



TOWARD ZERO DEATHS
Because your life counts

Welcome
Southwest Minnesota
Toward Zero Deaths
Workshop

Friday, May 1, 2015



Vision

To reduce fatalities and serious injuries on Minnesota's roads to zero



Mission

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



TZD Cornerstone

Five
■ ~~Four~~ “E” approach:

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**



Overview of TZD

- What is TZD?
- What is the role of the SW Regional Steering Committee in the TZD effort?
- What is the value of having a regional effort?





Southwest Minnesota Regional TZD Workshops



Southwest Minnesota Region

- Big Stone
- Chippewa
- Kandiyohi
- Lac qui Parle
- Lyon
- Meeker
- McLeod
- Renville
- Swift
- Yellow Medicine



Parent Awareness Program

*Point
of
Impact*



I-90 & I-94 Challenge Enforcement Project

*Goal was to have
no fatalities for
4 days
coast-to-coast
on I-90 and I-94.*



August 1-4, 2014

ottings From The ohn



Impaired driving is one of America's most often committed & deadliest crimes.

- ☆ Alcohol-related crashes accounted for more than 1/3 of all traffic deaths.
- ☆ Young persons - especially people in their 20s have a greater percent of DWI's and Crashes.
- ☆ During this Holiday season, MN law enforcement officers are conducting a statewide effort to reduce the number of crashes, injuries and fatalities caused by impaired drivers. **IMPAIRED DRIVERS will be TAKEN OFF THE ROAD.**
- ☆ **Any amount of Alcohol or other drugs can cause a reduction in performing critical driving tasks.**

Give a Great Holiday Gift this year:



Take keys from impaired guests

Be Responsible - designate a sober driver.

Give a Safe Lift.



Brought to you by the Southwest Central Safe Communities Coalition & Countryside Public Health 843-4546

Point of Impact

Southwest Central Safe Communities Coalition

ottings From The ohn

Winter Driving

Before You Leave:

1. **Plan ahead**-let people know when you are leaving and what route you are taking.
2. **Know the weather**-listen to the forecast before leaving.
3. **Prepare your vehicle**-make sure your car is ready for the winter season and has at least a half tank of gas.
4. **Over pack**-place extra blankets, scrapers, jumper cables, a tow chain, a bag of sand or cat litter and clothing in your vehicle in case you get stranded.



- Snowplow Safety**
- Yield to plows
 - Never drive into a snow cloud
 - Slow down
 - Be patient & follow at a safe distance
 - Leave plenty of room for plows to do their Job
 - Stay alert-a snowplow weighs 17 times more than a car!

Countryside Public Health and Southwest Central Safe Communities Coalition
www.countrysidepublichealth.org



Kandiyohi County TZD Activities



JOYRIDE

GOOD TIMES DELIVERED

Kandiyohi
Safe
Communities
Coalition



Kandiyohi Safe Communities Coalition

SPORTS / B1

Boys Soccer
WILLMAR BANK
SAUK RAPIDS



CALIFORNIA WILDFIRES PROMPT EVACUATIONS / NEWS A9

WEST CENTRAL TRIBUNE

Friday, September 19, 2014

\$1.00

wctrib.com

Willmar, Minn.

County officials praise partners in Joyride

Sober ride program serves nearly 250 people in the Willmar area its first summer

Carolyn Lange
clange@wctrib.com

WILLMAR — After a successful run this summer, the partners in the Joyride program are being praised for ferrying 248 people home safely who had enjoyed an evening at area bars.

"This has been a great program," said Kandiyohi County Sheriff Dan

Hartog, during an update Tuesday to the Kandiyohi County Board of Commissioners.

"The bottom line is that people get home safe," he said.

Stephanie Felt, coordinator of the Kandiyohi County Safe Community Coalition, said she had not predicted the new program would be anywhere close to giving 200 rides,

let alone nearly 250.

Based on the history of sober rides in other communities, Felt said she expects the Joyride ridership to grow each year.

During Friday and Saturday nights from the end of June through Labor Day, transit buses were available to give bar patrons a late-night ride home from several bars in Spicer and Willmar.

