

Southwestern Minnesota Toward Zero Deaths Region

Annual Report 2010-11

11/1/2010

MNDOT

Submitted by Amy Roggenbuck, TZD Coordinator



Executive Summary

Background

The Southwestern Minnesota Toward Zero Deaths (TZD) program began in 2007. The TZD Coordinator was hired in June 2011. In 2010, there were 411 deaths on Minnesota roadways and 37 of these deaths occurred on southwest Minnesota roadways – an unacceptable number. The Southwestern Minnesota Toward Zero Deaths (TZD) group includes partners from the 14-county area (Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Pipestone, Redwood, Renville, Swift and Yellow Medicine) who work together to create initiatives and programs to reduce traffic fatalities and serious injuries. In 2010, the Southwestern Minnesota TZD Steering Committee developed the traffic safety mission and goals for the region in order to move toward zero deaths for traffic-related crashes.

Mission

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

Strategic Plan

A regional strategic plan was developed in 2010 to identify goals and objectives to accomplish the mission. Baseline data was gathered as a starting point to later assist in gauging the goals.

Leadership Team

The Southwestern MN TZD co-chairs are Jon Huseby, District Engineer for MnDOT District 8 and Captain Brian West with Minnesota State Patrol District 2300. The first leadership team met on August 19, 2011 to discuss the future direction of the steering committee.

Steering Committee

The Southwestern MN TZD Steering Committee met approximately six times over this past year. When the committee began meeting in 2007, their main objective was to plan a successful regional workshop. This year the committee expanded their reach by forming subcommittees and discussing other future traffic safety initiatives for the region. All four E's (education, enforcement, engineering and emergency medical and trauma services) are represented on the Steering Committee.

Seat Belt Survey

The Southwestern MN TZD Coordinator partnered with the fourteen county highway engineers, Minnesota State Patrol and MnDOT staff to conduct observational seat belt checks at 2-3 locations in each county during the week of September 19-25, 2011. The Southwestern MN TZD regional baseline seat belt rate usage is 81.1%.

Partnerships

As the Southwestern MN TZD Region develops and grows, the partnerships made between the 4 E's will be essential to the success of the region. The Southwestern MN TZD Coordinator has dedicated a good portion of staff time in the first four months of employment to assess the current partnerships within the Southwestern MN TZD Region and educate key groups to strengthen these partnerships.

Annual Report

Southwestern Minnesota Toward Zero Deaths Strategic Plan – September 2011

Mission

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

Goal 1 – Reduce TZD Fatalities and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southwestern Minnesota from the past **5-year average** (2006-2010) of 37 fatalities and 107 serious injuries.

Objectives

A. To continuously increase regional seat belt use rates.

As of September 2011, the seat belt compliance rate in southwestern Minnesota was 81.1%. 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.

The South Central and Southwestern Minnesota baseline seatbelt surveys followed a protocol designed by the University of Michigan. The Department of Public Safety, Office of Traffic Safety Evaluation Coordinator advised the Regional Coordinator in the use of this protocol. The locations, time of day, and day of week were randomly selected. Each County Engineer worked with the TZD Coordinator to ensure the locations were safe for the observer. Each County Engineer, County Engineer's office, Minnesota State Patrol District and/or Department of Transportation District conducted the surveys and sent the raw data back to the TZD Coordinator who analyzed the data with software from the University of Michigan. The data cannot be used alone as it is part of a regional survey.

The Southwestern counties include: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Pipestone, Redwood, Renville, Swift and Yellow Medicine. The surveys were conducted the week of September 19-25, 2011 at thirty-four randomly selected sites in the SW region. The two counties of Big Stone and Swift were not surveyed and are not included in this baseline data, due to various circumstances. However Big Stone and Swift counties will be included in the annual seatbelt survey in 2012. SW Minnesota baseline regional seatbelt usage is 81.1%

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.

