



TOWARD ZERO DEATHS
Because your life counts

Toward Zero Deaths Program Update

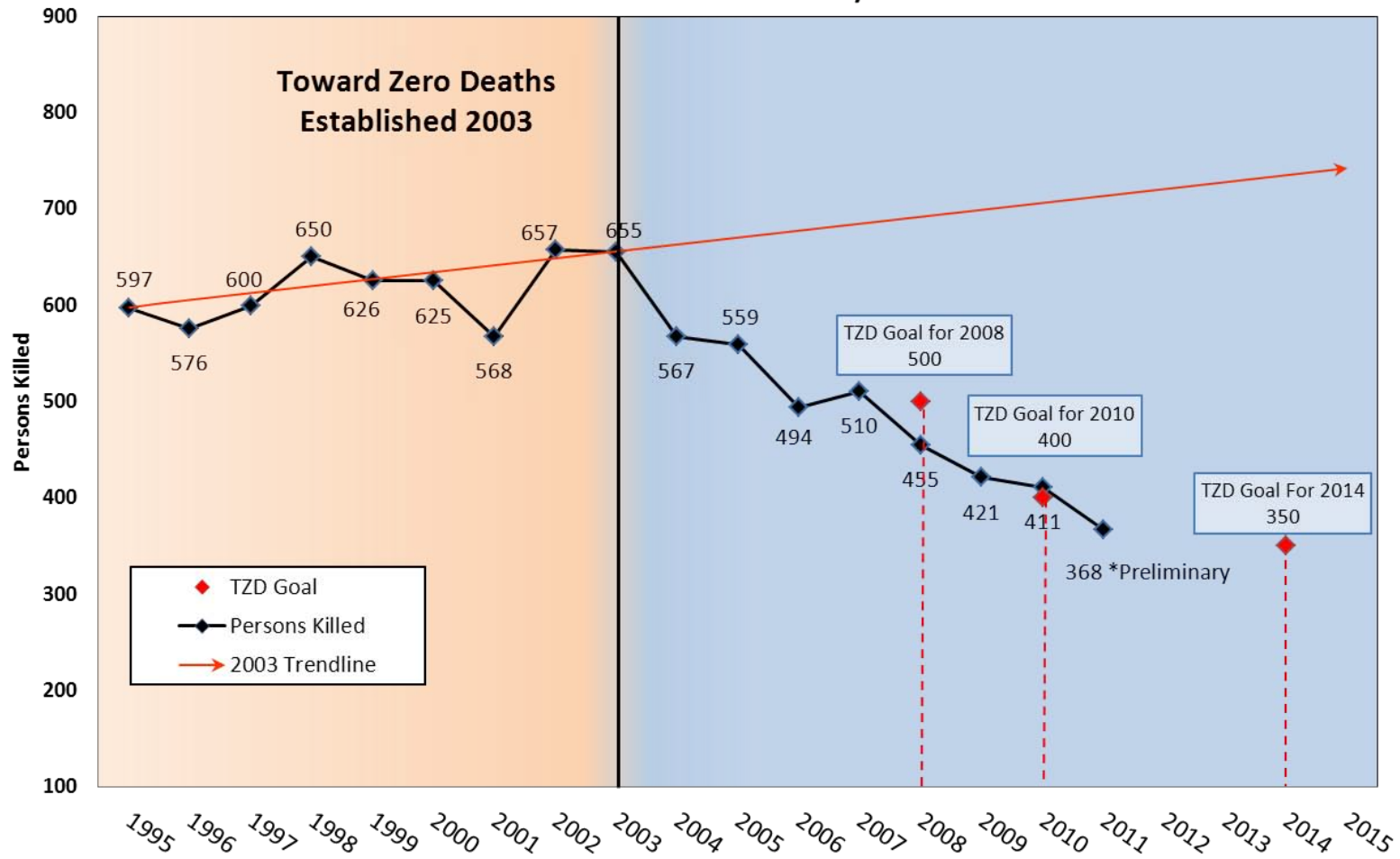
**Southeastern Minnesota
TZD Workshop
May 17, 2012**



- § Traffic Safety Today in Minnesota
- § Areas of Focus for 2012
- § Ongoing Traffic Safety 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

Must also acknowledge strong partnerships with courts, media and legislature.

