

## 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 and
- ❖ Evidence-based approaches

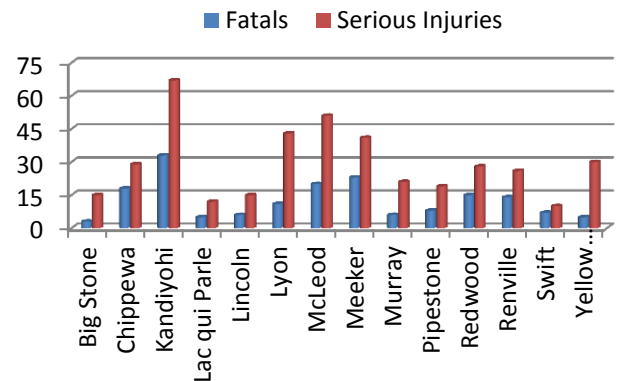


The Southwest Minnesota Toward Zero Deaths (TZD) program began in 2007. The counties involved include: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Pipestone, Redwood, Renville, Swift and Yellow Medicine.

The leading cause of deaths and severe injuries in southwest Minnesota include:

- ❖ **Lack of Seatbelt Use**  
2015 Southwest Minnesota regional seat belt usage survey results: **85.9** percent (up 3.6 percent from the 2014 rate)
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

**Southwest Minnesota Fatals and Serious Injuries**  
by County (2010-2014)



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

- ❖ **Run-off-Road**
- ❖ **Intersection-Related**

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

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services

## Southwest Minnesota TZD Leadership Contacts

### Engineering

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