Belted Fatality Rates (2005-2009):

- Total number of fatal and serious injuries in the region=568
- 324 of fatal and seriously injured were unbelted
- 57% of fatal and seriously injured were unbelted
- 78.6% unbelted in fatal crashes occurred in October
- 81% unbelted in fatal crashes occurred on Sunday
- 81.8% unbelted in fatal crashes were in the 21-29 years age group
- 65.3% unbelted in fatal crashes were Male

C. To continuously decrease the following:

5-year average 2006-2010 in SW Region - Baseline Data

		<i>Contributing Factors:</i>			
		Alcohol	Speed	Distraction	Total
<i>Average Annual number of:</i>	Fatalities	11	6	4	37
	Fatal Crashes	10	6	3	32
	Severe Injuries	22	20	21	107
	Severe Injury Crashes	17	15	18	81

Total SW Region - Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2010 Total	32	25	99	74
2006-2010 Total	183	161	536	406

Region Goal 2-TZD Partnership Goals

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

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - County Commissioners and State Legislatures have been invited and attended the annual workshop
 - B. Educate/promote traffic safety awareness of city/county officials
 - TZD Presentation at the County Highway Safety Plan meeting in Marshall to include the counties of: Lincoln, Lyon, Murray and Pipestone

- TZD Presentation at the County Highway Safety Plan meeting in Cosmos to include the counties of: Kandiyohi, McLeod, Meeker and Renville
 - TZD Presentation at the County Highway Safety Plan meeting in Granite Falls to include the counties of: Chippewa, Lac qui Parle, Redwood and Yellow Medicine
 - TZD Presentation at the County Highway Safety Plan meeting in Morris to include the counties of: Big Stone and Swift
- C. Promote city/county employee education/policies that facilitate the TZD vision
- Presentation given to twelve of the County Highway Engineers

County Highway Safety Plan Meetings

The Minnesota Department of Transportation (MnDOT) developed a statewide Strategic Highway Safety Plan in 2007 to guide safety investments and decisions related to its Towards Zero Deaths efforts. Recently, MnDOT embarked on a statewide initiative to create a roadway safety plan for each of Minnesota's 87 counties. The County Road Safety Plan concentrates on information specifically associated with the county roadway network and identifies opportunities to reduce the number of fatal and serious injury crashes. This past year there were three workshops held to include all counties in the Southwestern Region. Representatives from all 4 E's (education, enforcement, engineering and emergency medical and trauma services) participated in one of the day long workshops to prioritize safety measures and projects for each of their counties. Presentations were given on TZD, the Southwestern Region, and on driver behavior issues.

2. Create and strengthen partnerships in the region

A. Engage stakeholders

- TZD Coordinator met with State Patrol Captain and Public Information Officer
- TZD Coordinator met with MnDOT District Engineer, Public Affairs Coordinator, State Aid Engineer and Traffic Engineer

B. Develop networking relationships

- TZD Coordinator met with Regional Development Commission staff
- Kandiyohi County Safe Communities Coalition
- Marshall Area Traffic Safety Coalition
- South West Central Safe Communities Coalition

C. Recruit membership of the TZD partnership

- Contact list of 74 traffic safety partners
- Southwestern MN TZD Workshop-April 2011

Steering Committee

The Southwestern MN TZD Steering Committee held meetings approximately six times this past year with the most recent meeting on September 7, 2011. Twelve traffic safety partners attended the meeting, with all 4 E's represented (education, enforcement, engineering and emergency medical and trauma services). The co-chairs each made introductory statements

and an overview of the TZD Initiative. A discussion was led by co-chairs on the evolution of the TZD region and local coalitions. The Strategic Plan was reviewed and the coordinator proposed some updates and changes. A discussion on the previous workshop and the Spring 2012 workshop was held. The group then discussed the future projects of the Southwestern MN TZD Steering Committee.

Workshop

The Southwest MN TZD Workshop was held on April 29, 2011 in Redwood Falls. The goals of the workshop were to:

- Create a better understanding of traffic safety issues in southwest Minnesota
- Strengthen the commitment of stakeholders and create partnerships (coalitions) to achieve TZD goals
- Provide an opportunity to bring the program into your community

Speakers at the workshop covered the topic areas of: teen drivers, speed, regional trauma advisory committee, texting and driving, distracted driving, impaired driving, and the work of local coalitions. The workshop attracted approximately 121 traffic safety partners and received commitments from participants to make traffic safety a priority in their lives.