Along with a \$7 fee paid by users, the program was funded by a grant from the state's Toward Zero Death traffic safety program, as well as donations from the Kandiyohi County Sheriff's Office, participating bars and "substantial" financial assistance from two local beverage companies, Bernick's Beverages and Madison Bottling Company, Felt said.

The partnership also included drivers and buses from Kandiyohi Area Transit.

"There were no incidents. Everything went well," said Doug Sweeter, from KAT, who rode along on several routes during the start-up phase. "We heard no complaints."

Worries about behavior or people getting sick on the buses were not real-

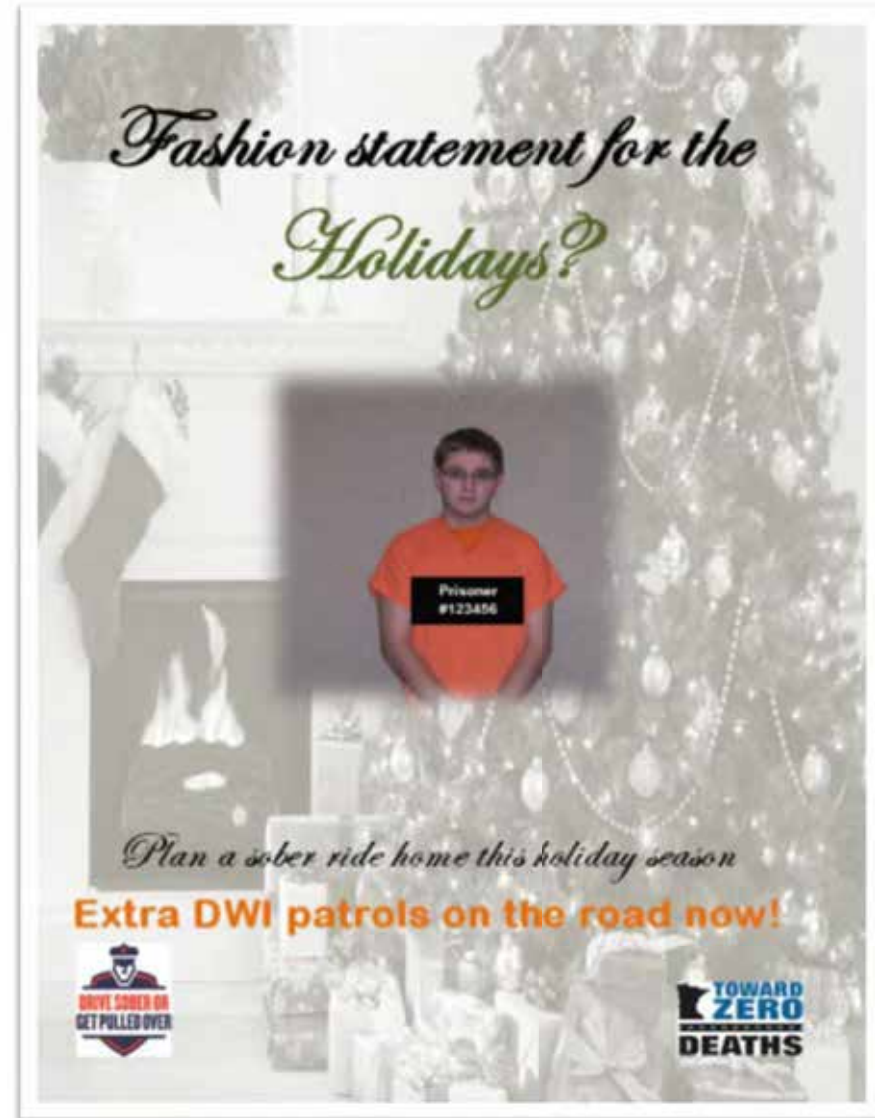
ized, Sweeter said. There was one night when a couple people fell asleep on the bus and did not know where to get off, but that was the extent of any problems, he said.

