



TOWARD ZERO DEATHS
Because your life counts

Welcome

**West Central Minnesota
Toward Zero Deaths
Regional Workshop
Detroit Lakes, MN**

Tuesday, May 21, 2013

Mission

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



TZD Cornerstone

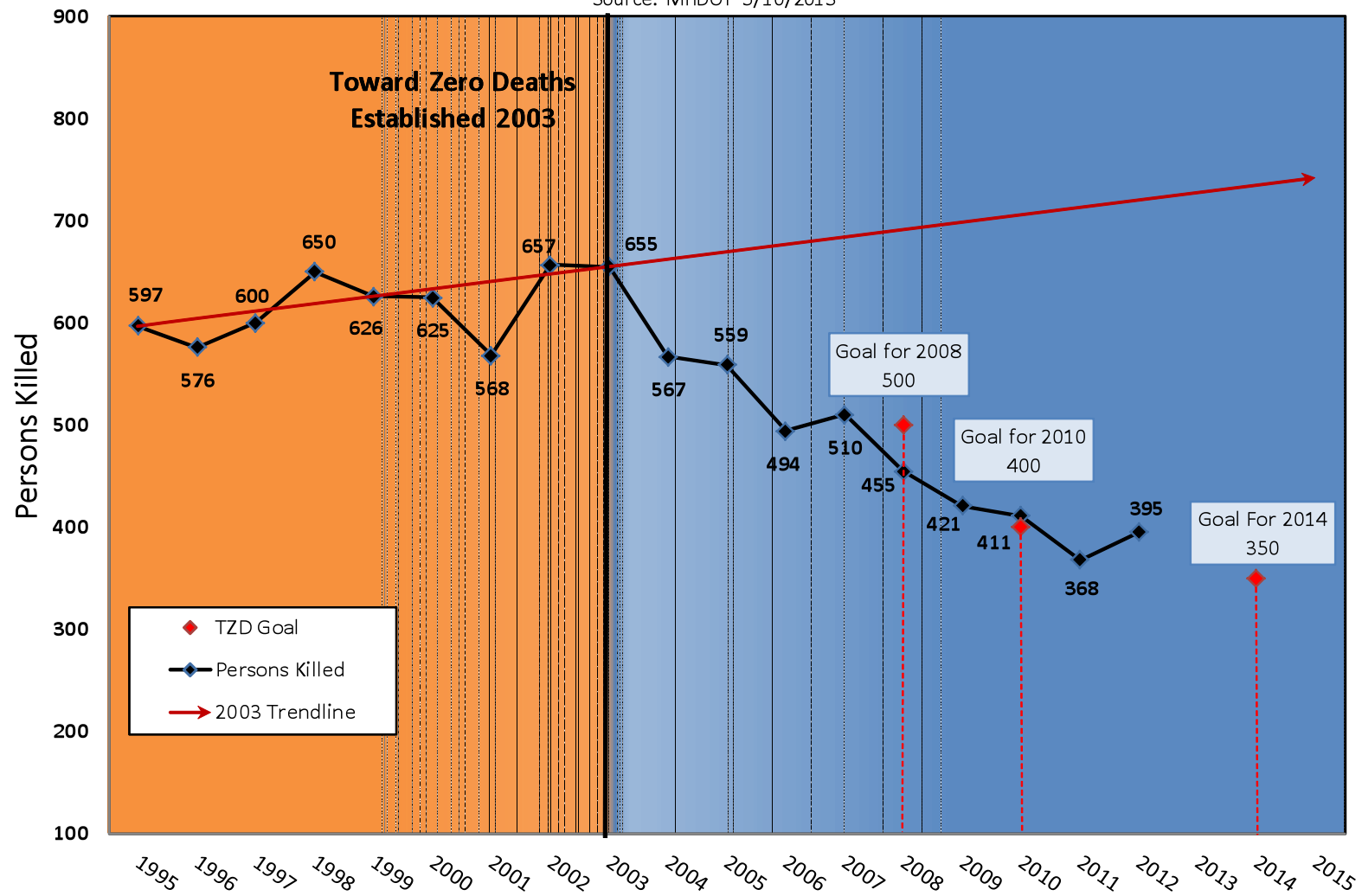


~~Five~~ Four “E” approach:

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

Minnesota Roadway Fatalities

Source: MnDOT 5/10/2013



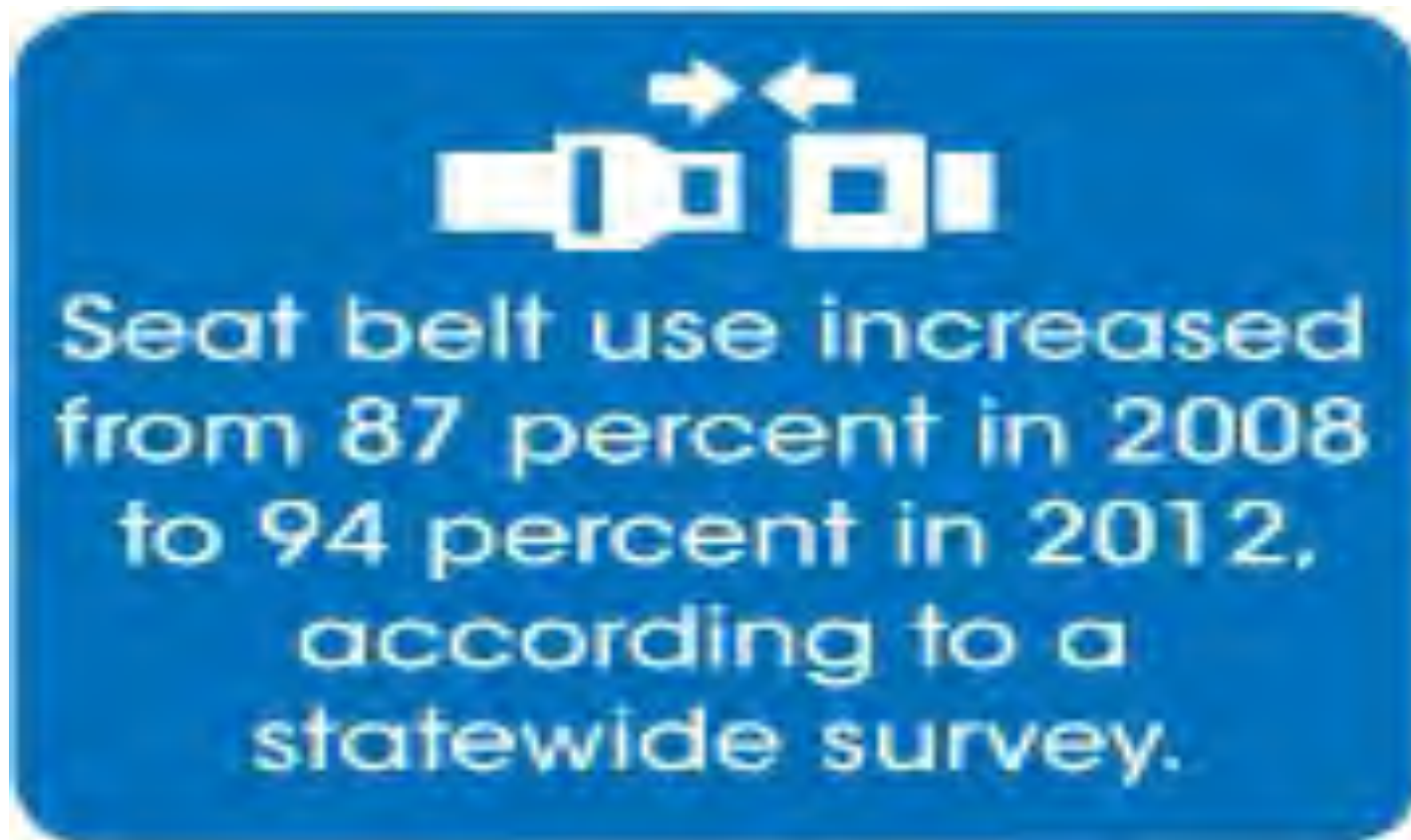
Minnesota TZD: *10 years of Progress*



Minnesota Traffic Safety Successes

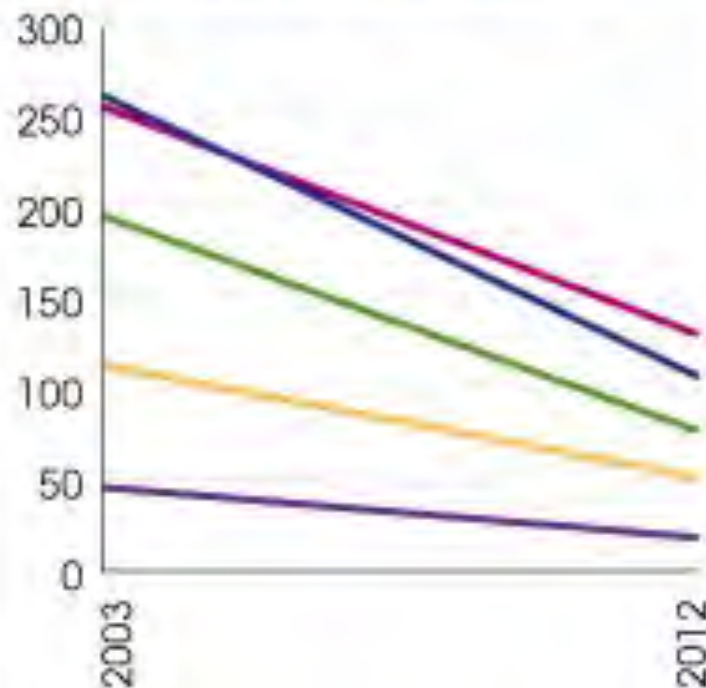
- § Second lowest fatality rate in the U.S. in 2011
- § From 2008–2012 ...
 - § Fatalities **decreased 13%**
 - § Serious injuries **decreased 18%**
 - § Unbelted fatalities and serious injuries **decreased 30%**

Behind the Wheel



How we got there!

Behavior-related traffic fatalities



Legislative milestones

- 2005 DWI from 0.1 to 0.08 BAC
- 2008 Ban on texting
- 2009 Seat belt primary and booster laws
- 2010 Expanded ignition interlock

- unbelted
- alcohol-related
- speed-related
- distracted driving
- speed-related driver: under 21 years old

