

Minnesota's Traffic Safety Culture

*Kristine
Hernandez,
Minnesota
Toward
Zero Deaths
Program
Coordinator*





TOWARD ZERO DEATHS
Because your life counts

Exploring Minnesota's Traffic Safety Culture

Kristine Hernandez
Minnesota Toward Zero Deaths Program Coordinator

May 1, 2015

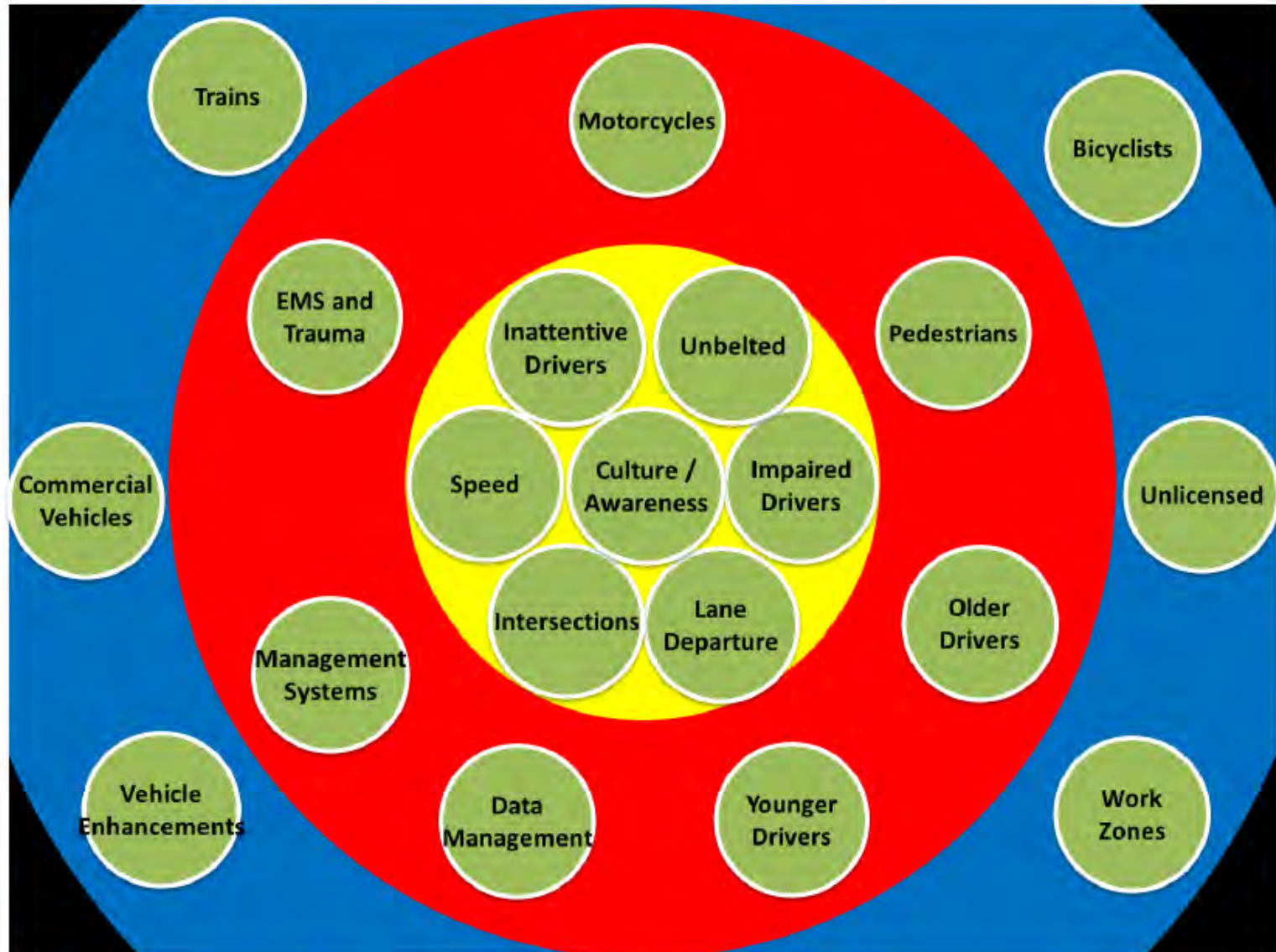
What is *Traffic Safety Culture*?

