Mission:
To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:
- Continuous Improvements
- Engaged Partners
- Evidence-based Approaches

The East Central Minnesota Toward Zero Deaths (TZD) program has been developing for five years. The counties involved include: Benton, Cass, Crow Wing, Isanti, Kanabec, Mille Lacs, Morrison, Sherburne, Stearns, Todd, Wadena and Wright.

The leading cause of deaths and severe injuries in East Central Minnesota include:
- Lack of Seatbelt Use
- Impaired Driving
- Speed and Aggressive Driving
- Inattentive Driving

The leading type of crash resulting in deaths and severe injuries include:
- Run off the Road
- Impaired Driving

The East Central Minnesota TZD program is led by a steering committee comprised of the “4 Es:”
- Enforcement
- Engineering
- Education
- EMS / Emergency Medical & Trauma Services

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*2017 data are preliminary.*