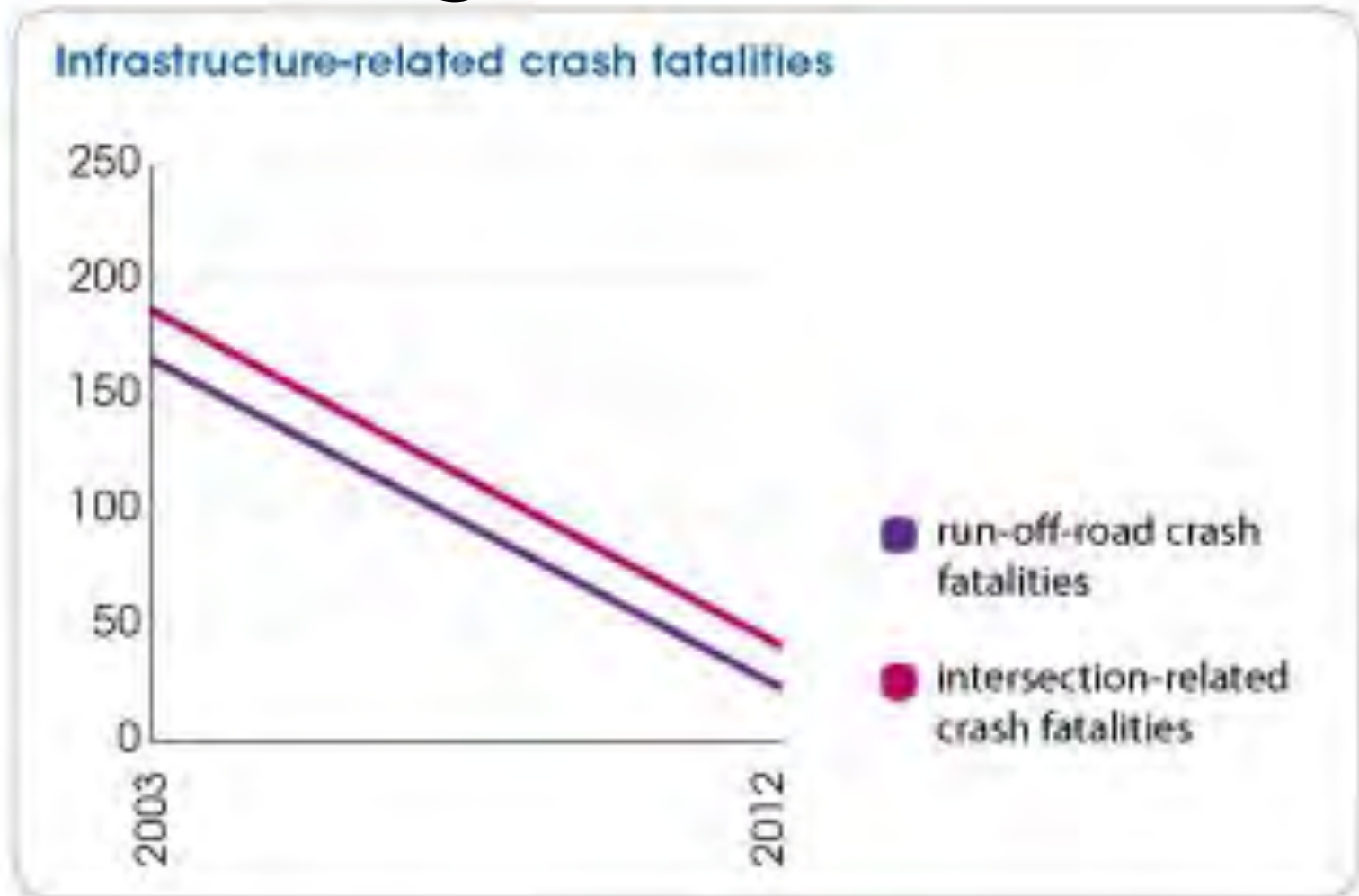


306 miles of cable
median barriers were
installed along Minnesota
highways to prevent
cross-median crashes.

***How we got
there!***



How we got there!



After the Crash

To date, 99% of trauma admissions now occur at hospitals participating in the statewide trauma system.



