

## MEDIA ADVISORY

### FOR IMMEDIATE RELEASE

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### TRAFFIC SAFETY ADVOCATES IN DULUTH NOV. 16-17 FOR ANNUAL TOWARD ZERO DEATHS CONFERENCE

*“Boomers, Xers and Millennials: How New Research on Generations Can Inform the Future of Traffic Safety and Prevention” is keynote topic*

**WHAT:** With new technology and societal changes, finding different ways to improve traffic safety among generations is a constant challenge. To address that challenge and help reduce fatalities and serious injuries on Minnesota roads, nearly 1,000 traffic safety experts from across the state will converge on Duluth for the statewide [Toward Zero Deaths conference \(TZD\)](#) Nov. 16 – 17.

Featured speakers will focus on new research about the traffic habits of millennials compared with different generations, and the dangers of drowsy driving.

The conference is a forum to share best practices, identify ongoing and new traffic challenges, and share new approaches to reducing traffic fatalities and life-changing injuries. The conference is hosted by the state departments of health, public safety and transportation.

Attendees include law enforcement officers, emergency medical and trauma service providers, engineers, transportation and public health officials, educators and traffic safety advocates.

Since TZD’s inception in 2003, annual traffic deaths have declined by 37 percent. Through education, enforcement, engineering, and emergency medical and trauma services, TZD aims to reduce deaths and severe injuries in Minnesota with the ultimate goal of zero lives lost.

**WHO:** **Featured speakers include:**

- **Rodney Wambeam**, senior research scientist at the University of Wyoming, will discuss new research on millennials and how they compare with previous generations.
- **Jana Price**, senior human performance investigator at the National Transportation Safety Board, will focus on the dangers of drowsy driving.

**WHEN:** **Wed., Nov. 16, 8:30 a.m. – 4:30 p.m.**

- Opening session with keynote speaker Rodney Wambeam: 8:30 – 9:45 a.m.
- Luncheon and Commissioner’s Awards: Noon–1 p.m.
- [Breakout Sessions](#)

**Thursday, Nov. 17, 8 a.m. - noon**

- Keynote speaker Jana Price: 8 – 9 a.m.
- [Breakout Sessions](#)

**Note: Media interested in attending the conference should contact:**

- Dave Boxum, DPS, 651-335-9693
- Sue Roe, MnDOT, 651-503-2467
- Scott Wasserman, DPS, 651-398-7195

**WHERE:** **Duluth Entertainment Convention Center**  
350 Harbor Drive  
Duluth, MN

**WHY:** Traffic crashes kill an average of 384 people a year in Minnesota (2011 – 2015).

The four major contributing factors in Minnesota traffic crashes continue to be:

- Speed: 81 deaths per year.
- Distracted driving: 65 deaths per year.
- Drunk driving: 92 deaths per year.
- Lack of seat belt use: 105 deaths per year.