




National TZD Strategy: Road Map to Implementation

**Minnesota Toward Zero Deaths
Conference
October 23, 2019**





Project Team:








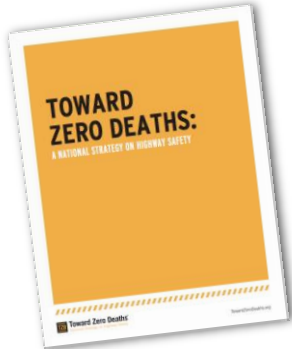








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TOWARD ZERO DEATHS:
A NATIONAL STRATEGY ON HIGHWAY SAFETY

Vision: A highway system free of fatalities, changing the nation's culture to the point where even one traffic-related death is unacceptable



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ROAD MAP FOR IMPLEMENTING THE TZD NATIONAL STRATEGY ON HIGHWAY SAFETY



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Elements Essential for Success

- **Vision and goal setting**
- Leadership and safety culture
- **Supporting program structure**
- **Key partner/stakeholder engagement and communication**
- Technical assistance and training
- Focused safety priorities and strategies
- Implementation and progress monitoring



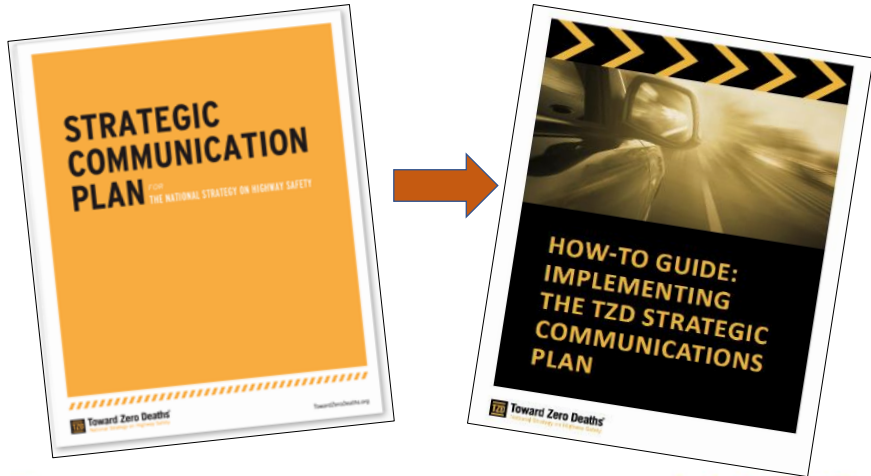
Resources

- Two self assessment tools
 - Program development and implementation
 - Stakeholder communication and engagement
- “How-to” guide on communication strategies
- Online tutorials
 - Engaging the public
 - Engaging other government agencies
 - Engaging the private sector
- Webinar Series

Access all resources at www.towardzerodeaths.org



How-To Guide



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