The July 4 weekend in Spicer proved to be the most challenging, with 105 rides provided with two buses and drivers.

Joyride/ Page A2



Meeker County TZD Safe Roads Coalition



Marshall Safe Roads Coalition



National Night Out
August 2014



Marshall & Minneota High Schools



Marshall High School Safe Roads Week Outreach Event



A PERSONAL POINT

During a poignant and meaningful event Tuesday, Marshall students were delivered a strong message about what can happen if they make bad choices behind the wheel.



Photos by Jenny Kirk
Brad and Heather Bigler's SUV that was hit by a drunk driver in 2012 was displayed at the Marshall High School on Tuesday. Brad Bigler, who lost his five-month-old son, Drake, in the crash, addressed students at an emotion-packed event.

“If someone is going to make a bad decision, I want someone to have the courage to step up...”
— Brad Bigler

By Jenny Kirk
jnk@marshalleducation.com

MARSHALL — One decision can alter the lives of countless people, speakers said at a special assembly Tuesday morning at Marshall High School.

One man — a repeat drunk driving offender — chose to get behind the wheel of his Dodge Ram truck after drinking too much alcohol on July 28, 2012. A short time later, his vehicle crossed the center lane and struck Heather and Brad Bigler's SUV, killing their five-month-old son, Drake.

“It looked like a tornado hit,” said State Trooper Amy Churchill, who was one of the first on the scene after the crash near Starbuck. “There was debris all over.”

Thanks to the efforts of Charlie Autfier and Kevin Amundson of State Farm, MADD allowed organizers to borrow the Biglers' mangled SUV and put it on display at MHS, providing students the opportunity to witness the destruction first-hand.

“That's terrible,” one student said as he stared at the wreckage on Tuesday.

When she arrived at the crash site, Churchill recalls Brad Bigler and his wife's grandmother, Sharon Schuler, screaming in pain. Bigler was wearing a suit — the family had been at a wedding — and was covered with blood, she said. As emergency personnel tended to the victims in the SUV, Churchill dealt with the driver of the other vehicle, who, according to the criminal complaint, had a blood alcohol content of 0.351 — more than four times the legal limit in Minnesota.

“I could immediately tell he was under the influence, so I put him in my squad car,” Churchill said. “He kept asking me how the people in the other car were. I knew two people were critically injured and clinging to life, but I wouldn't tell him.”

And then there was Drake, who would never see his first birthday, who would never walk or talk or be in family photos again. Ever. Drake died in his mother's arms an hour after arriving at the hospital, leaving behind devastated parents, sister, Taleigha, brother, Nash, and so many others who loved him.

“I had been a state trooper for a little over a year at that time, and I learned very quickly that crashes affect a lot of people,” Churchill said. “I don't work on July 28th. I visit Drake's memorial at the crash site on my own time. The crash affected me as well as ambulance workers, firemen and others. I saw EMTs and paramedics — grown men — cry.”

Though it was clearly difficult, Brad Bigler shared his experience with the MHS students, no doubt hoping his story and message will help prevent others from experiencing similar fates.

“I think of all the emotions and so much fear,” he said. “And I think of my wife, what she had to go through, to see him hit us, to hear the noise of shredded metal and the flipping and tossing of our car. And then to go from screaming to silence.”

Bigler was emotional as he recalled his wife's efforts to get out of the vehicle so she could help her family members.

“She's trying to get out of the car, but the roof was pressed down on top of her,” Bigler said. “She looked over on the other side of the car and sees it's completely shredded off. She crawls out of the car, and she sees me lying on the ground, and she goes to her baby, who isn't making any noise.”

As her husband fought for his life, Heather Bigler was forced to say goodbye to Drake.

“Heather was holding her baby as he



Minnesota State Trooper Amy Churchill spoke to MHS students on Tuesday about her experience of being one of the first to arrive on the scene of the crash that killed five-month-old Drake Bigler in 2012.

