



TOWARD ZERO DEATHS
Because your life counts

Minnesota's Toward Zero Deaths Program

May 19, 2011
Southeast Regional TZD Conference



Traffic Safety...A Global Crisis

- 1.3M per year killed, and 50M injured, on the world's roads
- Economic cost of \$100 billion a year
- By 2015, traffic crashes will be the leading cause of death or disability for children age 5 and above

United Nations Proclamation

Proclaims the period 2011–2020 as the Decade of Action for Road Safety, with a goal to stabilize and then reduce the forecasted level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels



Together we can
save millions
of lives.



**DECADE OF ACTION FOR
ROAD SAFETY 2011-2020**

www.decadeofaction.org

A Comparison in the US.....

- 33,808 traffic fatalities in 2009 (FARS)

18,361 killed by
homicide

3,443 died by
drowning

1,816 died in
airplane and
water travel
related accidents

Source: CDC 2007

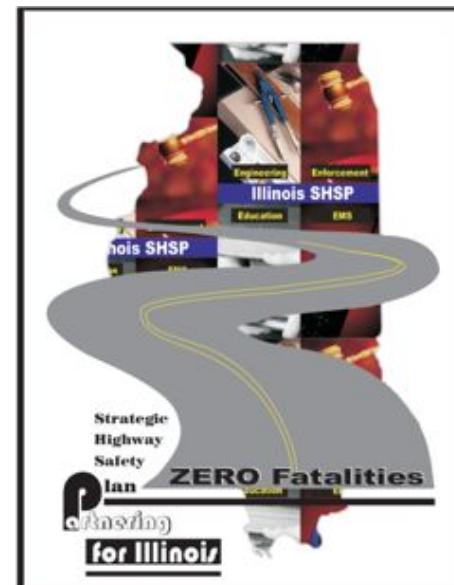
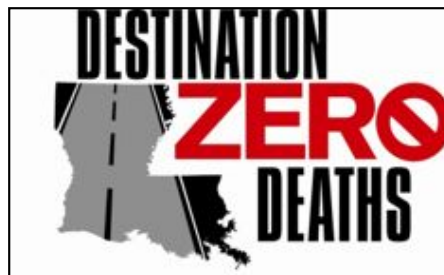
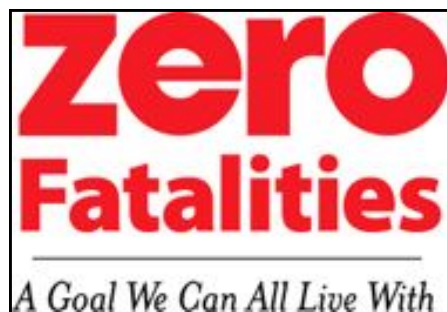
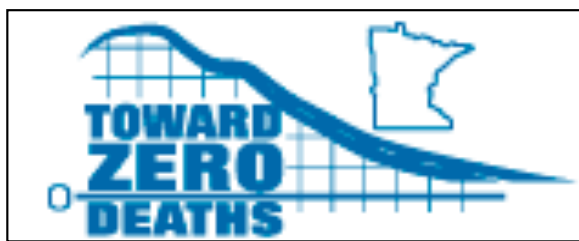


Overview National TZD Effort

- Progress has been made in improving highway safety in the USA...
 - Lowest fatality levels in 50 years
 - Safety partnerships have been strengthened
 - Greater leadership focus on safety
- ...But we still face significant challenges
 - 33,963 fatalities in 2009
 - Legislative and other barriers to implementing proven strategies



