



TOWARD ZERO DEATHS
Because your life counts

Toward Zero Deaths Program Update

April 19, 2012

2012 Southwestern/South Central Minnesota

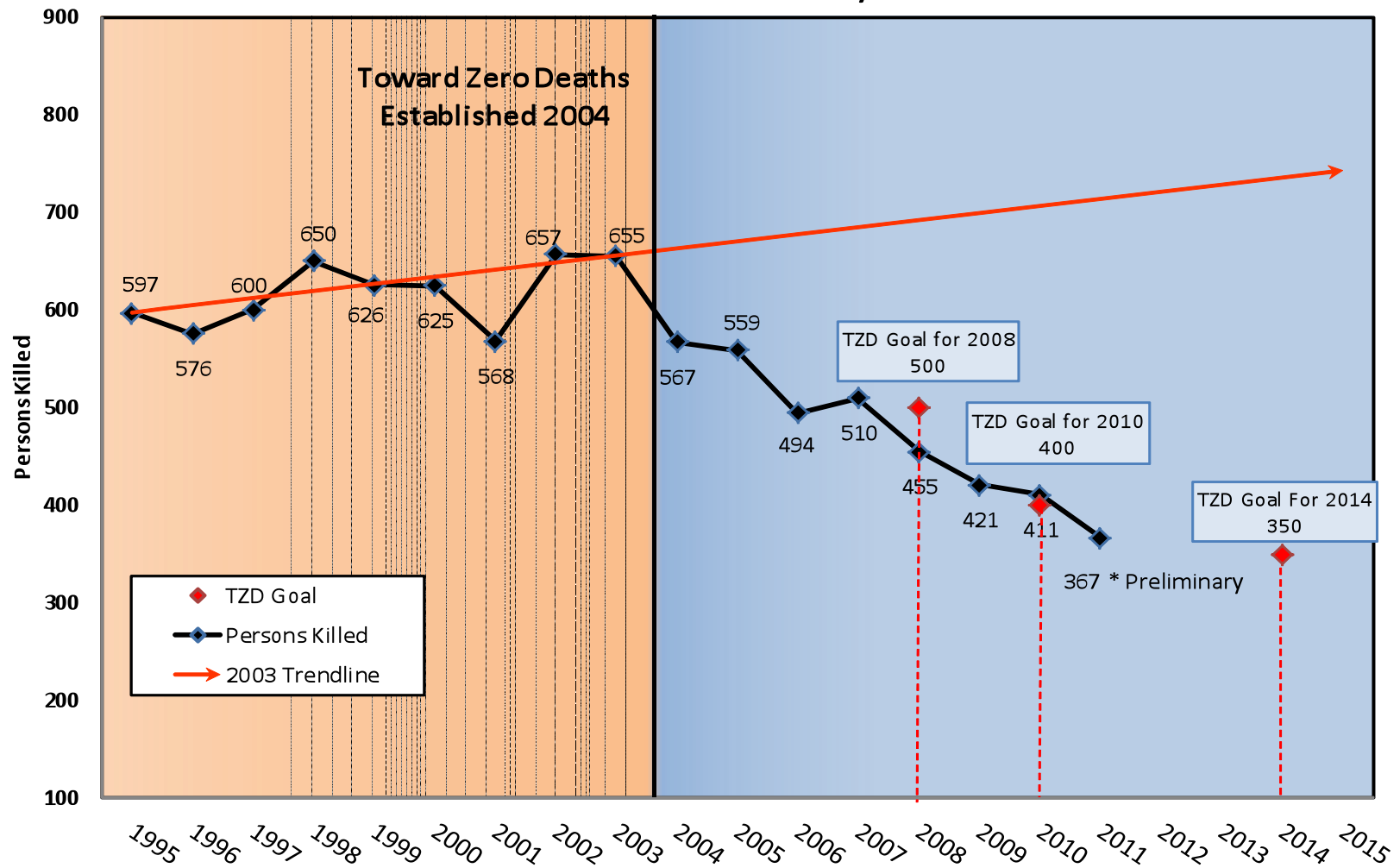
TZD Workshop



- 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.

