



Southeast Minnesota

Toward Zero Deaths
*The Building Blocks
of Community Coalitions*

October 7, 2008



SE MN TZD Co-chairs

- Nelrae Succio, District Engineer
 - Mn/DOT District 6
- Captain Randy Slinger
 - Minnesota State Patrol



Why Southeast?

- Pilot a community traffic safety program in one region of the state
- High number of fatalities/severe injuries
- Similar Borders
- History of Collaboration



Initial Steps

- “Find” the 4 “E”s
- Plan the Workshop
- Analyze the Data
- Form Steering Committee
- Identify Projects
- Develop Partnerships
- Evaluation



Find the 4 ‘E’s of TZD

- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical Services



Plan the Workshop

- First Workshop was June 2005 in Rochester
- Focused on 4 “E”s
- Conference Topics
 - Analyze Crash data
 - Personal impact statement
 - Panel – examples of past collaboration and projects
 - Breakout sessions
 - Discipline (4 “E”s)
 - Region (Geography)



Analyze the Data

- Crash Data for Southeast Minnesota – 1998 - 2003
 - 8,900 crashes per year
 - 60 -70 fatalities each year
 - Contributing factors: Run off the Road, Lack of Seat Belt use, Speed



Analyze the Data

- Who?
 - Young 15 – 29 year-old male drivers
- What are they doing?
 - *Running off the Road*
- When is it happening?
 - 3 – 7 p.m. – after work/school
 - Month of December



Form the Steering Committee

- Address data-driven priority traffic safety issues.
- Establish partnerships using the 4 “E”s participation and TZD approach.
- Define SE MN TZD goals and strategies.
- Plan for evaluation/assessment.
- Define TZD governance and operating structure.



Goals of Teen Project

- Reduce teen driver crashes
- Regional media educational campaign
- Increase seat belt usage
- Target High Schools



Targeted Teen Project

- Program to educate High School students –

Meet the Number 1 Killer of Teens

- 3-week campaign focusing on:
 - Seat belts
 - Distracted drivers
 - Not a drop
- Timeframe: December



Teen Project Activities

- Banners, posters, signs for school exits
- Audio and video PSAs
- Messages printed in athletic & other school announcements
- Evaluation post-survey

10 out of 10 officers recommend you wear a seat belt. Law enforcement will be working to make sure that recommendation is taken seriously.

Buckle up!
Don't spend winter break
working to pay off a ticket.
every seat and every time.



Most traffic fatalities occur between
3:00 P.M and 7:00 P.M. in Southeast Minnesota.

“Dying” to get home?



84% of Minnesotans wear their seat belt. However, only
71% of passengers in a pick-up wear their seatbelt.

Buckle up,
when riding in a pick-up!





Develop Partnerships

- Steering Committee
- Partnership Groups
 - SE Law Enforcement
 - Public Health Educators
 - City, County and Mn/DOT Engineers
 - SE Emergency Medical Services



SE MN TZD Accomplishments

- +\$1 Million Comprehensive Highway Safety Plan grant
- *Dying to Get Home* education & enforcement campaign
- *Alive at 25* education campaign
- TZD information table presence at EMS Regional Conference



SE MN TZD Accomplishments

- Pursuits & Partnerships
 - Jointly plan Thanksgiving and December wave; Coordinate enforcement dates
 - Coordinate with the December High School education program
 - Kick-off media event at local high school
- Bluff County Buckle Up