Supporting Those in Need



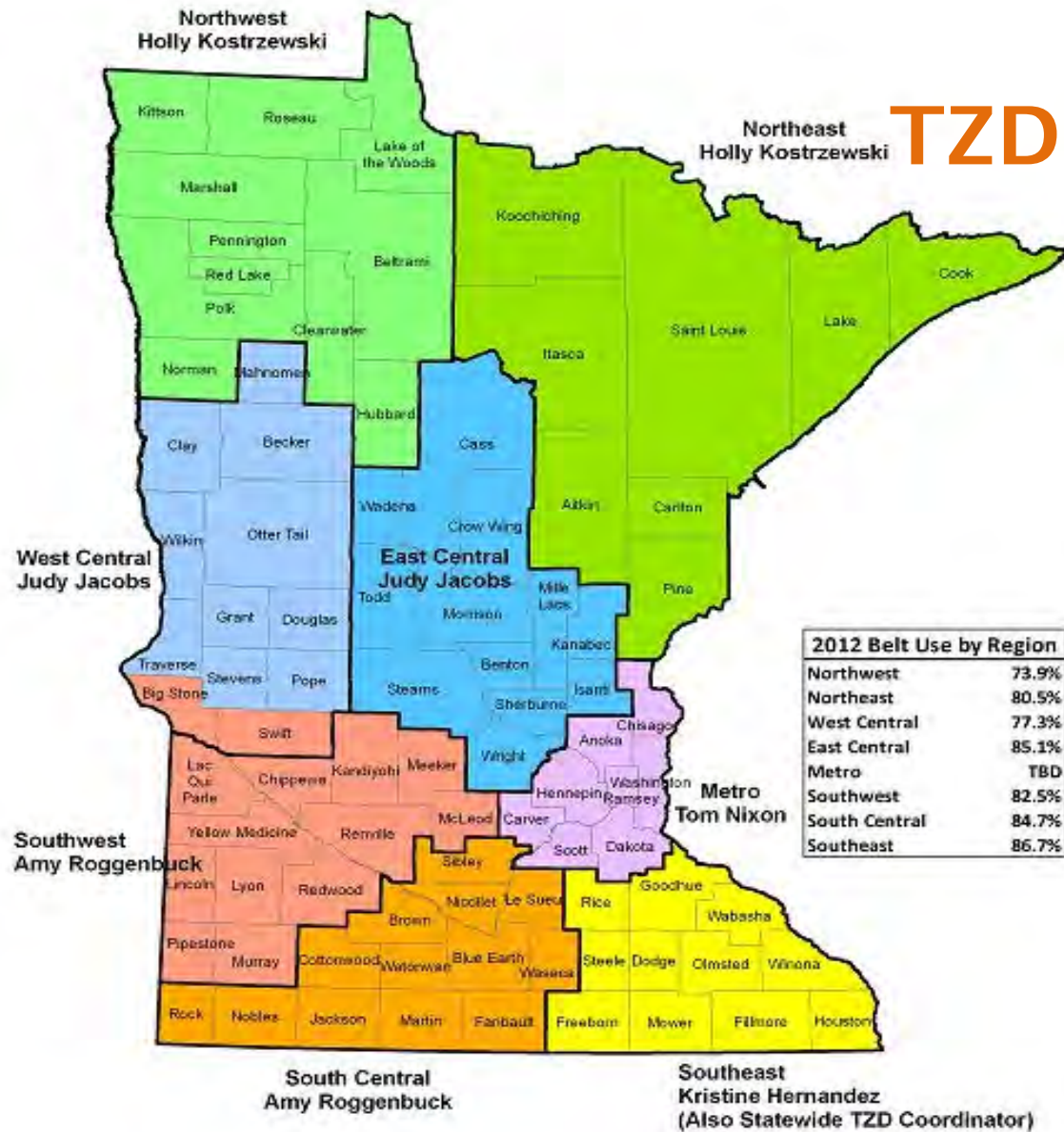
Minnesotacrashvictims.org

What have we done regionally?

Judy Jacobs,
East Central and
West Central
Minnesota
Toward Zero
Deaths
Coordinator



TZD Regions

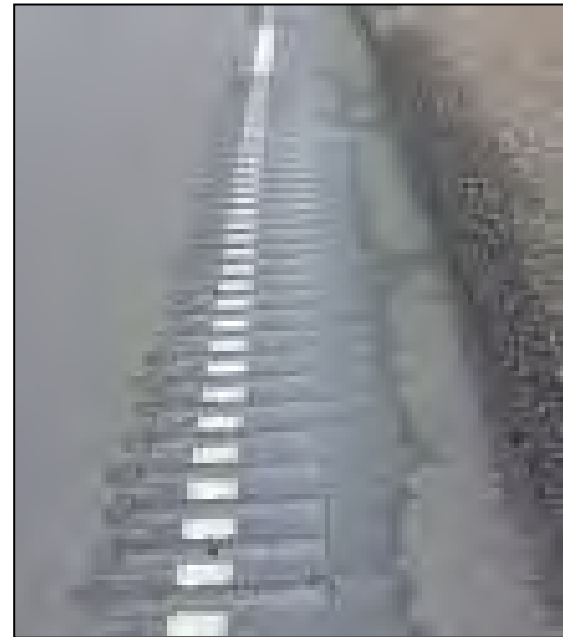


2012-13 West Central Minnesota TZD Safe Roads Coalitions

- Douglas County Safe Communities Coalition
Crystal Hoepner, Coordinator
- Otter Tail County Safe Communities Coalition
Jane Patrick, Coordinator
- Safe Communities Coalition of the Red River Valley
Robyn Litke Sall, Coordinator

Focus Areas:

- § Speed and Aggressive Driving
- § Lack of Seat Belt Use
- § Alcohol
- § Distracted
- § Run off Road
- § Intersections



Working together

► THE #1 THREAT TO TEENAGERS ISN'T DRUGS OR CRIME...IT'S TRAFFIC CRASHES

► TEENS WHO TEXT WHILE DRIVING INCREASE THEIR RISK OF CRASHING BY MORE THAN 20 TIMES

► TEEN DRIVERS SAY THAT THEIR PARENTS HAVE THE LARGEST INFLUENCE ON THEIR DRIVING BEHAVIOR

Teen-Parent Distracted Driving Event

Monday May 20th, 2013

5:30-8:30 ~ Casey's Amusement Park



EVENT OBJECTIVES:

1. Assist teen drivers to make better decisions behind the wheel by experiencing firsthand the dangers associated with distracted driving - but under safe, controlled conditions.
2. Increase awareness of teen driving risks and laws.
3. Increase awareness of the important role parents play in influencing their teen to drive safely.