Point P26:6A

Marshall High School



Rollover Simulator & Obstacle Course



Redwood Valley High School "X the Text" event

THE REDWOOD GAZETTE

DECEMBER 11, 2014

THURSDAY EDITION

Students pledge to 'X' the Text

Local initiative emphasizing the importance of driving with focus

BY TROY KRAUSE

Editor

Texting and driving causes hundreds of thousands of crashes every year. That statistic from the National Safety Council becomes even more significant when one discovers the Institute for Highway Safety reports those crashes result in the death of 11 teens every day.

One hundred percent of those crashes are preventable, said Sgt. Matt Smith of the Minnesota State Patrol. Smith, in conjunction with the Redwood Valley Students Against Destructive Decisions (SADD) Chapter and KLGR Radio, met with RVHS students earlier this week to emphasize



Thumb bands like these were handed out to RVHS students who pledged not to text and drive.

the facts and to stress the importance of teens putting down their phones and focusing on the road.

Through a local initiative called 'X' the Text, teenage drivers are asked to sign a pledge indicating they are no longer going to text when they are behind the wheel of a vehicle that is in motion.

Smith, Mike Neudecker, KLGR Radio general manager, and members of the local SADD Chapter took part in a presentation for the students of RVHS to talk about the impact of distracted driving.

Minnesota law is clear. Texting and driving is against the law for all people in all situations.



Jessie Read (left) and Payton Benson of the Redwood Valley SADD Chapter talk about staying focused when behind the wheel Monday.

Redwood Valley High School “X the Text” event

PREVENTION

Continued from Page 1

Smith said law enforcement is looking for violators of that law, adding in the near future a local enforcement campaign is likely going to take place through which offices of all departments are going to be on the lookout for those who are breaking the law when it comes to use of electronic devices while driving.

Distracted driving has been an issue for drivers since the advent of the motorized vehicle, but as technology has been enhanced the issue has become more prevalent.

People make bad choices behind the wheel, and those choices often lead to tragic situations. Some of those stories were shared during Monday's presentation.



Mike Neudecker talks about 'X' the Text and asked students to sign the pledge.

A letter written by Cassi (Harazin) Juell, an RVHS graduate, shared the story of the day she went to work. That day she did not put her seat belt on when she started driving. That decision has impacted the rest of her life, as the crash she was involved in

resulted in the loss of one of her legs. She encouraged students in her letter to be smart behind the wheel.

SADD students Payton Benson, Jessie Read and Tiffany Morgan shared the stories of tragedies resulting in permanent injuries and



Matt Smith reminded students of the serious consequences of distracted driving.

death, all which could have been prevented if those they knew would have made the right choices.

Smith showed students a video from the State Patrol that shares the stories of Minnesota teens who have died in crashes or took the

lives of others. The video stated on a number of occasions the fact that teens think they are invincible, but how one wrong move can result in a lifetime of pain both physically and mentally.

Decisions, such as drinking and driving, not wearing a seat belt or using electronic devices when behind the wheel might not seem like that big of a deal to the average teenage driver – that is until the reality of the consequences of those issues hits home in their lives or in the lives of someone they know.

The hope of those who are working on this initiative is that it does not take an incident like that to convince teenage drivers to make a change in their driving habits. Parents are encouraged to talk with their teenage drivers about these issues and to set a good example for them.

