

TOWARD ZERO DEATHS

TZD Safe Roads Coalition Updates

- Dodge – Jessica Schleck
- Fillmore – Brenda Pohlman
- Goodhue – Jessica Seide
- Houston – Heather Myhre
- Mower – Travis Shephard
- Rice – Kathy Cooper
- Steele – Karen Fountaine
- Wabasha – Tisha Bergner
- Winona – Jeff Peterson


TOWARD ZERO DEATHS
Because your life counts

Dodge County TZD Safe Roads

Jessica Schleck


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Triton Seat Belt Stenciling




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K-M students pledging to never text and drive




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DWI obstacle course



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Fillmore and Houston County TZD Safe Roads

Brenda Pohlman
Heather Myhre

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County Road 8 Chevron Installation
(2015)

TOWARD ZERO DEATHS




HWY 26 Rumble Installation
(2015-2016)

TOWARD ZERO DEATHS

Partnered with Caledonia Girls Court Club to include traffic safety messages on popcorn bags that were sold at basketball games.
(February 2016)




TOWARD ZERO DEATHS




Saved By the Belt
(May 2015)

TOWARD ZERO DEATHS


Matt Logan addressed Caledonia, Fillmore-Central, Kingsland, and La Crescent-Hokah High School students and community members on the dangers of texting and driving.
(March to April 2015)



TOWARD ZERO DEATHS



Chatfield High School Mock Crash addressing distracted driving, bicycle safety, and occupant restraint use.
(April 2016)



TOWARD ZERO DEATHS




Point of Impact Parent Education Program
(March 2016)

TOWARD ZERO DEATHS



Alcohol Server Awareness Training
Spring of 2016
Officer Michael Ernster, #303
La Crescent Police Department

Alcohol Server Training
(April 2016)

TOWARD ZERO DEATHS




Impaired driving event in partnership with Houston County Sheriff's Department at the Houston County Fair.
(August 2015)

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**Goodhue County
TZD Safe Roads**

Jessica Seide

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Community Awareness

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Schools

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Enforcement Waves

TOWARD ZERO DEATHS

Saved by the Belt

Seventeen-year-old Kianna Stewart of Red Wing believes she would not be alive today following an August crash had she decided not to buckle up.

"This wouldn't have ended the way it did. I don't think I would've had a chance to survive," the teen said.

More and more Minnesotans are choosing to put safety first and buckling up. Stewart talks about why she wears her seat belt in this video.

[Saved By the Belt: A Teen's Survival Story](#)

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Because your life counts

Mower County TZD Safe Roads

Travis Shepherd

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Because your life counts

Rice County TZD Safe Roads

Kathy Cooper

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Rice County Mock Crash

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HORSING AROUND?
 Call for a sober ride. 607-645-4447
ONLY \$6 SMART RIDE
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ONLY \$6 SMART RIDE
 Call for a sober ride. 607-645-4447
ONLY \$6 SMART RIDE

Life is Good
 Buckle Up & Enjoy it

TOWARD ZERO DEATHS

Keep your holidays Merry & Bright. Be nice. Be happy. Call for a sober ride.

Call for a sober ride. 607-645-4447

ONLY \$6 SMART RIDE

ONLY \$6 SMART RIDE

Call First Choice Shuttle 607-645-4447

TOWARD ZERO DEATHS

PROM

Prom is about spending time with friends and creating lasting memories. For parents, it is also about keeping teens safe and healthy.

Safe travel is essential

- Encourage your teen to wear a seat belt. Car seats are the leading cause of death for Minnesota teens.
- Never get into a car with a driver who has been drinking or using drugs. They may lose their ability to drive safely.
- Limit the number of passengers in motor vehicles for the driver.

PROM 2016

Encourage healthy behaviors

- There are a lot of reasons for not drinking or using drugs in their parent's driveway. Start a sober message. All you need is to drink or use drugs.
- Make sure alcohol or drugs are not available at the other events your teen will be attending.
- Talk with other parents. Make sure you are on the same page.
- Encourage your teen to attend the school-sponsored sober Prom Party.
- Limit their alcohol consumption. It might be tempting to have a little underage drinking. Do not get in the way of underage drinking. Underage drinking can be harmful.

TOWARD ZERO DEATHS

BOOZE, BUZZED, BUSTED: PLAN FOR A SOBER RIDE

THIS MESSAGE IS BROUGHT TO YOU BY THE RICE COUNTY MOO SQUAD
 Rice County Sheriff's Office, Minnesota State Patrol, and Faribault, Northfield, Douglas, Lambdale, and Monticello Police Departments.

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**Steele County
 TZD Safe Roads**

Karen Fountaine

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It Can Wait Challenge

Don't text and drive... it can wait
 www.itcanwait.com

KEEP DRIVING. IT CAN WAIT


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Distracted Driving



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Point of Impact



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Wabasha County TZD Safe Roads

Tisha Bergner


TOWARD ZERO DEATHS

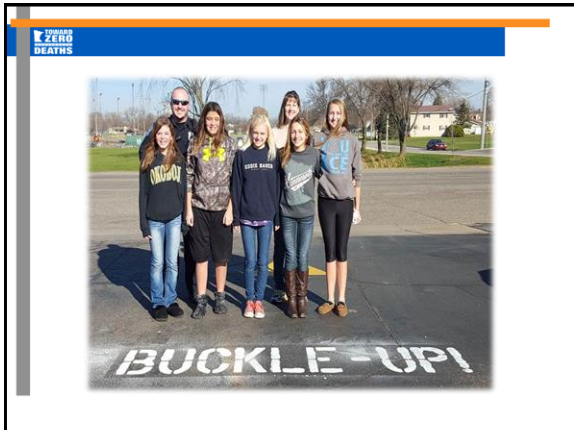


TOWARD ZERO DEATHS



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Winona County TZD Safe Roads

Jeff Peterson

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Support & Promote Parent Education Classes Through Drivers Training Programs

POINT OF IMPACT

Teen Driver Safety
Parent Awareness Program

TOWARD ZERO DEATHS

Recognize Outstanding DWI Enforcement Efforts

 Three men in law enforcement uniforms are standing indoors. The man on the left is holding a certificate. The man in the middle is holding a guitar. The man on the right is also holding a certificate. They are all smiling.

LEL Scott McConkey, Deputy Chad Myers, & Sheriff Ron Ganrude
Recognizing Deputy Myers for two "multi-DWI" stops in a single shift

TOWARD ZERO DEATHS

Engaging with EMS agencies

 Four ambulances are shown in a grid. Top left: "De Courten Ambulance". Top right: "AMBULANCE" with red and white chevron stripes. Bottom left: "LEWISTON VOL. FIRE DEPT. LEWISTON AMBULANCE". Bottom right: "ALTURA AMBULANCE".

TOWARD ZERO DEATHS

Goal: Zero Deaths

 A large white semi-truck is stuck in a snowy field. A person is standing next to the truck, looking at it. The scene is overcast and snowy.