3. Promote & implement effective traffic safety initiatives in the region
 - A. Develop and distribute resource materials
 - Developed and distributed Southwest MN one-page information sheet
 - Developed Southwest MN informational power point presentation
 - B. Provide enforcement wave support in community
 - Created media pieces and distributed them region-wide
 - C. Promote evidence-based countermeasures
 - Reviewed crash data and learned the leading contributing factors to crashes
 - Reviewed best practices of traffic safety programming and began to implement programs
 - D. Collect data and statistics within region
 - Worked with Researcher at the Office of Traffic Safety/Department of Public Safety to collect region-wide data
 - Developed and distributed a Southwest Strategic Plan
 - Collected baseline regional seat belt usage
 - E. Implement best practices within region

- Ongoing efforts across the region were collected and summarized to assess what is currently happening in traffic safety

Traffic Safety Coalitions

The Southwestern Region has three active traffic safety coalitions: Kandiyohi Safe Communities Coalition, Marshall Area Traffic Safety Coalition and South West Central Safe Communities Coalition. These coalitions work at the local level to implement projects in partnership with local law enforcement which educate the public on preventing fatal and serious injury crashes. The coalitions target their projects at teen drivers, parents, college students, young adults, and the general public. The main areas they work in are: seat belts, impaired driving, distracted driving, and speed. Representatives from each coalition also are members of the Southwestern MN TZD Steering Committee.



Marshall Area Traffic Safety Coalition sponsored a distracted driving presentation and driving simulator at the Southwest Minnesota State University.



Southwest Minnesota Toward Zero Deaths

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,
- ❖ Engage partners and
- ❖ Evidence-based approaches

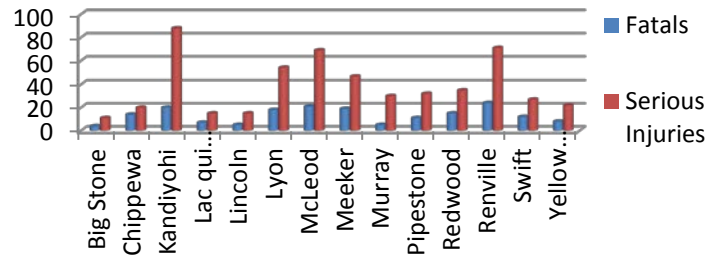


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The leading cause of deaths and severe injuries in Southwest Minnesota include:

- ❖ **Lack of Seatbelt Use**
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

Southwest Minnesota Fatal and Serious Injuries by County (2006-2010)



The leading type of crash resulting in resulting in deaths and severe injuries include:

- ❖ **Run-off-Road**
- ❖ **Intersection-Related**

The Southwest Minnesota TZD program is led by a steering committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency and Trauma Services

Southwest Minnesota TZD Leadership Contacts

Engineering

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Enforcement

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Education/EMS

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Southwestern Minnesota Toward Zero Deaths Regional Strategic Plan

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Southwestern Minnesota Toward Zero Deaths Regional Strategic Plan

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 - 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 & 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 driver education, sober cab development, youth enforcement and education activities)

SW MN TZD Steering Committee

September 7, 2011

1:00 – 3:00 p.m.

Attendees: Jon Huseby, Amy Roggenbuck, Dave Johnston, Brian West, Stephanie Felt, Beth Smith, Jean Johnson (via phone conference)
Absent: Mike Cirks, Laura Turek, Dan DeSmet, Dave Nester, Laura Lindeman

Introductions; welcome Dave Johnston to Committee and how he fits into his new role;