Southwest Region Mock Crashes



- Benson
- Meeker
- Willmar



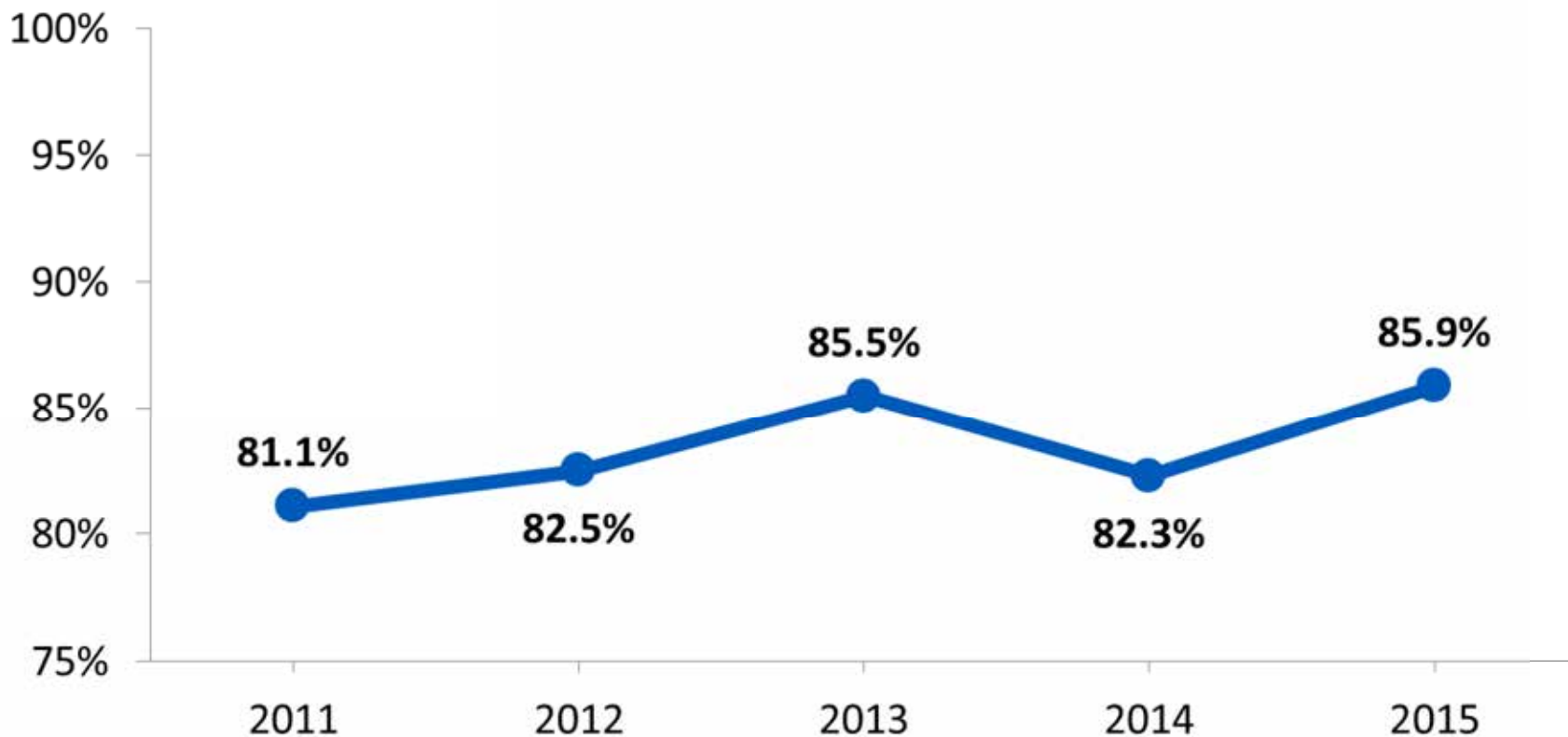


April Distracted Driving & May Seat Belt Regional Efforts



Regional Seat Belt Use

Southwest Minnesota Belt Use





Year-to-Date Traffic-Related Deaths

As of April 30, 2015, there were **100** traffic-related deaths on Minnesota roads, compared to **93** deaths at this time last year.

Minnesota's Traffic Safety Culture

*Kristine
Hernandez,
Minnesota Toward
Zero Deaths
Program
Coordinator*



Understanding and Reaching the High Risk Driver

Mike Rugani

Research & Evaluation

Manager,

DPS Office of Traffic

Safety



Who Needs Sleep?

Mark Peterson

Public Affairs

Minnesota/Iowa AAA



Break



Southwest Minnesota Crash Facts

*Capt. Bruce Verdoes, Minnesota State Patrol
& Southwest Minnesota Co-chair*

*TZD Regional
Steering
Committee*



Test your Knowledge with Traffic Safety Jeopardy!