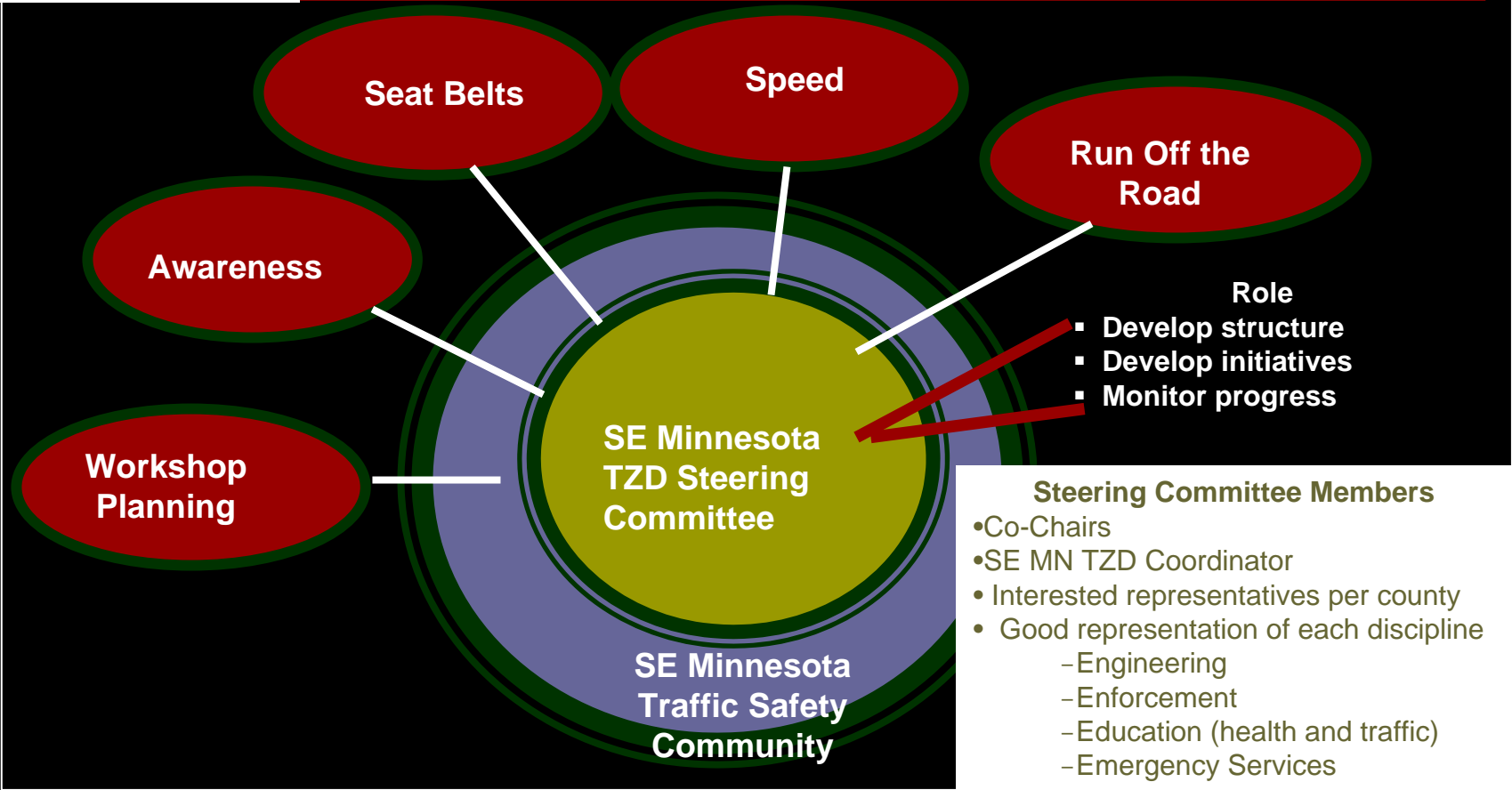


Evaluation

- Reviewed data; reorganized to form subcommittees
 - Run off the Road
 - Seat Belts
 - Speed
 - TZD Awareness
 - SE MN TZD Workshop



Reorganize Structure





Evaluation – Set Goals

- Goal 1:
 - Reduce traffic fatalities from past 3-year average of 67 down to 55 by 2012
 - Establish subcommittee goals to accomplish
- Goal 2:
 - Increase TZD awareness across southeast Minnesota
 - Website, surveys, workshop, media relations



SE MN TZD Success Factors

- Commitment
- Connections
- Collaboration
- Coordination
- *Continuation*



Questions?

Goal:
Zero Deaths