Evolution of Toward Zero Deaths & Building Coalitions in the Region

- Need to look at membership of this Committee
- With Amy as fulltime TZD Coordinator – role/scope of committee may be expanded/be more focused
- Discussed some options on how to reach out to communities to form new coalitions/generate interest/new relationships
- Amy will be attending some upcoming events in public; i.e., EMS regional meetings, etc.
 - One example – news conference involving law enforcement, snowplows, school supt., etc.
- Discussion on how some people are actually doing some TZD activities but are unaware of how they fall into the TZD efforts
- Discussed interest from McLeod, Meeker, Sibley Counties – they did not have one strong core leader to go forward (Sheldon Nies, Ron Mortenson, John Brunkhorst are some names of those who might be interested)
 - **Action:** Amy will work with Jean and Dave to work county-wide area to help possibly coordinate to identify opportunities; have Sheldon as a contact for 3M; McLeod, Meeker, Sibley Counties
- Discussed what grants will cover and what will they will not – look for corporate sponsorships (i.e., billboards)
- Discussed options within MnDOT – such as Speaker’s Bureau
- Buy-in is needed from supervisors for those that wish to be part of TZD (i.e. sheriffs)
- PSAs are another method of getting messages out to public (radio stations donate air time)
 - **Action:** Amy presenting to D8 Leadership Team
 - **Action:** Amy presenting at Mankato’s Employee Safety Day
- Suggestions for groups to talk to: schools, driving schools, community groups
- Suggestion for making a parent meeting mandatory for those starting driving school
 - **Action:** Stephanie would like to see Pat’s (from Wright County) presentation
- If group qualifies for 501C (non-profit status) you need to have a board of directors
- Nov. 16-17, 2011 – Statewide TZD Conference in Duluth

Region Strategic Plan

- Action: Amy will send out via email for review and comment

Sub Committees are Speed and Alcohol

Regional Workshop Follow-Up

- Do we want to follow up? How? What are themes?
- Summary of responses document from workshop
 - Action: Amy will contact those that she has not touched base with
 - Action: Amy identify any items on summary of responses that are valid and can have some action associated. She will then send to members asking for input.
 - Action: Look at statewide conference attendee list for contacting
- Look into involving county attorneys

Next agenda:

- Strategic & coalition updates
- Commitment card follow up

Next Meeting:

Oct. 19, 2011 at 1-3

- Dates of others:
 - Kandiyohi - first Wednesday of the month
 - Beth – 4th Thursday of everyone other month
- Suggestion: to have subcommittees meet in morning and steering committee in afternoon
- Will set dates on a month to month basis

Round Robin

- Brian West: Communication – TZD letterhead? News releases have to go through MnDOT channels and DPS channels for approval. Communications in C.O. are supposed to be developing letterhead for TZD.

**SOUTHWESTERN MINNESOTA
TOWARD ZERO DEATHS WORKSHOP
EVALUATION FORM SUMMARY**
Redwood Area Community Center, Redwood Falls, MN
Friday, April 29, 2011

Number of attendees: 106
Number of evaluations: 37

Workshop Arrangements	Average on a scale of 4.00
Convenience of the registration process	3.86
Location of the Redwood Area Community Center	3.74
Facilities were comfortable and appropriate for the conference	3.68
Food served for meals and breaks was satisfying	3.56
Participant materials were helpful and useful	3.5

Comments on the Arrangements of the Workshop:

- Room was too cold (8 people mentioned this)
- Only a couple of the presenters had written materials
- Meal was a little heavy, but good. Fruit for breakfast?
- Break for networking would be nice. Need mics for audience questions or repeat the questions. Softer chairs!
- Prefer less paper. Handout thumb/USB drives w/all on it? Videos etc. Prefer this to breakout sessions.
- A confirmation would have been good. Location is good!
- Friendly environment!

Workshop General Sessions	Average on a scale of 4.00
Welcome and TZD Perspectives	3.43
Video: Young Forever	3.80
Southwestern Regional TZD Data	3.32
Speed Kills – Or Does It?	3.81
Panel: Regional Trauma Advisory Committee	3.24
Video: AT&T: Don't Text While Driving	3.78
Panel: Distracted Driving	3.39
Another Senseless Tragedy – A Father's Perspective	3.95
Call to Action	3.41
PSAs: Kandiyohi County Safe Community Coalition	3.59
Wrap-Up	3.42

Comments on the General Sessions of the Workshop:

- This session was wonderful! -Another Senseless Tragedy – A Father's Perspective. [Note: three other participants echoed this thought by adding extra check marks or "wow" statements next to this presentation.]
- Too long prep talk- slideshow with the RTAC panel
- Nice to have lawyer's perspective on Distracted Driving panel
- Data was a bit confusing- need to better highlight what it means in Regional TZD Data
- Nice day- good speakers and AV stuff
- I enjoyed the workshop! Excellent discussion/topics
- As distracted driving seems to be the target at this time, perhaps seeking input from the technology field in what they can do to help mitigate this risk while driving.
- Very good
- Videos and personal impact statements [were] powerful!
- Good content. What can we take home to implement in our communities besides the crash maps?
- Too cold!! Good food! More waiters would be nice.
- It would have been nice for the trauma panel to tie back to TZD.
- Statistics were a little dry and some charts difficult to understand.
- Good way to recharge the people interested in getting this message out to the public
- All sessions were very informational
- Should have had more panelists on the distracted driving section

Do you have suggestions for topics you would like to see offered at future Workshops?

- Teen panel- how to determine what is happening in your community
- Get legislative folks involved- why can't we have tougher laws/policy?
- Next year we should highlight what MnDOT and county engineers are doing to support TZD

- Bring County Road Safety data into the mix of DPS data
- What are the other TZD coalitions or Safe community Coalitions doing? I would like to see presentations on what they did for the year, goals achieved, where presentations made and materials developed, the # of people they reached, etc.
- Keep up the engineering aspect. What's new on the horizon-tech, etc.?
- Wished we would have some presenters from an engineering point of view
- How can you get more driver education instructors here? This is valuable information.
- Starting a community TZD committee

Please identify suggestions for building and maintaining support for this Southwestern Minnesota TZD Initiative:

- Some more contact- once per year's not enough, can there be more?
- Final thoughts (of course) is financial support at local level
- PSA's are huge and presentations to parents of young drivers at PTA meetings or driver's education are a great way to intervene with young drivers
- What about suicide prevention?
- I think this is very good place and centrally located for all. Keep up the good work.
- More newspaper information—point out statistics and tell people these things
- Advertise to communities that if you are interested in starting a community group on TZD/of general safety- that this workshop is very worthwhile to attend

Any other comments or suggestions are welcome.

- Will be back
- Try to reduce overlap between presentations given at state TZD meeting and regional meetings
- Please continue to host in southwestern MN. Thank you!
- How about putting supporting materials on CD? Save paper
- Great conference. Thank you!
- Terry Overlander is a very impactful speaker
- Nice job
- Speakers were difficult to hear. It was also hard to hear participants when they asked a question or had comments.

Southwest Minnesota Toward Zero Deaths Workshop Commitment Card Summary of Responses

Number of attendees: 106

Number of cards returned: 38

Speed: “Speed Kills (or does it?)” by Dr. John Cumming

What can you do as an individual in your community to help reduce crashes related to speed?

- Continue work with our community groups (Jeffrey Moberg)
- Form a coalition to address our community’s needs and issues (Daren Scheppmann)
- As an SRO, educate the student drivers, be proactive (Dana Woodford)
- Not speed myself. Post information on website on TZD, and link to TZD. For all 3 areas- Help provide information about TZD and encourage local TZD efforts (Donn Winckler)
- Encourage seatbelt use (Angie Stephens)
- As police chief I can have my officers be more proactive with traffic speeds (Mark Duissa)
- Advocate for increased shoulder width on Hwy 68- MN to Marshall. Highway Patrol could better monitor this Hwy if the shoulders are improved (Rebecca Day)
- Stop cars, cite, and educate the motoring public (Chris Frederickson)
- Look at road safety improvements that can be done to reduce crashes (William D. Rabenberg)
- Tell some of his stories. I like his 30MPH accident data (Jeff Butson)
- Share the info I gained here today (Sarah Friesen)
- Put information on Local Cable TV access channel for public to watch- more information presented in High School as part of health class (Stephen Schnieder)
- Slow down myself and review speed limits in District 7 of MnDOT. Review data on where speeds are higher and see what action could be taken (Jim Swanson)
- Continue to drive the speed limit and defensively. Make sure vehicle is in good condition and use safety features (Randy Lindstrom)
- Highway departments in Meeker County will continue to do safety projects in the county (Ron Mortensen)
- With co-workers, work more often as a team in hard-to-radar places (Dan Erickson)
- This info would be excellent to include in driver’s education classes, EMT/FR classes (Melinda Buss)
- Aggressive traffic enforcement and education of young drivers (no name)
- Educating family and friends (Mark Pierskalla)
- Educate (Jean Johnson)
- We are putting on a mock crash for the local high school seniors at end of May (Raina Merkins)
- Hwy 23 through town has zoned limit – 55 mph and most go faster. This has been shown to be a dangerous stretch of road (Michael Schneider)

