

MINNESOTA  
TOWARD **ZERO** DEATHS

# Fillmore County TZD

Brenda Leigh Pohlman, BS, MPH, CPST  
Health Educator and TZD Coordinator

# Mock Crash and Victim Impact Partners and Roles





# Mock Crash and Victim Impact Partners and Roles



# Mock Crash and Victim Impact Successes



Collaboration, Caring,  
Consequences, and Compassion

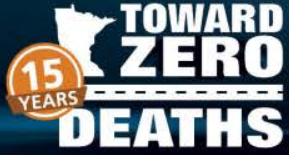
# Fillmore County TZD Coalition

Brenda Leigh Pohlman, BS, MPH, CPST  
Health Educator and TZD Coordinator

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# Goodhue County Toward Zero Deaths

Jessica Seide

## Pedal Cart Events!

# Goodhue County Team

- Cannon Falls Police Department
- Goodhue County Sheriff's Office
- Goodhue County Health and Human Services
- Goodhue County Public Works
- Goodhue Police Department
- Kenyon Police Department
- Red Wing Police Department
- Zumbrota Police Department

# It Takes a Village!





# Success!!!

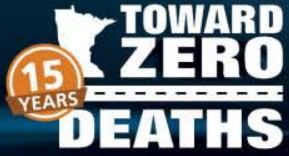
- Create Awareness.
- Build Relationships.
- We are FUN!
- Great conversation starter.
- Get to know our communities even more.

# Contact Information:

Jessica Seide

[Jessica.seide@co.Goodhue.mn.us](mailto:Jessica.seide@co.Goodhue.mn.us)

651-385-6174



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# Distracted Driving Education and Awareness

Abby Tricker, Olmsted County



# Partner Agencies

- Mayo Clinic – Kim Lombard, Injury Prevention Coordinator
- Public Health School Nurses
- Olmsted County Sheriff's Office
- Rochester Police Department
- Local Public and Charter Schools
- Other Youth Serving Organizations

# 4-E Roles

## Education

- Public Health School Nurses, Local Public and Charter School Staff provides connection to setup presentations/events and support
- TZD Coordinator provides education

## Enforcement

- School Liaison Officers provides connection to schools to set up presentations and events
- Support event by being present

## Emergency Medical and Trauma Services

- Mayo Clinic provides distracted driving simulator and also provides education through presentations and events in coordination with the TZD Coordinator

## Engineering

- Do not partner with engineers for this strategy

# Success!

## Mayo Clinic and Local Partners

- In 2017, Mayo Clinic conducted 17 presentations/events in SE Minnesota
- The simulator was loaned out 26 times to traffic safety partners in Drivers Education, Public Health and TZD
- Together, a total of 2,238 teens and adults received education around safe driving through the presentation and the distracted driving simulator

## 2018 TZD Efforts

- In 2018, we conducted 7 presentations in Olmsted County
- Together, a total of 309 teens and adults received education around safe driving through a presentation and the distracted driving simulator

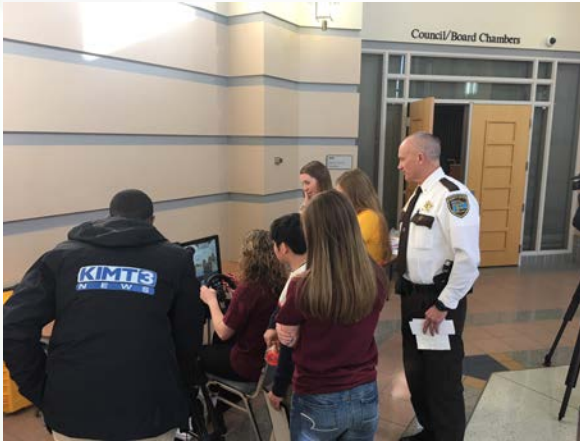


# Abby Tricker

Contact information to  
learn more:

507-328-7444

[tricker.abby@co.olmsted.mn.us](mailto:tricker.abby@co.olmsted.mn.us)



**COLLABORATION!**



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# Rice County Toward Zero Deaths

Kathy Cooper

# Rice County Joyride



Contracted with HiawathaLand Bus



## Sponsors:

- Buckle Up 4 Meghan
- College City Beverage
- Deb Purfeerst of Public Health
- Northfield Hospital & Ambulance
- Northfield Police

# Defeat of Jesse James Days



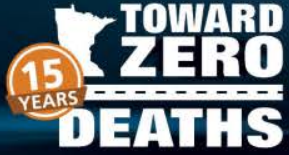
Free rides home in Northfield  
10 p.m. -2 a.m.

# Contact Information:

Kathy Cooper

[kathy.cooper0215@gmail.com](mailto:kathy.cooper0215@gmail.com)

507-319-3245



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# Winona County Toward Zero Deaths

Bridget Klinger,  
Winona Police Department





**Winona Police Department** shared an event.



April 16 at 6:09am · 🌐

A reminder that this class is TODAY at 1pm and 5pm at the Lewiston Community Center. There are plenty of seats left, so if you have not RSVP'd please just come to the class. Each class is about an hour long.



**APR**  
**16**

**Alcohol Retailer Training/Responsible...**  
Mon 1 PM - Lewiston Community Center, 75 Rice...

★ Interested

👍 Like

💬 Comment

# Alcohol Retailer Training

**WHO: Owners/Mgrs - Bouncers - Bartenders - Wait staff**

**WHAT:** Customer IDs                      Criminal & Civil Penalties  
Youth Access                              Alcohol compliance checks  
Potential violations                      Over-serving problems  
MN D.L.'s                                      ....and much more

**WHEN: MONDAY, AUGUST 13TH 1 PM & 5PM**

**WHERE: WINONA CITY HALL, COUNCIL CHAMBERS  
207 LAFAYETTE ST, WINONA, MN 55987**

**\*YOU ONLY NEED TO ATTEND 1 CLASS\***

- \*This training is Free for participants of Best Practices**
- \*Certificates of attendance will be given**
- \*Attendance records will be recorded**

**Participants in Winona's Best Practices Program agree to have a  
Minimum of 75% of employees trained in Alcohol Retailer Training**

**Please RSVP to Officer Bridget Klinger at (507) 457-6249  
Or email at [bridgetklinger@co.winona.mn.us](mailto:bridgetklinger@co.winona.mn.us)**

# Contact Information:

Bridget Klinger

Community Liaison Officer

Winona Police Department

[BridgetKlinger@Co.Winona.MN.US](mailto:BridgetKlinger@Co.Winona.MN.US)

507-457-6249