



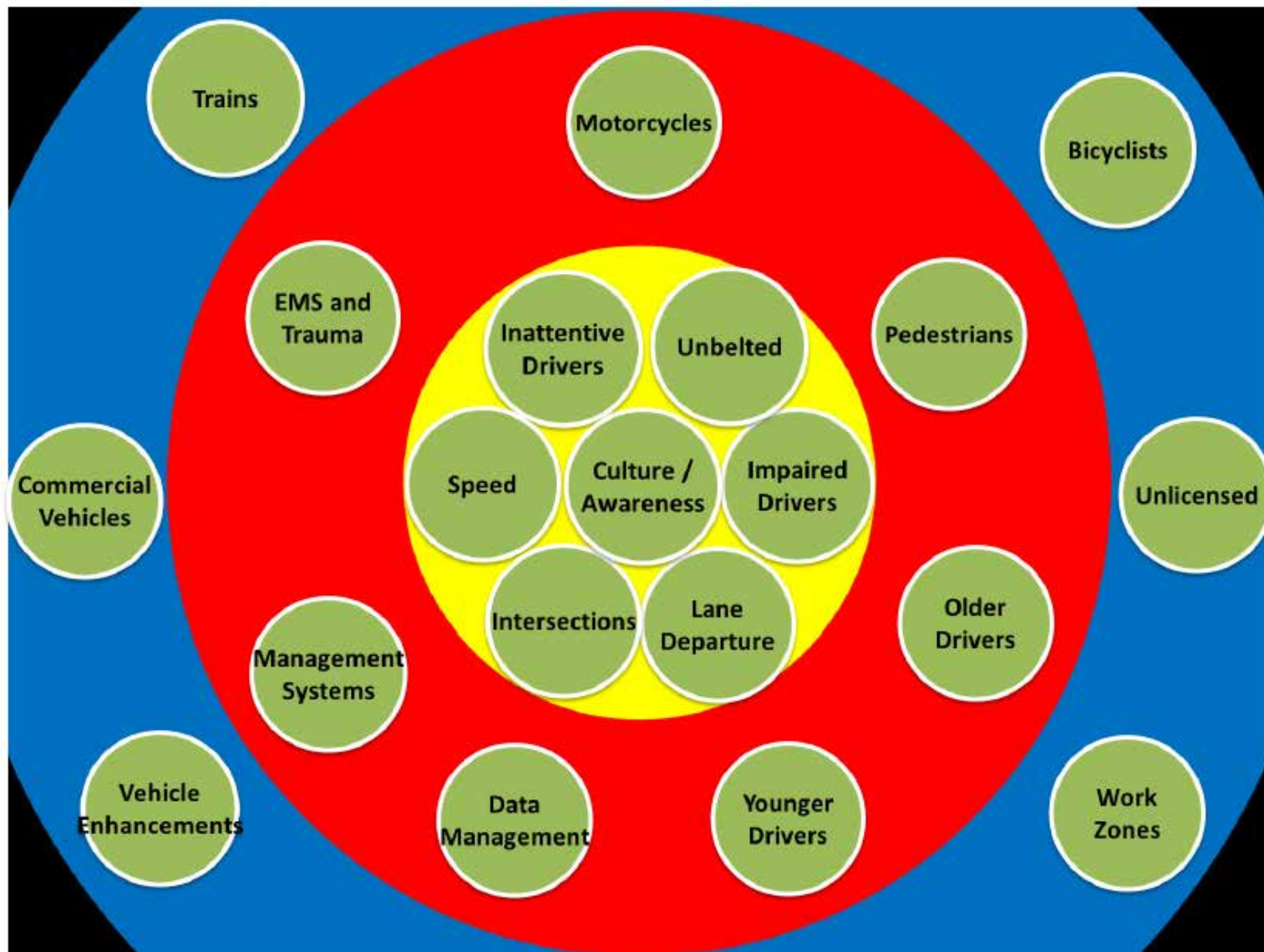
TOWARD ZERO DEATHS
Because your life counts

