courts, media and legislature

Minnesota TZD Strategic Goals

Goal 1: Establish the vision of TZD as a priority for all state and local agencies and units of government

Goal 2: Create and strengthen traffic safety partnerships

Goal 3: Promote and implement effective traffic safety initiatives



Legislative Gains

2005

- § .08 Blood Alcohol Content (BAC)
- § Statewide Trauma System

2006

- § Cell Phone Ban for Provisional/
Novice Drivers

2008

- § Graduated Driver's License
- § No Electronic Communications
(text, e-mail, web access)



2009

- § Booster Seat
- § Primary Seat Belt

2010

- § DWI Administrative
Sanctions/Ignition
Interlock

2012 TZD Priority Strategies & Initiatives

- Actively promote agency-to-agency collaboration
- Convene TZD Executive Advisory Commission
- Encourage agencies to make TZD part of their culture and responsibility
- Implement comprehensive communications plan
- Engage local traffic safety advocates
- Engage court system as a traffic safety partner
- Continue to support and strengthen TZD regions
- Improve traffic safety records system across all disciplines

Challenges Remain

On an average day in Minnesota:

- 203 total crashes
- Estimated more than \$4 Million
- 3 serious injuries
- 1 death





Year-to-Date Traffic- Related Fatalities

As of June 18, 2012, there were **125** traffic-related deaths on Minnesota roads, compared to **131** deaths at this time last year.

Unbelted Fatalities

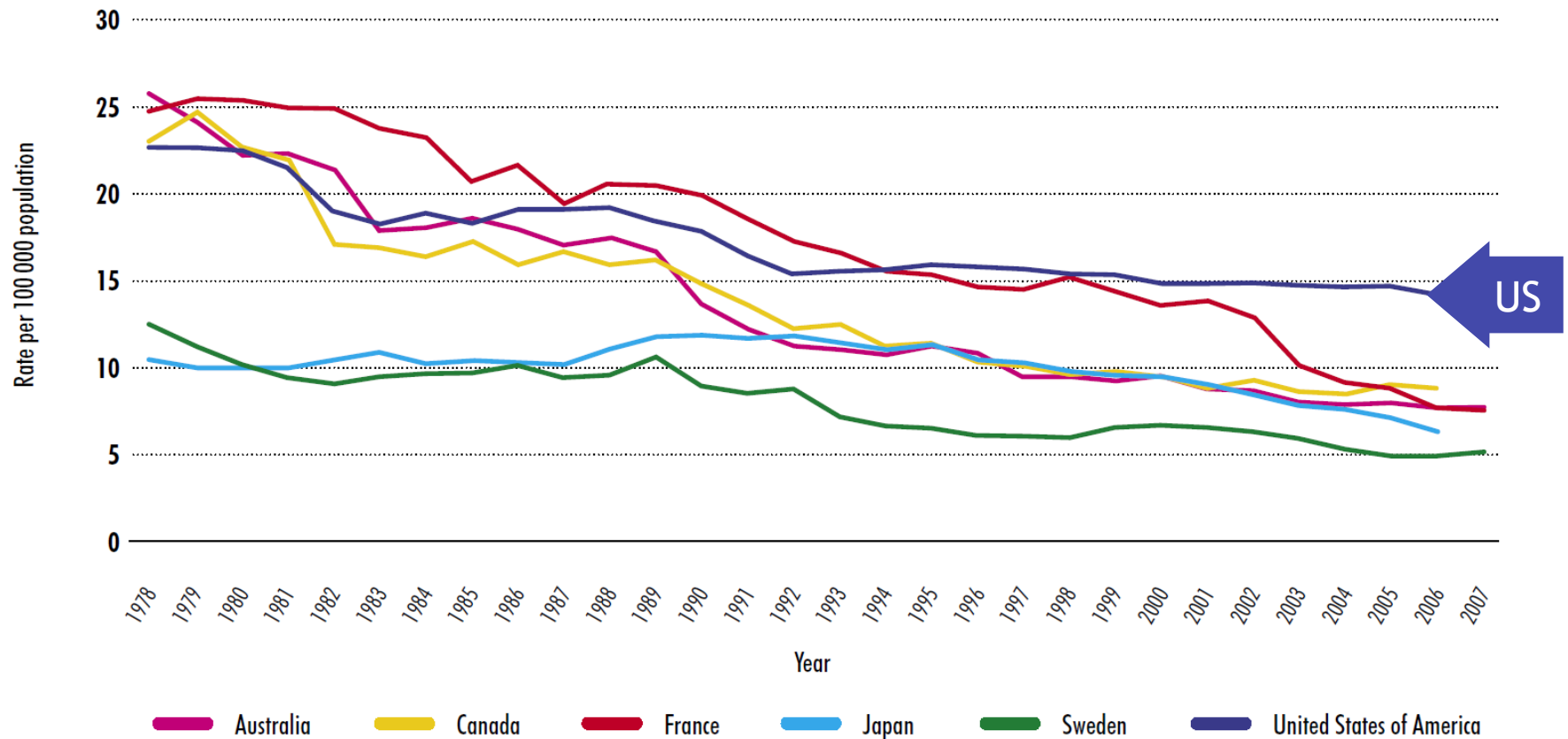
- 75 percent of unbelted traffic deaths occur on Greater Minnesota roads each year
- In January 2012, 13 of 18 motorists killed were unbelted
- Only 10% (3 out of 30) of back-seat passengers ages 13–24 killed during 2008–2010 were buckled
- U of MN study shows passage of MN's primary seat belt law resulted in 68 fewer deaths and 320 fewer severe injuries from 2009 to 2011

National Context for TZD

- In 2010, 32,885 traffic fatalities in the US
 - one death every 16 minutes
- Traffic fatalities are leading cause of death for people between the ages of 5–34 (Centers for Disease Control)
- 90% of fatalities are caused by driver behavior (National Safety Council)
- Fatal crashes cost Americans \$41 billion in medical and loss-of-work costs

United States lags behind our peers

High-income countries: Fatality rate per 100,000 population



Source: Global Status Report on Road Safety: Time for Action, WHO, 2009



National TZD Steering Committee

- American Association of Motor Vehicle Administrators
- American Association of State Highway and Transportation Officials
- Commercial Vehicle Safety Alliance
- Governors Highway Safety Association
- International Association of Chiefs of Police
- National Association of County Engineers
- National Association of State Emergency Medical Service Officials
- U.S. DOT Ex-Officio Members: Federal Highway Administration, Federal Motor Carrier Safety Administration, National Highway Traffic Safety Administration



Framework for National Strategy on Highway Safety

- National Cooperative Highway Research Program (NCHRP) Project 17-51
- Establish TZD as the nation's traffic safety vision
 - sustain or accelerate current reductions in severe injuries and fatalities on all public roadways in the U.S. during next 25 years
- Requires a multidisciplinary, multi-institutional approach
 - efforts should be integrated and collaborative



Framework continued

- Create a culture where traffic safety is viewed as a public health issue
- A tool that stakeholders can use to formulate their highway safety plans at the national, state or local level
- Development of a strategic communications and marketing plan



Toward Zero Deaths

National Strategy on Highway Safety



Visit the
Minnesota TZD
Website at:
www.minnesotatzd.org