- Greater focus on speed reduction techniques and pavement markings, visual friction, etc (Scott Thompson)
- Education- outreach to community- include information in current program with high school students. Law enforcement- praise and encourage enforcement. EMS- provide better run sheet narratives post-crash to help with improving information available to MN DPS- (can educate my EMS crew). Identify areas of excess speed concern! (Peggy Dunblazier)
- Educate, importance of seat belt use as well as child passenger safety seats (Polly Ahrew)
- Stress importance of speed following posted speed limits especially when children are in vehicles- belted and in proper restraints. (I teach car set information to low income families). (Annmarie Suess)
- Educate drivers that even “sbw speed” caches are capable of creating significant injuries (Brian West)
- Public education is essential for all. The more information obtained through community service groups. I can encourage [them] to have individuals from law enforcement or EMS do presentations for these community groups (Lions, churches, etc.). (Bev Martinson)
- Get information into hands of students and parents. Coordinate “forever young” video at area schools and functions. Also the texting and driving video (Tim Benoit)
- Work with local law enforcement on education to youth in high school (Annie Tepfer)

How can the Southwest Minnesota TZD regional partnership help you accomplish those actions?

- Bring all D-8 legislators into a special presentation of some of the main speakers: the Kandiyohi county panel, the two videos, etc. They need to be informed! Need to do it when they are not in session (Dave Trooien)
- Kepp holding TZD conferences for fresh info maybe materials or ideas (Dana Woodford)
- Help with PSA’s (Mark Duissa)
- Help us receive funding for Hwy 68 to widen shoulders (Rebecca Day)
- Track statistics (Chris Frederickson)
- Provide education, funding, support, and goals (William D. Rabenberg)
- Get more info out! (Jeff Butson)
- Provide video and instructional information (Stephen Schnieder)
- More info on engineering roadways psychologically to reduce what drivers see as a safe speed on that roadway. Idea next conference: information on CarFit program- AARP does this in our community to get older drivers properly fitting car/self. Hospital OT works with them (no name)
- Work with the Dist 7 MnDOT TZD efforts to effect crashes in all of Southwest and South Central MN (Jim Swanson)
- Raise awareness (no name)
- Educate EMS’s medical response people to take photo of crash scene for trauma doctors (Randy Lindstrom)
- OT grants to do targets enforcement. Tight budget means shorter shifts- too busy to concentrate on traffic enough. 2-3 hour events? (Dan Erickson)
- Distribute info to the above educational entities (driver’s ed classes, EMT/FR classes, etc.) (Melinda Buss)
- Move to have a uniform (police) present info at driver’s education classes (no name)

- Do you have facebook applications? Can we become fan of this on facebook? Can we have some video clips on facebook? What other electronic community (Mark Pierskalla)
- 1. Lower speed limit 2. Provide over/under pass 3. Increase signage, enforcement (Michael Scheider)
- Provide info to use in presentations. Provide banners to be used in community parades (Peggy Dunblazier)
- Community leaders need data that will result in enforcement and educational programs addressing speed in reduction speed zones. Drivers need to know 30 mph crashes can be extremely dangerous (Brian West)
- Getting information (Bev Martinson)
- Schedule an informational meeting with students and parents (Tim Benoit)

Distraction: “Panel: Distracted Driving”

What can you do as an individual in your community to help reduce crashes related to distracted driving?

