

## Northwest Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

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

### Goal 1 – TZD Fatality and Serious Injury Goals

To continuously decrease traffic-related fatalities and serious injuries in northwest Minnesota from the past 5-year averages (2018-2023) of 17 fatalities and 52 serious injuries (preliminary). Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

### Objectives

- A. To continuously increase regional seatbelt use rates.

The statewide average **was 93.3% in 2022**. The regional seat belt rate **was 86.5% in 2023**.

No seat belt survey was conducted in 2024. Currently, there is discussion on how to proceed on future seat belt surveys throughout the state. **As a region our long-term goal is to achieve 100% usage rate. Our short-term goal is to see continuous increase in the usage rate each year.**

- B. To examine the characteristics of the unbelted fatalities and serious injuries.

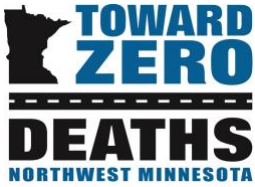
Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

### 5 year averages 2019-2023 in NW Region - Baseline Data (Preliminary Data)

	Metric	Impaired	Speed	Distraction	Unbelted	Total
<b>CRASHES</b>	K Crashes	7	6	2	5	17
	A Crashes	17	14	8	9	52
	K+A Crashes	24	19	10	14	69
<b>INJURIES</b>	Fatalities	7	6	2	5	18
	A Injuries	21	17	10	11	65
	K+A Injuries	27	22	12	15	83

*Note: a crash may have more than one of the above listed or additional contributing factors*



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### **Region Goal 2 –TZD Partnership Goals**

To continuously increase TZD awareness and partnerships across Northwest Minnesota for both the public and traffic safety professionals

1. Establish the vision of NW TZD as a priority for all region, county, city (government agencies)
  - A. Engage local government involvement in TZD steering committee and workshops.
  - B. Educate/promote traffic safety awareness of city/county officials.
  - C. Promote City/county employee education/policies that facilitate the TZD vision.

[Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS)]

2. Create and strengthen partnerships in the region
  - A. Engage stakeholders.
  - B. Develop networking relationships.
  - C. Recruit membership of the TZD partnership.

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
  - A. Develop and distribute resource materials.
  - B. Provide enforcement wave support in community.
  - C. Promote evidence-based countermeasures.
  - D. Collect data and statistics within region.
  - E. Implement best practices within region.

(Activities: web, brochure, 1-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers' education, sober cab development, youth enforcement and education activities)