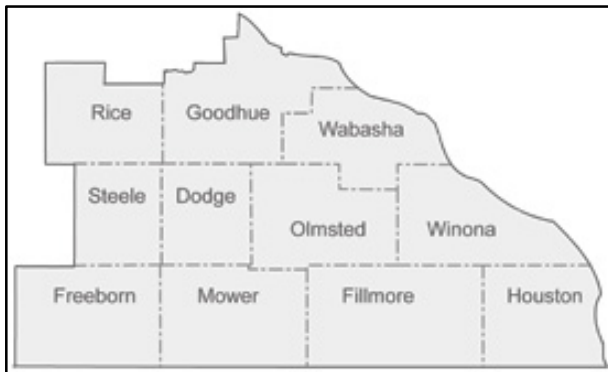


Mission

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements
- ❖ Engage partners
- ❖ Evidence-based approaches

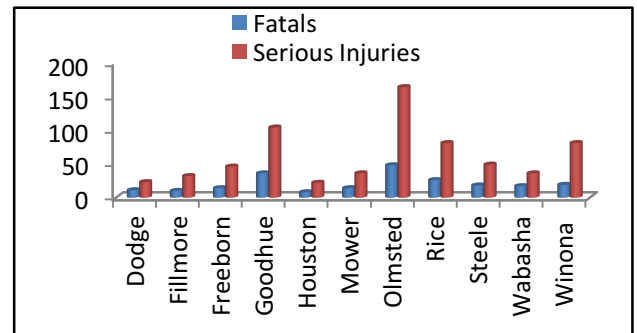


The Southeast Minnesota Toward Zero Deaths program began in 2005. The counties involved include: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona.

The leading cause of traffic-related deaths and severe injuries in southeast Minnesota include:

- ❖ **Lack of Seatbelt Use**
- ❖ **Speed and Aggressive Driving**
- ❖ **Alcohol**

Southeast Minnesota Fatalities and Serious Injuries
by County (2012-2016*)



The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-related**

The Southeast Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS/Emergency Medical & Trauma Services

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