Exploring Minnesota's Traffic Safety Culture

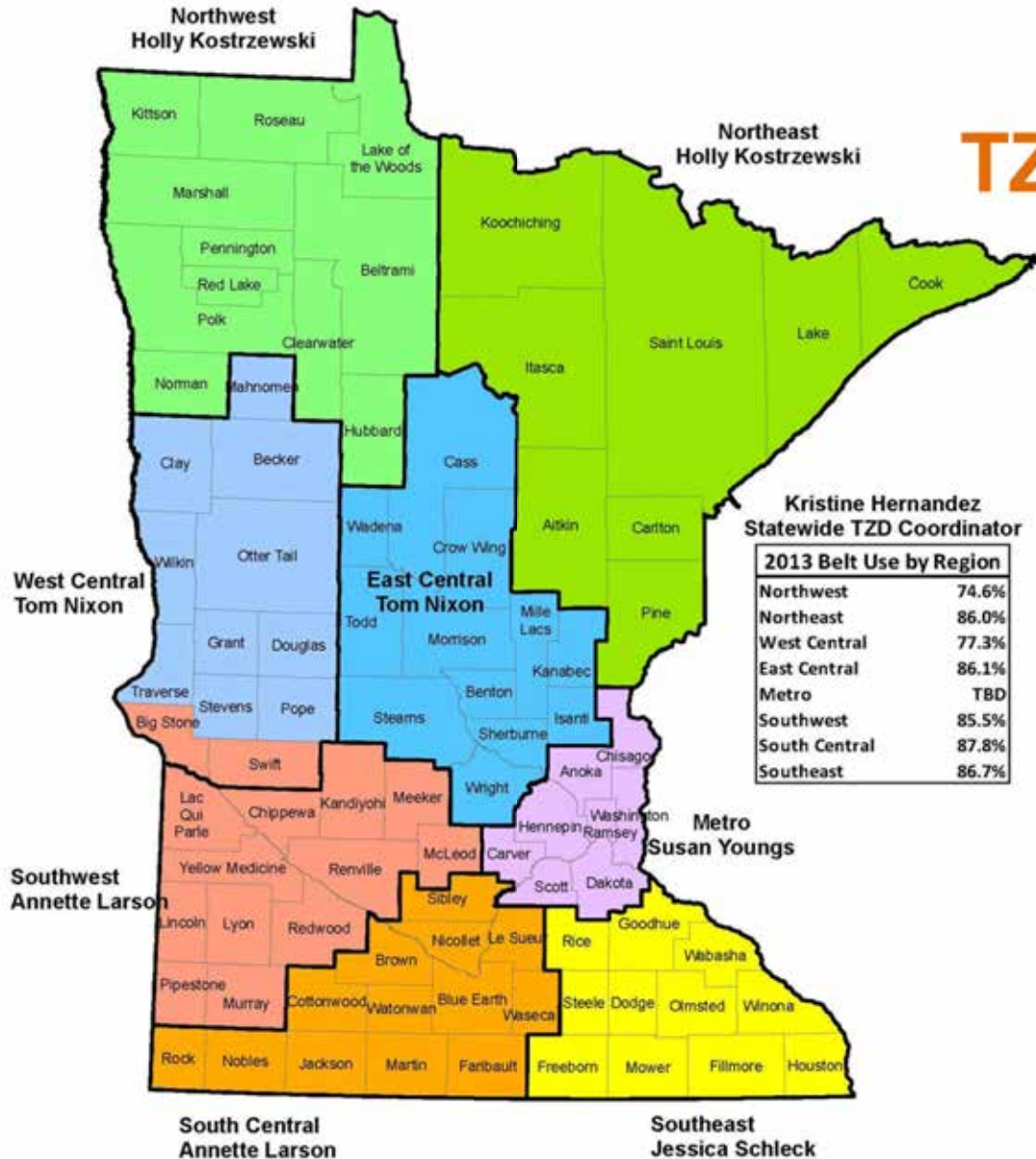
Kristine Hernandez
Minnesota Toward Zero Deaths Program Coordinator