- Minnesota, along with Utah, Washington and West Virginia were earlier adopters



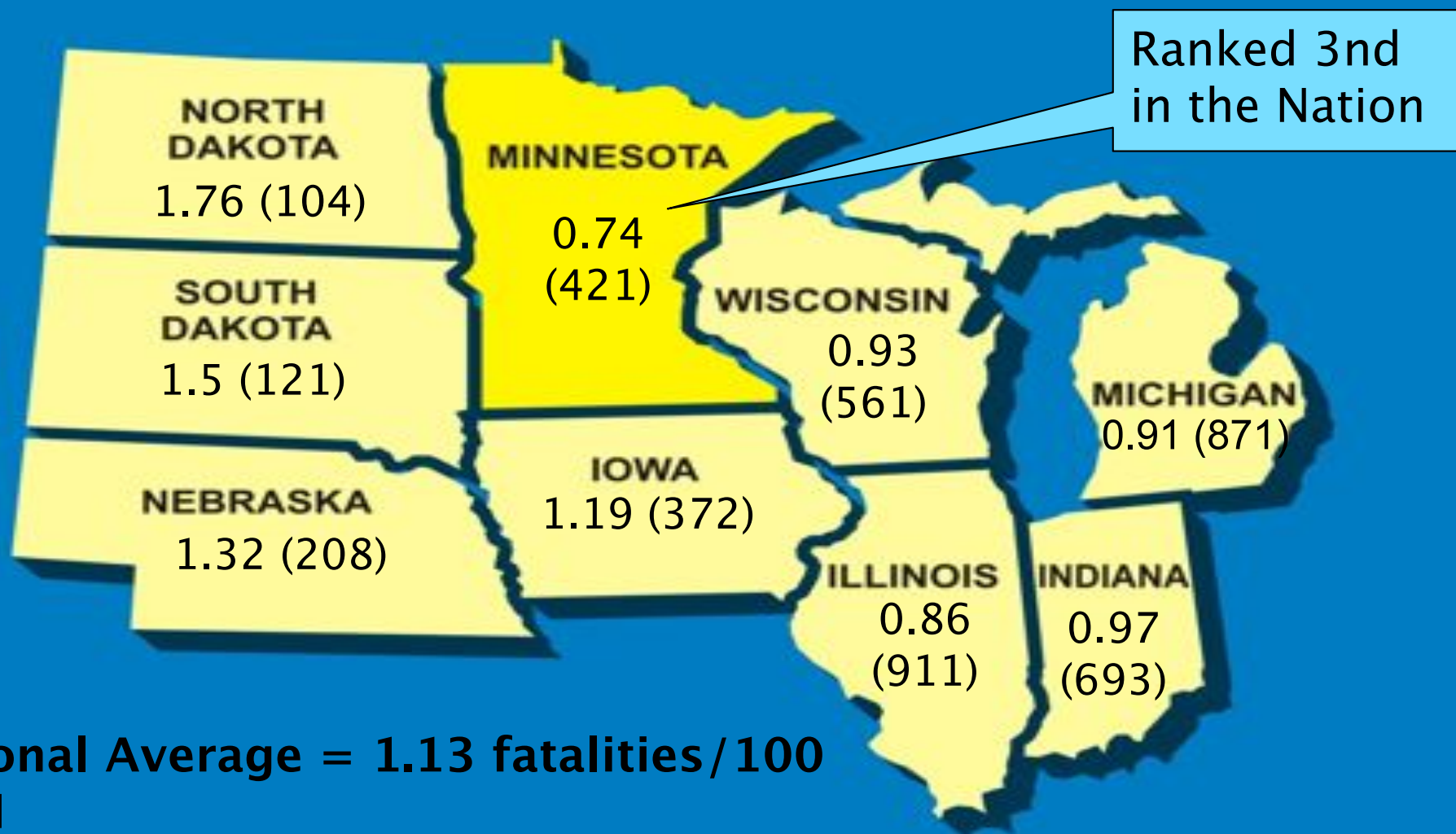
A National Strategy on Highway Safety: Toward Zero Deaths

- Strong agreement that even one death is unacceptable and therefore, we must aspire to move toward zero deaths
- National, data-driven effort focused on changing American culture as related to traffic safety
- Two Tiers
 - Cultural Change and Building the Foundation of Safety
- Over 30 organizations nationwide participating

Two Key Products

- National Safety Plan and Outreach Program
 - A data-driven plan that includes key emphasis areas, projection of future needs, promising countermeasures, and expected improvements
 - Goal: adoption by safety stakeholder organizations in 2011
- Implementation Process
 - Strategies for developing strong leadership and champions
 - Support from and for organizations that directly impact highway safety
 - A program for changing highway safety culture in the United States

