



Metro Minnesota Toward Zero Deaths 5th Annual Regional Workshop

Inwood Oaks (formerly the Prom Center)
484 Inwood Ave. North, Oakdale, MN

Agenda

Tuesday, May 21, 2019

- 8 a.m. **Registration and Continental Breakfast**
- 8:30 a.m. **Welcome & What's New in Traffic Safety**
Bryan Dodds, Director, MnDOT Metro District Office of Operations & Maintenance and Metro TZD regional co-chair; Kristine Hernandez, Minnesota TZD program coordinator
- 9 a.m. **Why People Change: Proven Health Methods to Prevent Traffic-related Trauma**
Julie Philbrook, RN, DNP, Trauma Prevention Specialist, Hennepin Healthcare (HCMC) and Metro TZD regional co-chair Due to traffic-related trauma being preventable (and frequently predictable), it is subject to the same epidemiology as disease. In the case of any disease, the intervention of choice is prevention. By addressing trauma as a disease, and approaching it within the context of behavioral theory, traffic safety advocates can develop interventions with the potential to reduce the incidence of traffic-related trauma across a wide spectrum of at-risk groups. The Health Belief Model (HBM) is a psychological model that attempts to explain and predict health behaviors, focusing on the attitudes and beliefs of individuals.
- 9:30 a.m. **Legislative Update – The Good, the Bad and the Next Steps**
Mike Hanson, Director, DPS Office of Traffic Safety and State TZD co-chair
What happened in this year's legislative session around traffic safety? Hear a recap as well as discuss next steps, including successful grassroots efforts.
- 9:50 a.m. **Break & Exhibits**
- 10 a.m. **Setting the Direction for the Strategic Highway Safety Plan: Minnesota Needs YOU**
Staff from MnDOT Office of Traffic Engineering, DPS Office of Traffic Safety, HDR and Athey Creek Consultants. Every five years, the Minnesota Strategic Highway Safety Plan is updated. The plan provides insight and direction to reduce deaths and serious injuries on Minnesota roadways. It's time to update the plan and your ideas are needed! Through interactive activities and discussion, help prioritize emphasis areas, identify and rank strategies, and suggest local champions. Your input is important to developing a plan that works for Minnesota.
- 12 p.m. **Lunch provided & visit exhibits**
- 12:40 p.m. **"Lasting Impact: Life without Logan"**
Capt. Chris Erickson, Metro TZD region co-chair, and Lt. Mike Gensmer, Minnesota State Patrol
The Minnesota State Patrol has produced their fourth video presentation, focused on reducing teen death and injury in motor vehicle crashes. Logan was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries.

1 p.m.

TZD and Commercial Motor Vehicles: Bridging the Gap

Capt. Jon Olsen, Minnesota State Patrol; Julie Witcher, State Rail Safety Engineer, MnDOT Office of Freight and Commercial Vehicles

National projections indicate commercial vehicle traffic will be increasing at a steady rate as the demands for goods continue to rise. Unfortunately, merely because of their size, these 80,000-pound vehicles can create tragedy on Minnesota's roadways. What opportunities and challenges are there as we strive towards zero deaths? From a traffic management and engineering perspective, are there ways to harness existing technologies to better prepare drivers for what lies ahead? This presentation will provide valuable information on engineering, enforcement and education strategies.

1:45 p.m.

BREAK OUT SESSIONS

Pedestrian Safety 101 – What is Minnesota doing for people walking?

Chelsea Palmateer, Research Analyst, DPS Office of Traffic Safety; Mackenzie Turner Borgen, Pedestrian & Bicycle Coordinator, Metro Planning, Program Management, & Transit; Shannon Grabow, State Program Administrator, DPS Office of Traffic Safety; Michelle Pooler, Planner, MnDOT Office of Transit and Active Transportation

Pedestrian Safety concerns all people in Minnesota as most of us walk or roll at some point during the day. Unfortunately, pedestrian deaths have become a larger percentage of Minnesota's total crashes. While other crash types of traffic fatalities have declined, pedestrian deaths and serious injuries have increased annually during the past five years. It's time to dig a little deeper into who these walkers are and why they are dying, discuss community-based outreach strategies along with project scoping field walks and learn about the upcoming pedestrian safety materials and campaigns.

Stop the Bleed – Save a Life

Shonette Doggett, Regions Hospital, and Ramsey County Coalition coordinator; Christine Voss, MNSCU BLS faculty, Lake Area Heart Safe Communities; K. Catten Ely, MSF RiderCoach; and other trainers

Death due to bleeding can occur in minutes. *Stop the Bleed* continues to empower the general public to make a difference in a life-threatening emergency by teaching them the basic techniques of bleeding control. First responders, police officers, roadway workers and citizens alike should be trained on how to handle massive bleeding – whether it's from a car crash, shooting, farming incident or household injury. This session will give hands-on instruction in the management of hemorrhage during conditions of potential threat. Some aspects of the presentation are graphic – discretion advised.

2:30 p.m.

Regional Highlights: Successful outreach you can implement in your community

Moderator: Lisa Kons, Minnesota Safety Council and Network of Employers for Traffic Safety, and TZD Metro region co-chair. Highlights from TZD coalitions from: Joan Somes (Dakota), Beth Brisky (Washington) and Chisago counties.

Discover what successful traffic safety activities are being done locally and beyond – and how these efforts can be implemented in communities. The speakers will highlight the 4-E roles and responsibilities in planning and execution of various traffic safety initiatives.

3:15 p.m.

Wrap Up and Adjourn

Capt. Jason Bartell, Minnesota State Patrol and Metro TZD region co-chair

Please take time throughout the day to visit the traffic safety exhibit tables for reference materials and ideas to implement in your communities.