May 1, 2015

Emphasis Area Priorities



TZD Regions



2015 TZD Regional Workshops



May 1:

Southwest – Morton

May 7:

Southeast – Rochester

May 12:

West Central – Fergus Falls

May 13:

Northwest – Bemidji

May 27:

Northeast – Duluth

May 29:

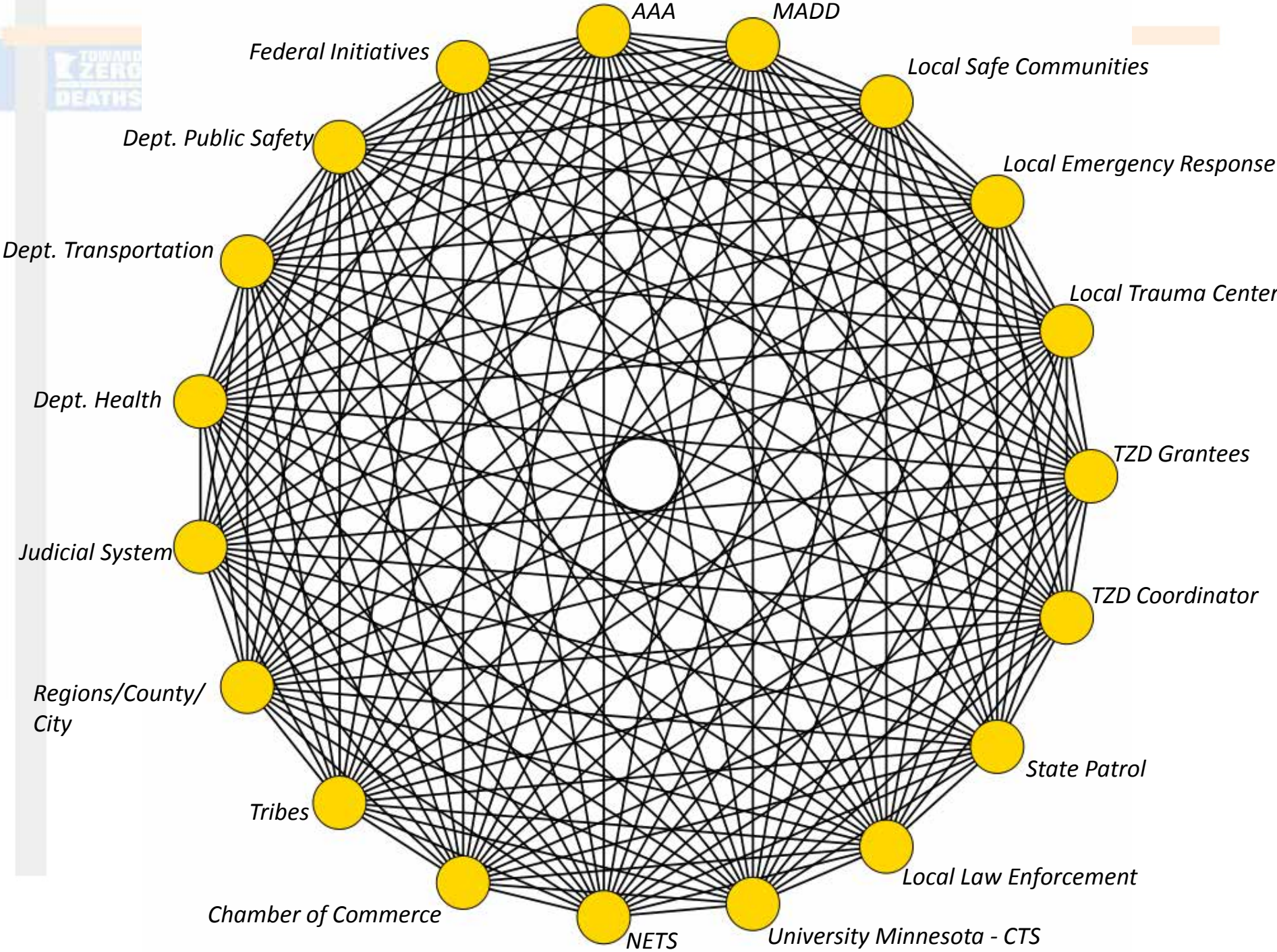
South Central – Fairmont

June 2:

East Central – Baxter

June 5:

Metro – Oakdale



MnDOT Work zone Safety Campaign 2014



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

2014

- Parent Component for
driver education

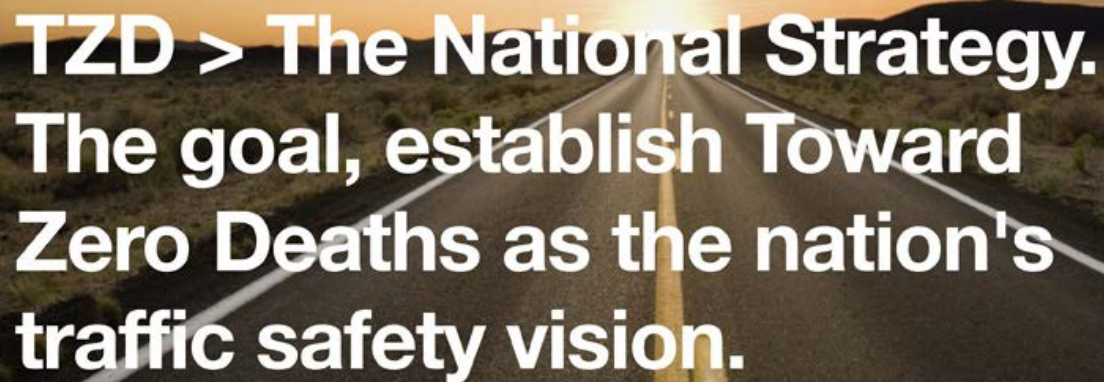
TZD Program Growth

	2003	2014
Seatbelt Use	82%	95%
Cable Median Barrier	0 miles	450 miles
% Treated @ Designated Trauma Hospital	67%	99%
TZD Safe Road Coalitions (funded & unfunded)	< 10	52
TZD Enforcement Grant Agencies	104 (41 grants)	283 (55 grants)
County Safety Plans and District Safety Plans	0	95
Ignition Interlock Participants	0	8,633
TZD Regions with MnDOT & MPS Leadership	0	8
Participants in Annual TZD Conference	110	961
DWI Courts	0	16

Traffic Safety Culture



www.towardzerodeaths.org



**TZD > The National Strategy.
The goal, establish Toward
Zero Deaths as the nation's
traffic safety vision.**



BUCKLE UP MONTANA

a safety movement from
the Montana Department of Transportation



OUR PARTNERS

In Montana, 7 out of 10 people killed in crashes each year are unbuckled. Those who died might be alive today if only they had been wearing their seat belts.

You can help solve this statewide healthcare issue. Remember, buckle up *every trip, every time* — even on short trips at low speeds. A simple click is all it takes to save a life.

BUCKLE UP MONTANA


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OUR PARTNERS

Messages are specific to the target audience

Who is the target audience? What do they value.



(BUCKLE UP BOYS)
Levi, Billy and Rusty Hendrickson of Arlee
Rodeo champions - Seat belt users

—◆—

*"We count on the buckle.
So should you."*

—◆—

BUCKLE UP IN YOUR TRUCK.
Pickup trucks are twice as likely to roll over
as a car. A seat belt increases your chances
of survival in a rollover by up to 80%.



This New Zealand Road Safety Ad Features Older, Unsung Heroes *Subtly-Scripted Ad Focuses on the Witnesses, Not the Drunk Drivers*



Looking Forward

Toward Zero Deaths Goal

2020 Targets

- Less than **300 fatalities**
- Less than **850 serious injuries**



Goal: Zero Deaths

How do we get there?

*Answer: Reduce deaths by **one per month** each month for the next 5 years
(60 less in 60 months....Is that attainable?)*