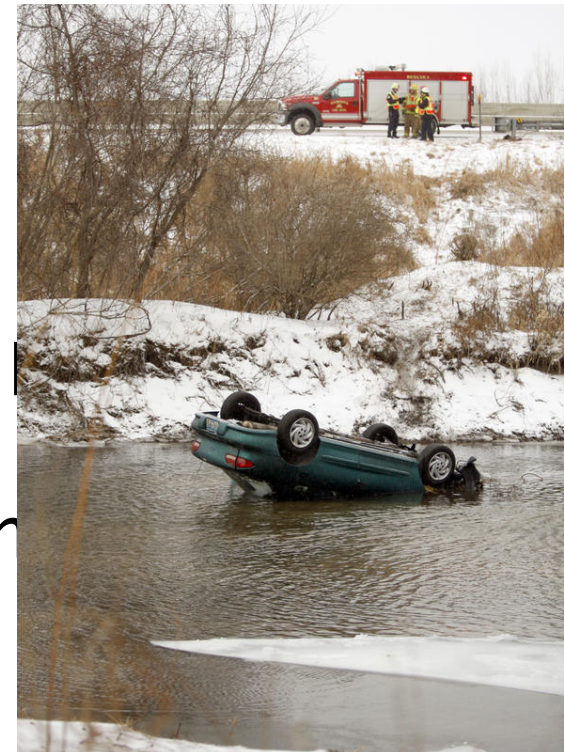
Minnesota TZD Strategic Goals

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

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 May 16, 2012, there were 96 traffic-related deaths on Minnesota roads, compared to 89 deaths at this time last year.

Unbelted Fatalities

- § Annually, 75 percent of unbelted traffic deaths occur on Greater Minnesota roads
- § 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
- § University of Minnesota study shows passage of Minnesota'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, NHTSA reports 32,885 traffic fatalities in the United States

§ one death approximately every 16 minutes

§ Traffic fatalities are leading cause of death for people between the ages of 5–34 (Center for Disease Control)

§ 90% of fatalities are caused by driver behavior (National Safety Council)

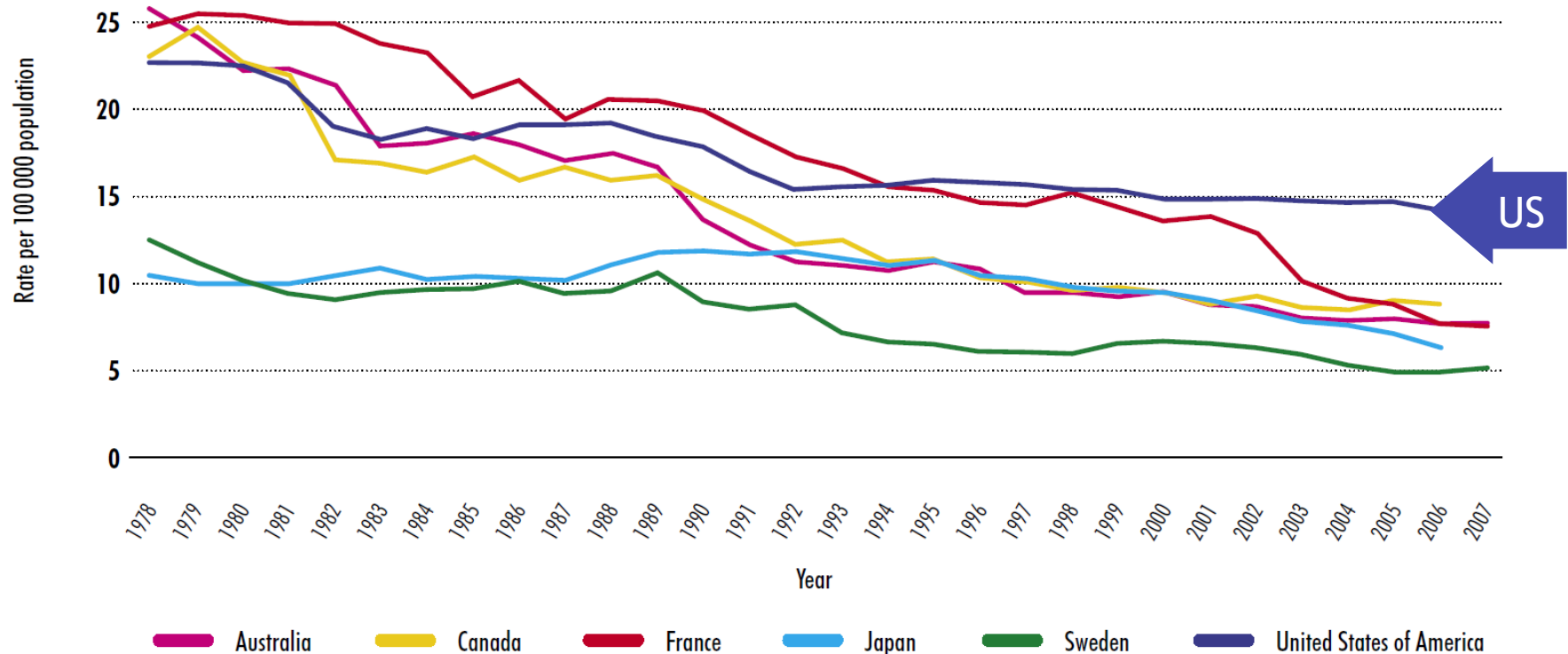
§ Fatal crashes cost Americans \$41

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

