



Southwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

To move southwest Minnesota toward zero deaths on our roads, using education, enforcement, engineering and emergency medical and trauma services.

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in southwest Minnesota from the past **5-year average** (2012-2016*) of 35 fatalities and 76 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

- A. To continuously increase regional seatbelt use rates.

The statewide average **was 93 percent in 2016**. The preliminary regional seat belt rate **is 82.8 percent in April 2016**. This rate is down 3.1 percent from the 2015 rate of 85.9 percent. This was a significant change in seat belt rate usage.

- B. To examine the characteristics of the unbelted fatalities and serious injuries.

Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

5-year average (2012-2016*) in Southwest Region

Contributing Factors:

	Alcohol	Speed	Distraction**	Total
Fatalities	9	5	5	35
Fatal Crashes	8	5	5	31
Severe Injuries	17	16	15	76
Severe Injury Crashes	14	13	12	57

Average Annual number of:

Note: a crash may have more than one of the above listed or additional contributing factors

**2016 data are preliminary.*

***Distraction data for 2016 are not available. The average for 2011-2015 has been provided.*



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Total Southwest Region (2016*)

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2016* Total	24	22	90	67
2012-2016* Total	176	157	381	286

**2016 data are preliminary.*

***Distraction data for 2016 are not available. The average for 2011-2015 has been provided.*

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southwest Minnesota for both the general public and traffic safety professionals.

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region
 - A. Engage stakeholders
 - B. Develop networking relationships
 - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - B. Provide enforcement wave support in community
 - C. Promote evidence based countermeasures
 - D. Collect data and statistics within region
 - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)