Shared:

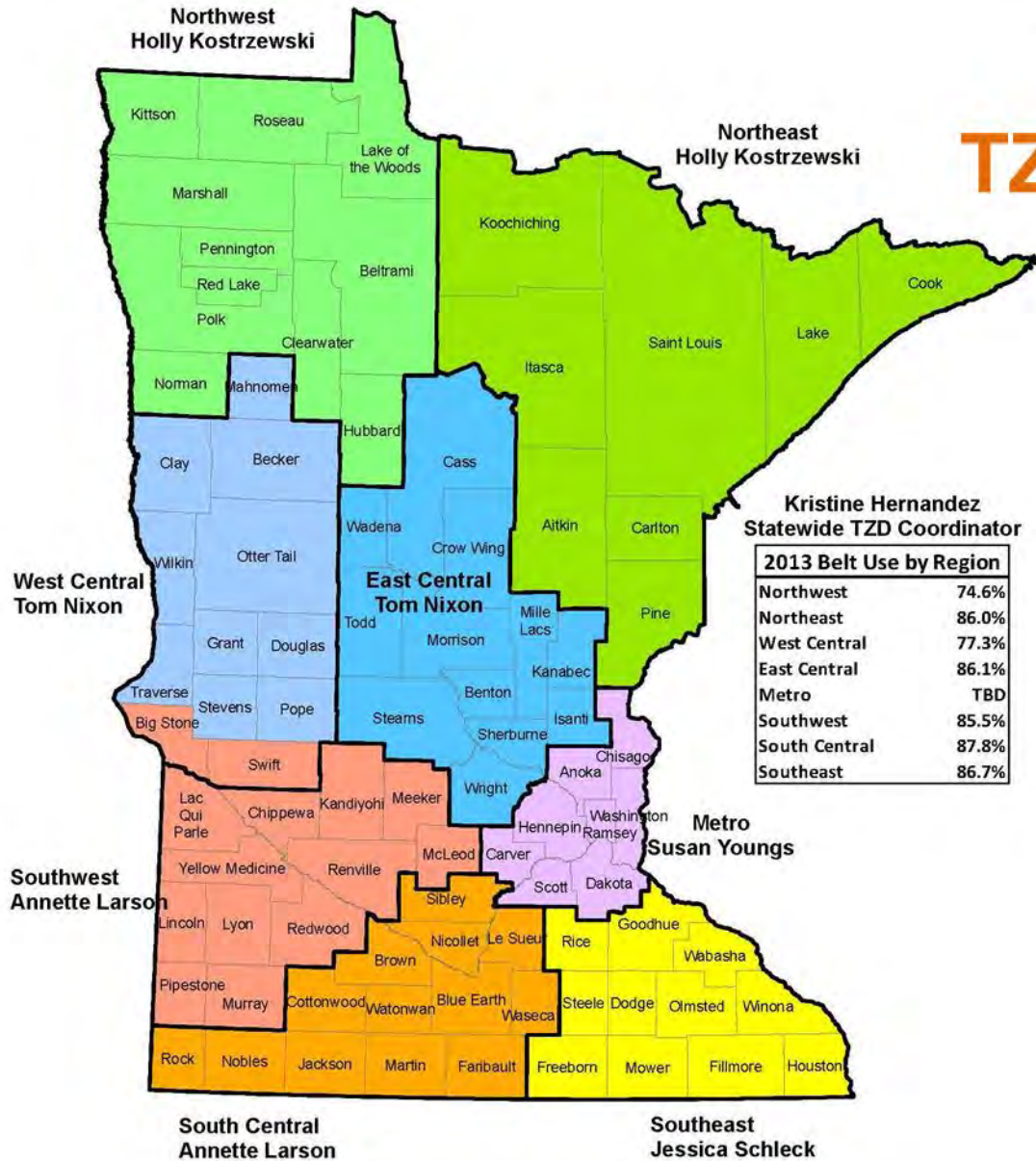
- Values
- Beliefs
- Norms
- Attitudes

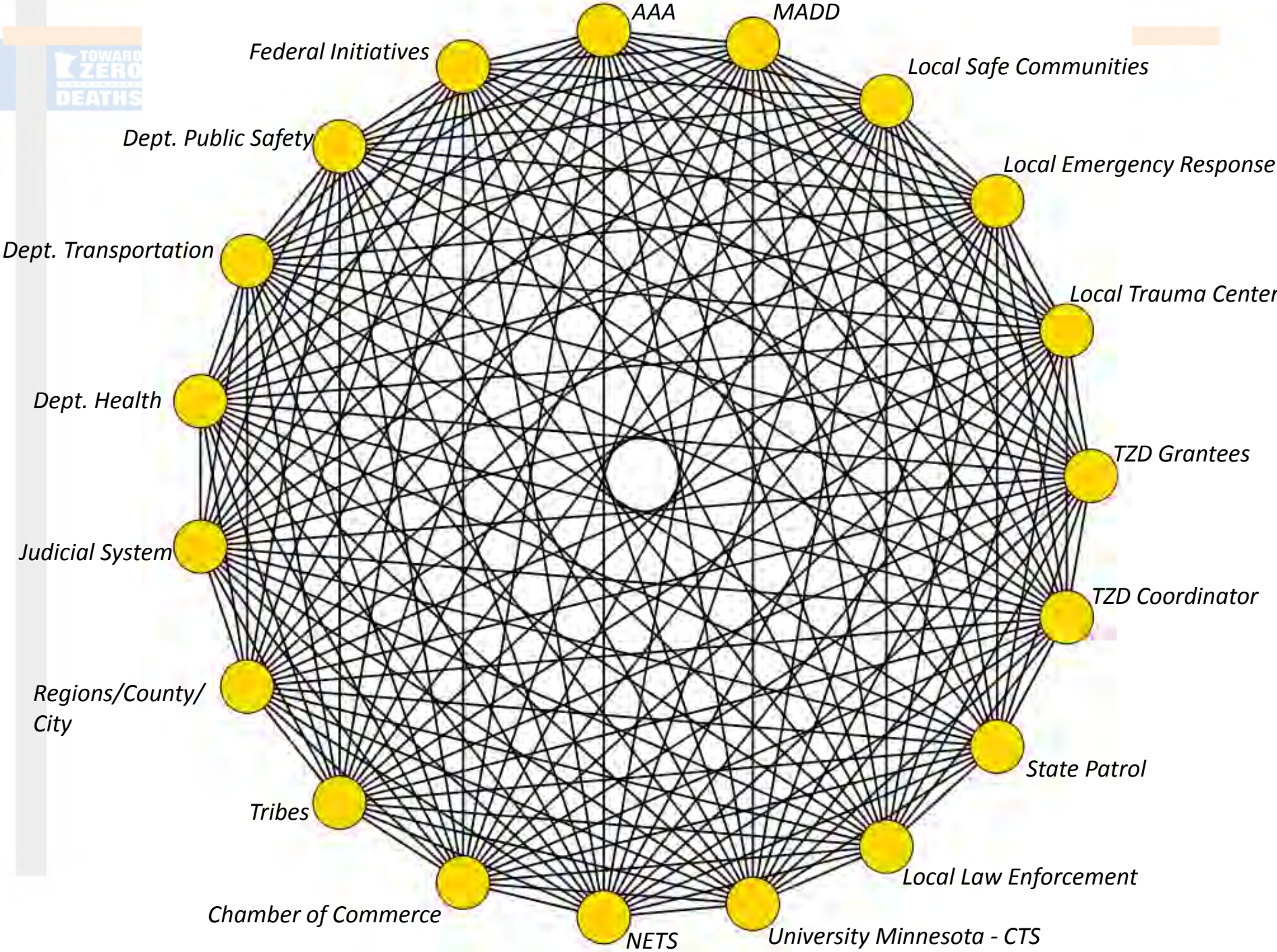


Emphasis Area Priorities



TZD Regions





2015 TZD Regional Workshops



May 1:

Southwest – Morton

May 7:

Southeast – Rochester

May 12:

West Central – Fergus Falls

May 13:

Northwest – Bemidji

May 27:

Northeast – Duluth

May 29:

South Central – Fairmont

June 2:

East Central – Baxter

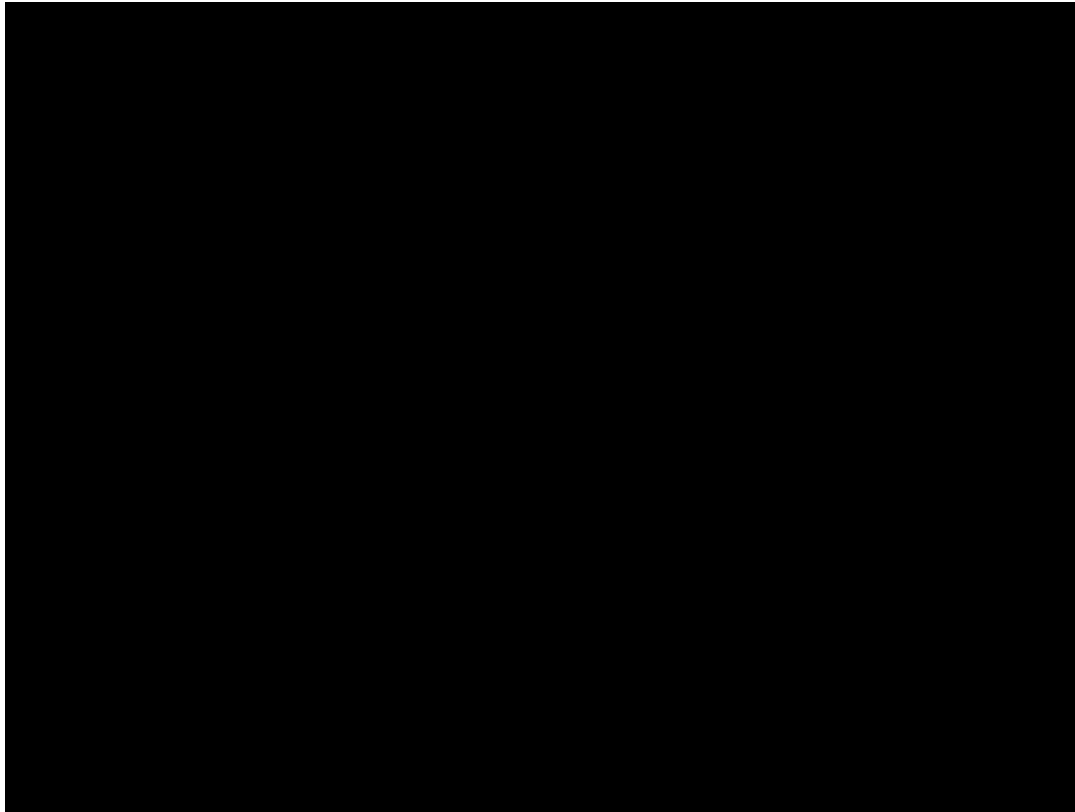
June 5:

Metro – Oakdale

MnDOT Work zone Safety Campaign 2014



Speak Up: Texting + Driving = Illegal





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

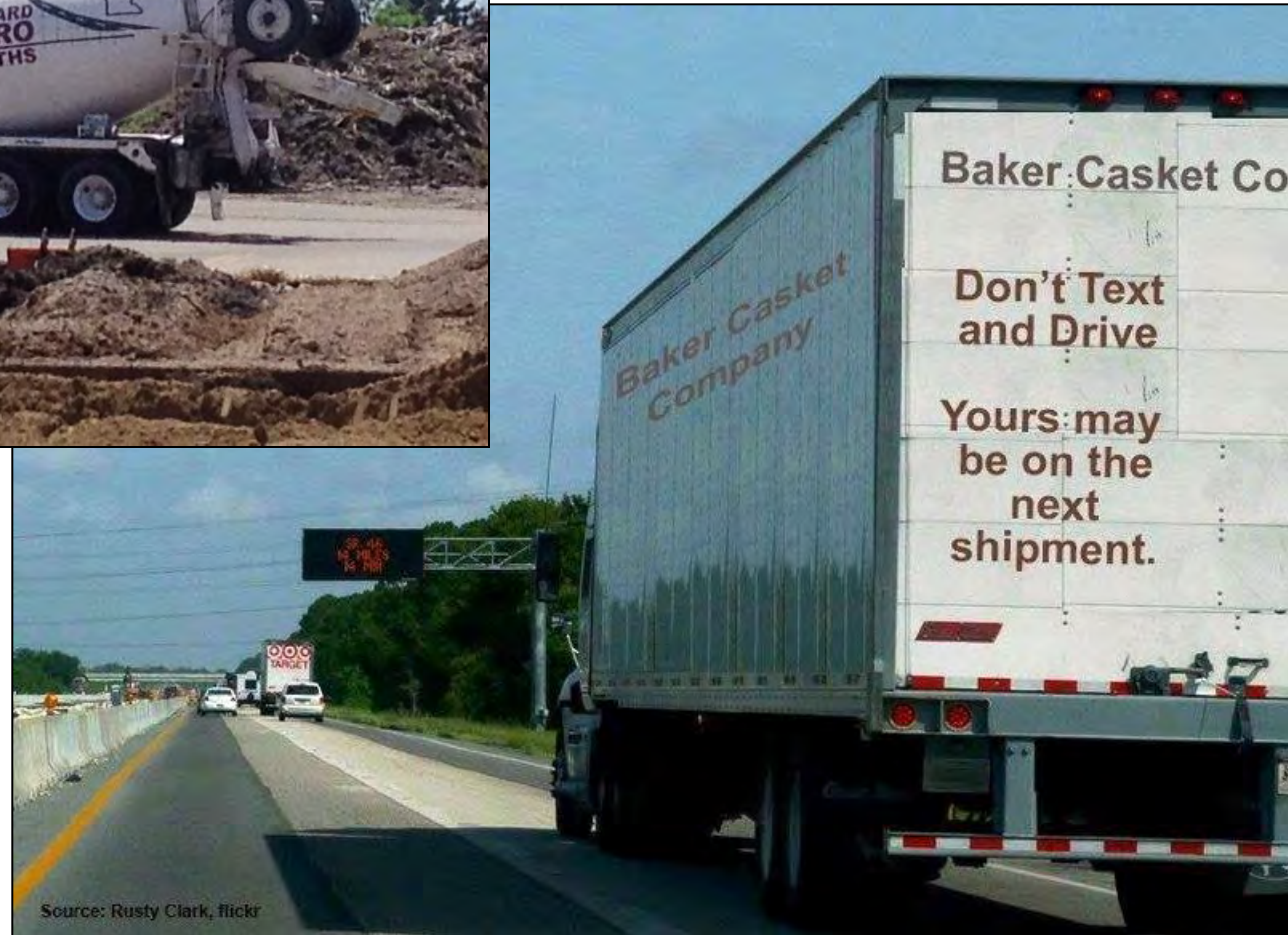
2014

- Parent Component for
driver education

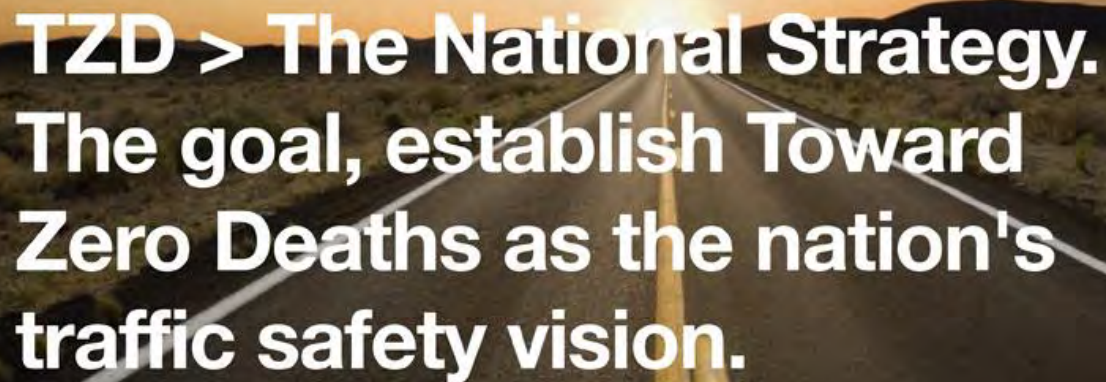
TZD Program Growth

	2003	2014
Seatbelt Use	82%	95%
Cable Median Barrier	0 miles	450 miles
% Treated @ Designated Trauma Hospital	67%	99%
TZD Safe Road Coalitions (funded & unfunded)	< 10	52
TZD Enforcement Grant Agencies	104 (41 grants)	283 (55 grants)
County Safety Plans and District Safety Plans	0	95
Ignition Interlock Participants	0	8,633
TZD Regions with MnDOT & MPS Leadership	0	8
Participants in Annual TZD Conference	110	961
DWI Courts	0	16

Traffic Safety Culture



www.towardzerodeaths.org



**TZD > The National Strategy.
The goal, establish Toward
Zero Deaths as the nation's
traffic safety vision.**

BUCKLE UP MONTANA

a safety movement from
the Montana Department of Transportation



OUR PARTNERS

Messages are specific to the target audience

Who is the target audience? What do they value.



