



**Southwest Minnesota Toward Zero Deaths  
11<sup>th</sup> Annual Regional Workshop Agenda  
Prairie Edge Casino  
5616 Prairies Edge Lane, Granite Falls**

**April 23, 2019**

- 8 a.m.                   **Registration, Continental Breakfast & View Exhibits**
- 8:30 a.m.               **Welcome**  
*Jon Huseby, District Engineer, MnDOT District 8 and TZD Regional co-chair*
- 8:35 a.m.               **Setting the Direction for the Strategic Highway Safety Plan: Minnesota Needs YOU**  
*Brad Estochen, State Traffic Safety Engineer, MnDOT Office of Traffic Engineering;*  
*Eric DeVoe, Senior Research Analyst, MnDOT Office of Traffic Engineering;*  
*Richard Storm, HDR Consultants; Tina Roelofs, 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.
- 10:35 a.m.              **Break & Exhibits**
- 10:45 a.m.              **Stop the Bleed – Save a Life**  
*Matt Smiles, Flight Paramedic and Regional Clinical Manager, Life Link III*  
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.
- 12 p.m.                   **Lunch, Personal Impact video & Exhibits**  
**Lasting Impact: “Life without Logan”**  
*Capt. Casey Meagher, Minnesota State Patrol, District 2300, and TZD Regional co-chair*  
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.

12:45 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.

1:30 p.m.

**The Teenage Brain and Risk Reduction: Connecting the Dots**

*Erin Walsh, Mind Positive Parenting*

Erin connects the dots between the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic-safety. She explores the role of "emotional accelerators" in the brain, impacts of technology on the developing brain and practical strategies for engaging young people in risk reduction. Using stories, warmth and humor, Erin presents the latest science in an engaging way, making it easy to apply this information with youth and families.

2:30 p.m.

**Older Drivers Panel – How to address the Silver Tsunami**

*Nichole L. Morris, Ph.D., Director, Human FIRST Laboratory Roadway Safety Institute  
University of Minnesota; Bret Thomas, Driver and Vehicle Services Regional Supervisor,  
Department of Public Safety; Sgt. Troy Christianson, Public Information Officer,  
Minnesota State Patrol*

Older drivers represent the second highest injury and fatality rate, next to younger drivers, per 10,000 licensed drivers and are first in fatalities per 100 million miles driven. The disproportionate fatality risk is linked to several known factors – ranging from failure to yield, cognitive and visual limitations, seatbelt use abstention, and fragility. Previous research has used a smartphone app to provide feedback to teen drivers regarding risky driving behaviors. The modified version, RoadCoach, is proposed as an assistive tool to reduce risky driving behaviors among older drivers. Findings will reveal if the RoadCoach app successfully reduced speeding, hard braking, and excessive acceleration among older drivers as well as the drivers' user acceptance of the app after more prolonged use.

3:30 p.m.

**Wrap up & Adjourn**

*Capt. Casey Meagher, Minnesota State Patrol, District 2300 and TZD regional co-chair*