



Toward Zero Deaths in Minnesota

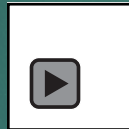
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Toward Zero Deaths (SOUTH CENTRAL MINNESOTA)

2

- ▶ Racial and Ethnic Minorities are disproportionately killed in traffic crash compared with Non-Latino Caucasian population (N.H.T.S.A. National Center for Statistic and Analysis)



Why?

- ▶ What are some factors that lead us to believe Latinos are more prone to die in traffic Crash?
- ▶ Two factors
 1. **Natural Factors:** ~~May not do anything about~~
 2. **Artificial Factors:** Human Factors (Does the system function properly?
Are there artificial barriers that contribute to artificial factors?)



What are Artificial Factors?

I. Communication does not flow well among the human factors such as:

- ▶ Education and Awareness.

II. Driver Inexperience's (Why?)

- ▶ Not only Latinos

III. Legal Barriers

Some members of the Latino community cannot obtain a driver license.
Why?

What is an effective way to educate and reach this population?

Educate everyone

Community Organization

Bring Latino Culture Experts into meetings

Know your community

Create a trusting and working relationship by cultivating a positive learning environment for everyone (people, elected officials, organizations, etc.).

Strategy: Hold community meetings that engage people to have input into local activities;

- ▶ Provide community workshops and/or a citizens academy,
- ▶ Handout driver license manual in various languages describing the process



Possible Effective Ways of Addressing the issues

- ▶ Educate all stake holders
- ▶ Advocate for equal rights
 1. Bring Latino Culture Experts into meetings
- ▶ Ask your National Latino Partner Organizations to draw on its community connections.
- ▶ Contact state or local affiliates, chapters, or agencies and ask them to identify local organizations that work with the community members you are trying to reach.
- ▶ Provide notices, newsletters, and other opportunities in different languages for minority groups to reach-out to local agencies for assistance and to solicit interested local partners.
- ▶ Work with health organizations and communication partners or marketing firms to reach out and solicit feedback from community groups.

Possible solutions

- ▶ Get the word out
- ▶ Make connections (local and regional)
- ▶ Build rapport with the ones you serve
- ▶ Take time to talk with the people (LAWE, Attorneys, etc.)
- ▶ Work with the people
- ▶ Communication is the key to solve any issue/concern
- ▶ Provide leadership and trust
- ▶ Respect others as you want to be respected
- ▶ Advocate law Minnesota's law maker to issue Driver lincses to those who cannot obtain.
 - ▶ **It is earned, not given**

Summation

- ▶ <http://vehicle-fatalities.findthedata.com/compare/24-48/Minnesota-vs-Washington>
- ▶ What are your questions?