- They [D-8 legislators] need to change the laws on both talking and texting on cell phones (Dave Trooien)
- Continue to work with our community groups (Jeffrey Moberg)
- Again, as an SRO education is key (Dana Woodford)
- Do not be distracted while driving. Post information on website. Provide materials to staff, and a workforce policy implementation (Donn Winckler)
- Have the public view the texting and driving video. It could have a large impact (Angie Stephens)
- Get my officers to be more observant while driving including myself (Mark Duissa)
- Educate (Rebecca Day)
- I am organizing/coordinating a distracted driver program in the school including t-shirt design contact, presentation, and county-wide participation. I’m a trooper and working with local agencies to get the program in place with schools (Chris Frederickson)
- Provide information to the traveling public. Make people more aware of the new laws concerning cell phone use while driving (William D. Rabenberg)
- Let others know about the videos that are available (Sarah Friesen)
- Send text messages to kids to remind them not to text and drive (Stephen Schnieder)
- Work on PSA’s on this subject (Lee Amundson)
- Volunteer to talk to schools, show video, letters to editor- encourage those with first-hand experience to share their stories. Target younger kids to help empower them to teach their parents (no name)
- I always ask if a person is in a safe place/not driving when I call a known cell phone number (no name)
- Start in my own backyard to assure there is appropriate use of phones and other distractive issues (Jim Swanson)
- Remind others to pay attention to while driving and also myself to pay more attention/to cut out distraction (Randy Lindstrom)
- Work with health department in our community (Ron Mortensen)
- Try to develop ways that we can enforce the text/driving statute easier (Dan Erickson)

- (no statutory language Re: definition of distracted driving) Criminal intent vs. negligence. Preach to my kids and their friends. (Melinda Buss)
- This is a very difficult law to enforce (texting while driving). Not quite sure how to change that fact. Education will be key to reducing this statistic (no name)
- Begin @ home. Work make presentation to employees (Mark Pierskalla)
- Educate (Jean Johnson)
- Get AT & T video to local cable channel (Raina Merkins)
- Additional roadway safety projects and rumble strips/stripes (Scott Thompson)
- Education- share last text with HS students, fair participants, and aebelskiver(?) days. Post on public service channel. Law enforcement- to plan a text free pledge for students. EMS- Provide better run sheet narratives post crash to help improve info to MM DPS. Educate EMS crew. (Peggy Dunblazier)
- Educate educate educate. Be a role model to others especially my own children (Polly Ahrent)
- Speak to others about that we've learned and reviewed at today's workshop. Also teach by example (Annmarie Suess)
- What is the answer to this question- when doing classes with young people, the question comes up why do police do it and my folks do it also (Robert Drugmann)
- I have placed the At&T video on my facebook wall and repost it time to time and I know others have linked it to their walls. Another idea is to write newspaper editorial or article for local papers to help folks be informed (Bev Martinson)
- This is a personal responsibility issue (Tim Benoit)
- Use the At&T video in county to show teens (Annie Tepfer)

How can the Southwest Minnesota TZD regional partnership help you accomplish those actions?

- The workshop should reach out to those that can help make a difference; i.e., parents and driver education people. Could be mandatory for past violators and "at risk" drivers. Bring the message into the schools –somewhat like the speaker's bureau (Dave Trooien)
- SAA (Dana Woodford)
- Provide a good sample workforce policy- post on TZD site (Donn Winckler)
- You later said they [texting and driving video] were sent. Could you send one to each local public health agency? Also the morg one too? We could use this a few different ways. (Angie Stephens)
- Provide education materials (Rebecca Day)
- Offer assistance with speakers, materials, statistics, and anything else we can come up with (Chris Frederickson)
- Provide education, funding, support, and goals (William D. Rabenberg)
- More PSA and explain the problems of distracted driving to all drivers, parents, etc. The morgue texting on TV is very good and gets to the point (Jeff Butson)
- Keep us aware of well-produced videos that have a powerful message that young people can relate to (Sarah Friesen)
- Many schools have a system to notify kids and parents on school hour changes- reminders of school events- by text message. This system could send out reminders to not text and drive. This message could be sent out prior to kids leaving from home to go to school, and at end of the school day before they leave school (Stephen Schnieder)
- Hold lists of names and resources to talk to schools (no name)