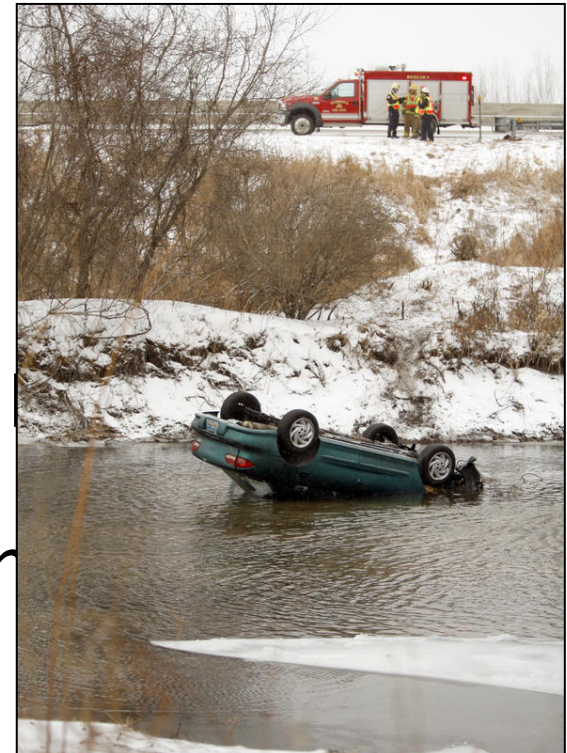
Minnesota TZD Strategic Goals

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



Minnesota Traffic Safety Successes

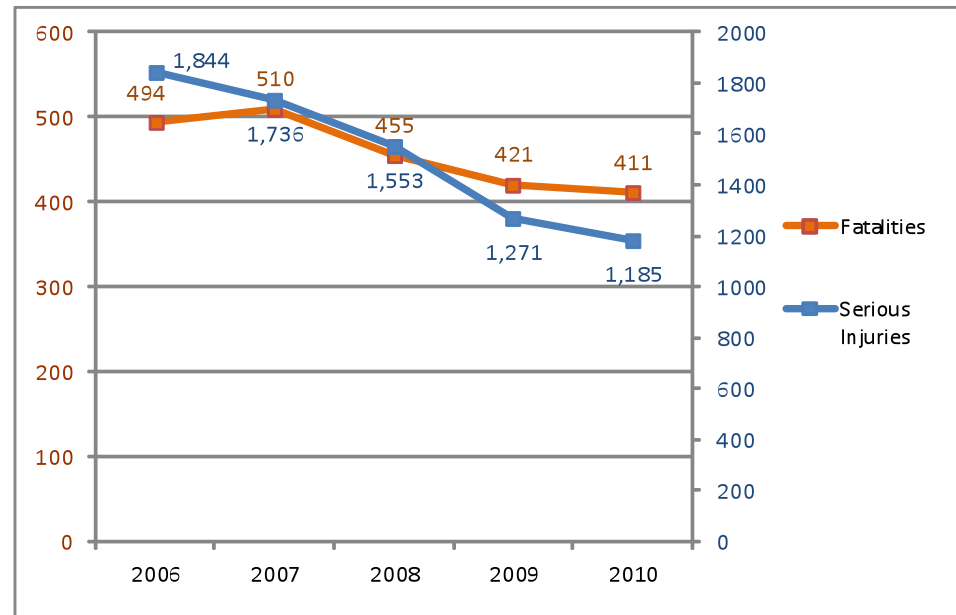
§ Third lowest fatality rate in the U.S.

§ Alcohol-related fatality rate (VMT) is 35 % lower than the national average

§ Number of unbelted deaths and serious injuries decreased 43.4% from 2006-2010

§ Since 2006, number of deaths decreased 17%

§ Since 2006, number of serious injuries decreased 36%



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 a part of their culture and responsibility
- § Implement a comprehensive communications plan
- § Engage local traffic safety advocates
- § Engage the court system as a traffic safety partner
- § Continue to support and strengthen TZD regions
- § Improve traffic safety records system across all disciplines

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 April 18, 2012, there were **79** traffic-related deaths on Minnesota roads, compared to **62** deaths at this time last year.