EVENT REQUIREMENTS:

- Open to teens ages 14-17, must be accompanied by at least one parent/guardian.
- A \$15 deposit is required to register and confirm your commitment. This will be refunded when you arrive to the event. Please send a check made payable to:
Douglas County Public Health
725 Elm Street, Suite 1200
Alexandria, MN 56308
- Consent form to participate completed at the event.
- Tennis shoes and cell phones (teen and parent) to use during the event are highly suggested.

EVENT DETAILS:

Plan to attend from 5:30-8:30pm

Welcome and Pizza

Food will be provided at 5:30pm for teens and parents

Station #1 Teen driving laws

Presenters:
Law Enforcement

Station #2 Teen driving risks

Presenters:
EMS

Station #3 On-track driving

Presenters:
Casey's staff,
Law Enforcement

Station #4 Impact of a crash

Presenters:
Dilley Zimny Insurance, Family of a Crash Victim, Public Health

Video

"Forever Young," a video created by the MN State Patrol aims to communicate the seriousness of the life-and-death decisions teens make while driving. Please note: The video is graphic, and very real depiction of what could happen to a teenage driver.



REGISTER TODAY!

Call Misty at Public Health - 320-762-2973 or Email - misty.hvzeta@mail.co.douglas.mn.us

www.dcsafecommunities.com

High Visibility Enforcement



Regional Seat Belt Use

- In 2012, the West Central regional seat belt compliance rate was remained at 77.3%
- Statewide, seatbelt compliance was at 93.6%
- North Dakota's compliance rate is 80.9%

While some counties have achieved “Zero Deaths” there are still more than 1,000 people severely injured each year on Minnesota roadways





Year-to- Date Traffic- Related Fatalities

As of Friday, May 17 there were **99** traffic-related deaths on Minnesota roads, compared to **96** deaths at this time last year.

How we'll get there



Updating Minnesota's Strategic Highway Safety Plan

14 May 2013 Last updated at 11:09 ET

'Screaming' motorway traffic cones to protect workers

The in-built alarm "screams" when the cone is struck, alerting workers to any possible danger



<http://www.bbc.co.uk/news/uk-england-birmingham-22523145>

How we'll get there

- Improve Minnesota's crash records system
- Grow regional partnerships and 4-E county coalitions
- Engage Minnesota's court system



How can you be involved in TZD?

- § Quarterly stakeholder breakfasts in person or online
- § Annual statewide conference and/or regional workshops
- § Regional TZD Steering Committee meetings and news conferences & special events
- § Be an advocate!



TZD Success Factors



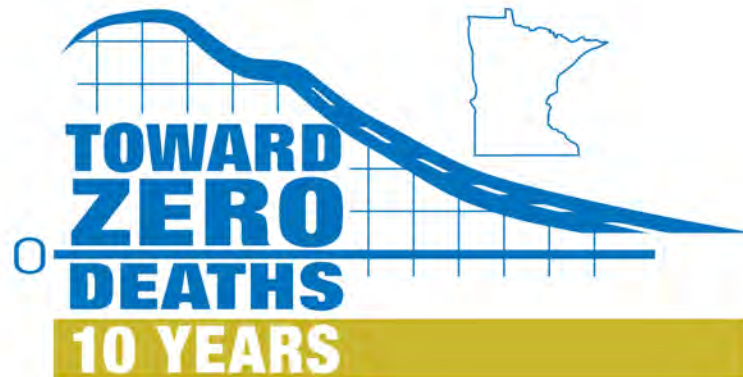
- § Commitment to change American culture regarding traffic safety
- § Collaboration with other traffic-safety advocates
- § Promote best practices and lessons learned



TZD Statewide Conference

November 14–15, 2013

St. Cloud Minnesota



www.minnesotatzd.org

Goal: Zero Deaths