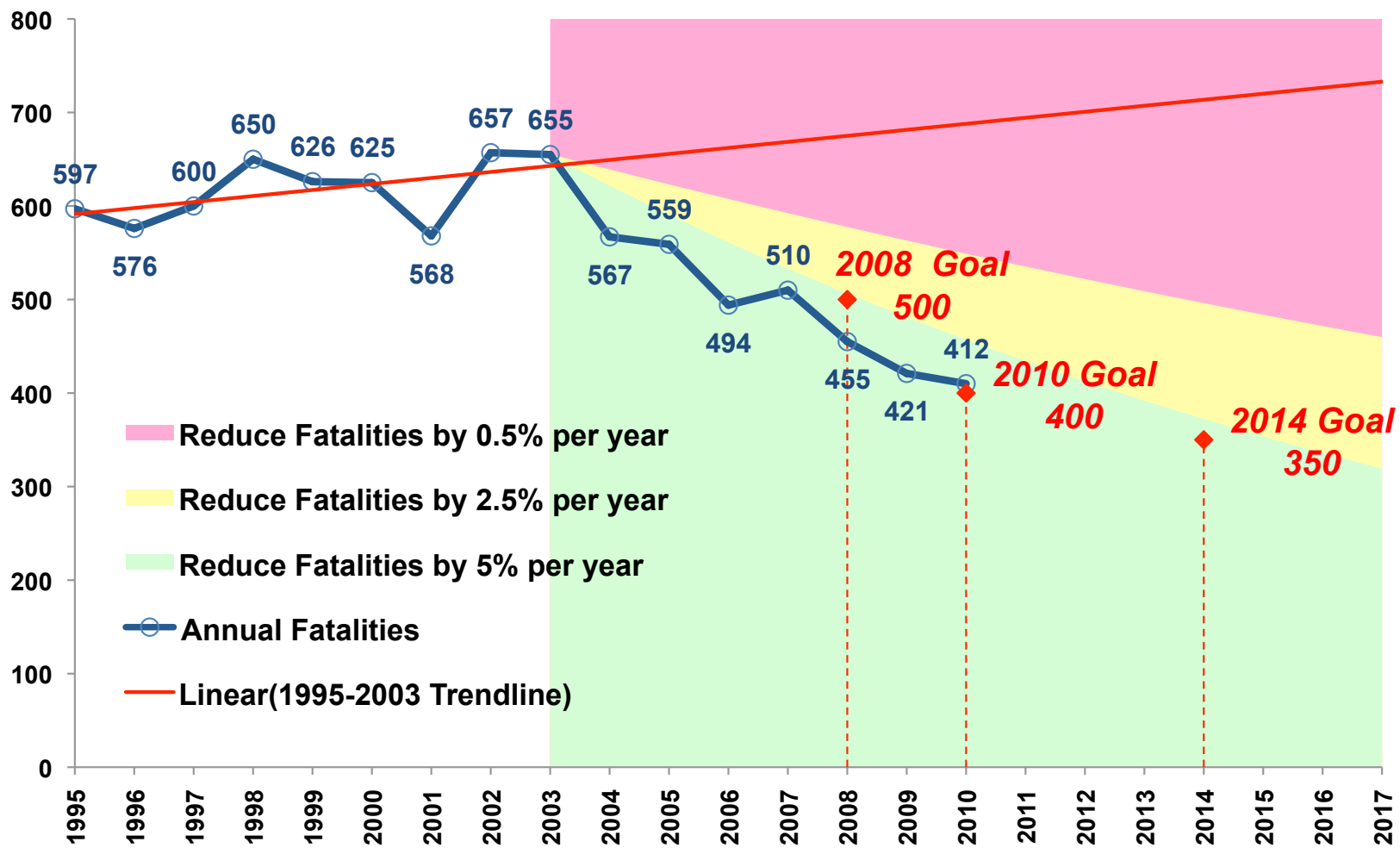
Comparison of Fatality Rate per VMT of Surrounding States, 2009 (total fatalities)



Reversing the trend

Roadway Fatalities, All State & Local Roads

Source: Mn/DOT



www.minnesotatzd.org

Thank you!

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