Unbelted Fatalities

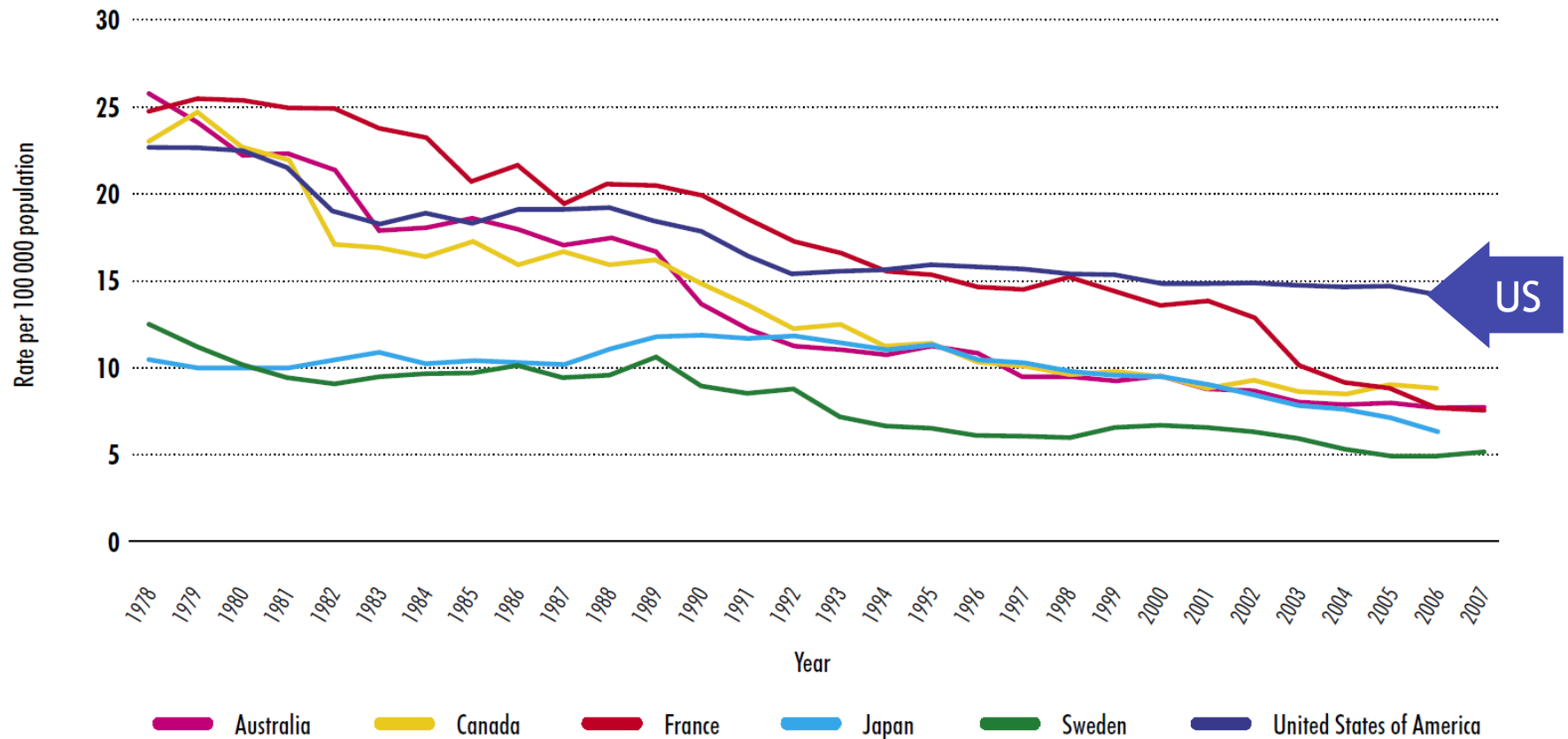
- 75 percent of unbelted traffic deaths occur on Greater Minnesota roads annually
- 13 of 18 motorists killed in January 2012 were unbelted
- Only 10% (3 out of 30) of back-seat passengers ages 13-24 killed during 2008-2010 were buckled up
- A University of Minnesota study shows that passage of Minnesota's 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 U.S.
 - § 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

U.S. 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 the 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