{BUCKLE UP BOYS}

Levi, Billy and Rusty Hendrickson of Arlee
Rodeo champions - Seat belt users

—◆—
“We count on the buckle.
So should you.”
—◆—

BUCKLE UP IN YOUR TRUCK.

Pickup trucks are twice as likely to roll over
as a car. A seat belt increases your chances
of survival in a rollover by up to 80%.

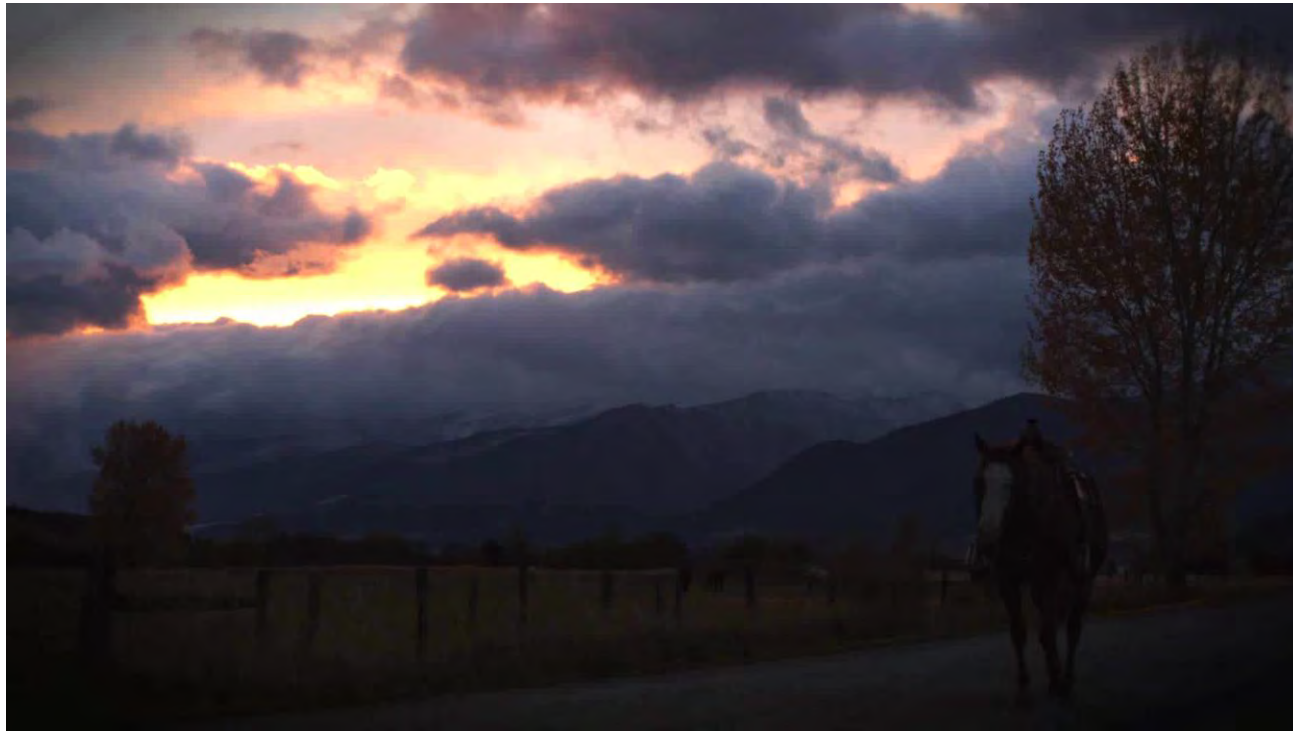
TOWARD
ZERO
DEATHS

BUCKLE UP MONTANA

*a safety movement from
the Montana Department of Transportation*



OUR PARTNERS



This New Zealand Road Safety Ad Features Older, Unsung Heroes

Subtly-Scripted Ad Focuses on the Witnesses, Not the Drunk Drivers



medialooks



Looking Forward

Toward Zero Deaths Goal

2020 Targets

- Less than **300 fatalities**
- Less than **850 serious injuries**



Goal: Zero Deaths

How do we get there?

*Answer: Reduce deaths by **one per month** each month for the next 5 years
(60 less in 60 months....Is that attainable?)*