Working Together to Find a Solution through the Fatal Review Process



Lunch & Exhibits



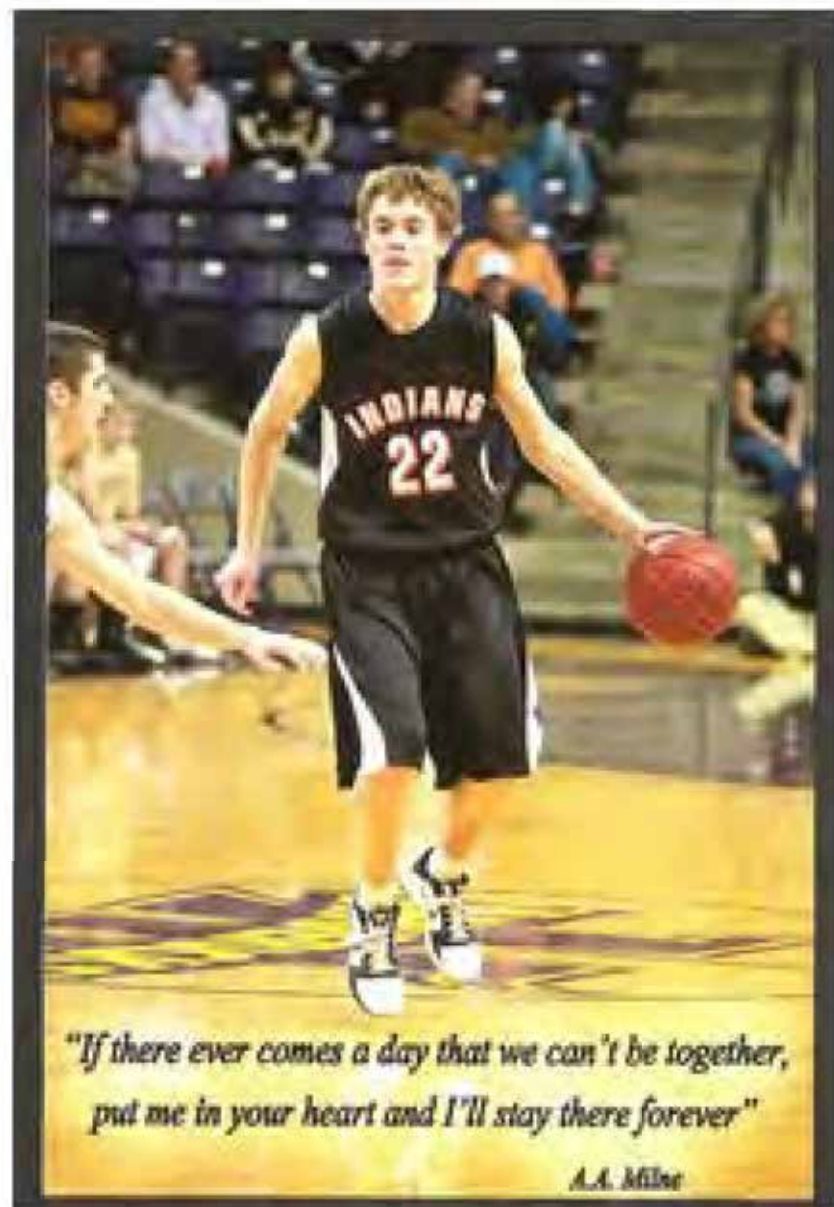
Breakout Sessions



Personal Impact Statement

“Remembering Tyler”

- Deb Hadley, parent



Wrap Up

Southwest

Minnesota

TZD Co-Chairs:

Jon Huseby,

MnDOT District

Engineer, D8

& Capt. Verdoes,

State Patrol



How can you be involved in TZD?

- Stakeholder breakfasts in person or online
- Annual statewide conference and/or regional workshops
- Regional TZD Steering Committee meetings, news conferences & special events
- TZD mailing list(s)
- Be a TZD Ambassador!



TZD Statewide Conference

October 29-30, 2015
St. Cloud



www.minnesotatzd.org

Goal: Zero Deaths





*Thank you &
Drive Safe!*