

# Southeast Minnesota Safe Communities Coalitions

Traffic Safety Partners and Programs





# History of Safe Communities

- The Safe Communities concept began in Sweden in the mid-1970s when a community health care unit selected injuries as one of its projects for preventive health care.



# History of MN Safe Communities

A program of the National Highway Traffic Safety Administration (NHTSA) founded in Minnesota that:

- Collects local traffic data.
- Gathers groups of concerned citizens and professionals into coalitions.
- Determines top traffic safety issues within local communities and works to prevent injuries.



# Objectives of Safe Communities Coalitions in Minnesota

- Reduce injury rates and eliminate causes of injuries.
- Motivate citizens to assume responsibility for injury prevention.
- Obtain program buy in and acceptance from citizens as well as local government and community institutions.
- Evaluate program results through data collection on injuries as well as awareness and attitude surveys.



# Southeast Minnesota Safe Communities Coalitions

- Serve under the education umbrella of Southeast Minnesota TZD.
- Six counties have Safe Communities Coalitions: Fillmore, Houston, Mower, Olmsted, Rice, and Winona Counties.
- These six counties work independently on traffic safety projects that specifically effect their respective counties but they also collaborate on regional projects.
- Currently three members serve actively on the SE TZD Steering Committee.
- Four counties received the 2006 STAR award for traffic safety excellence at the MN TZD Conference.



# Fillmore County Safe Communities Coalition

- Under the auspices of Fillmore County Public Health.
- Provide consultation to court referred youth regarding impaired driving.
- Conduct Driver's Education student education program.
- Trained to instruct *Alive at 25*.
- Responsible for *Dying to Get Home* Campaign media and education.



# Houston County Safe Communities Coalition

- Run by Houston County Public Health.
- Created impaired driving packets for jail inmates that are disseminated during jail nurse visits and health assessments.
- Provided education to teen drivers prior to prom about belts, alcohol, and speed.
- Provide training to parents and daycare providers regarding child passenger restraints.



# Mower County Safe Communities Coalition

- Revived in 2006 and run by the Parenting Resource Center of Austin.
- Created a slide show multi-media presentation that is shown in Austin Schools to promote social norms around no drinking and driving during special events.
- Utilize repertory theatre to education high school students regarding good choices surrounding alcohol and driving.



# Olmsted County Safe Communities Coalition

- Conducted through Olmsted County Public Health.
- Development and continuation of a Fatal Review Committee which meets monthly to discuss traffic fatalities and is also considering reviewing serious injury crashes as well.
- Worked with six of eight major Olmsted County schools on Seat Belt Challenges.
- Conducted “Are you getting one tonight? A sober ride home” campaign for Rochesterfest and the Olmsted County Fair.



# Rice County Safe Communities Coalition

- Newly established in 2006 through the Rice County Chemical Health Coalition.
- Collaborated with partners to promote and host Healthy Kids Day at the Northfield Middle School where traffic safety education and demonstrations were provided to over 2000 people.
- Focus on parent and teen seatbelt education via direct mailings during high risk events such as prom and graduation.



# Winona County Safe Communities Coalition

- Under the auspices of the Winona County Community Health Service.
- Work closely with Safe and Sober to couple education and enforcement.
- Implemented Buckle Up Teens Seat Belt Challenge in four area schools.
- Worked regionally to plan for traffic education efforts.



# Past and Current SE Safe Communities Projects

- Regular Meetings
- Fatal Review Committee Meetings
- Monthly Traffic Safety Focus with Education
- Steering Committee Membership
- School Binder Program
- Bluff Country Buckle-Up
- Dying to Get Home Campaign
- Alive at 25
- Seat Belt Observations



# Future SE Safe Communities Projects

- Dying to Get Home Campaign Media and Education
- Alive at 25
- Teen and Young Adult Seat Belt Project



# Southeast Minnesota Safe Communities Coalition Contacts

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