- Continuous information on studies showing NO ONE can effectively multi-task with non-driving tasks while driving (no name)
- Working together with all recourses available in MN (Jim Swanson)
- Continue different PS radio spots (Randy Lindstrom)
- Work for a “no cell phone use” while driving law (Dan Erickson)
- Poster provide websites for available videos in local media (Melinda Buss)
- Engineering can work with cell phone manufacturers to disable the phone’s texting capability if phone is moving fast than a certain speed (no name)
- What presentation materials can you supply me? (Mark Pierskalla)
- Educate! (Michael Scheider)
- Provide banners to be used in community parades (Peggy Dunblazier)
- Continue to develop a negative public perspective about texting and driving similar to what has happened to DWI the past few decades (Brian West)
- To see what publications are already available (Bev Martinson)
- Keep getting the AT&T videos to schools (Tim Benoit)
- Get traffic safety resources (Annie Tepfer)

Alcohol: “Personal Impact Story” by Terry Overlander

What can you do as an individual in your community to help reduce crashes related to alcohol?

- Prevention curriculum in schools to increase perception of risk (Annie Tepfer)
- Make sure people who have been drinking know they have an option to call a cab in MSHL instead of driving (Brian West)
- Talk to people in community, family members, friends, about Terry’s story. Encourage all people, especially kids to NEVER drink and drive (Annmarie Suess)
- Thank you Terry for taking the time to speak to us. I can share your story and pain and educate about good choices (Polly Ahrent)
- We participated in a “Mock Acciden/Drunk Driver” at RTR high school with follow up presentation in auditorium. Again provide better run sheet info and educate EMS staff (Peggy Dunblazier)
- Cooperation/coordination to state patrol on night CAP events (Scott Thompson)
- Have speakers at our mock crash share personal stories with students- possibly get Terry next year (Raina Merkins)
- Educate (Jean Johnson)
- See if community has sober cab so I can volunteer (Mark Pierskalla)
- I want to research DUI/DWI statutes- penalties. What are they now? How can they can changed? What are the barriers? (Melinda Buss)
- Be a role model in conversations with others. Promote safe/sober driving (Dan Erickson)
- Good questions! (Ron Mortensen)
- Very very powerful story and how this can happen to anyone- Just a “typical” family and how one mistake can change everything for “life” (no name)
- Insist on enforcement of allowing under-age drinking and work to keep this message in front of people (Jim Swanson)
- Make sure Mackenzie’s story doesn’t go away (no name)

- Work with DPS on PSA's (Lee Amundson)
- More publicity on drinking and driving- more information on penalties and your liability if there is an accident (Stephen Schieder)
- Share this info I heard here today (Sarah Friesen)
- Very good presenter! (Jeff Butson)
- Be an example and provide education to the traveling public (William D. Rabenberg)
- Look for drunk drivers. Be active. (Chris Fredrickson)
- Educate (Rebecca Day)
- More proactive as officer (Mark Duissa)
- Share the story! (Angie Stephens)
- Do not drink and drive. Could help contact school districts in my region if there are items TZD would like to community. We have an email list. (Donn Winckler)
- We have done numerous mock crashes at Redwood Valley. And also had a trooper show the video last year. Again, education is key. (Dana Woodford)

How can the Southwest Minnesota TZD regional partnership help you accomplish those actions?

- I really believe that MN needs to have stricter penalties for alcohol related accidents. People lack conscience and their guilt withers away forgetting the slap for underage drinking. This needs to be looked at at our legislative level (Bev Martinson).
- Use the CAB examples (Worthington/MBHC) to promote other communities to explore safe riog(?) options (Brian West)
- Provide bannsr to be used in community parades (Peggy Dunblazier)
- Educate (Michael Schneider)
- Continue to provide resources and wonderful ideas for injury prevention activities and educational opportunities (Raina Merkins)
- Does Willmar have a sober cab needing volunteers (Mark Pierskalla)
- Unite resources similar to your work on Primary Seatbelt and perhaps work to change laws (Melinda Buss)
- Speak to more kids! (no name)
- Work together and be District 7's mentors for TZD (Jim Swanson)
- Get communities and organizations to question serving alcohol at community parties, baseball/softball/curling- all the sporting events (no name)
- Local cable access channel- videos. Radio public services ads. (Stephen Schnieder)
- Offer assistance. Keep Terry's message going. (Chris Fredrickson)
- Continue Zero Death program (Rebecca Day)
- Promoting (Mark Duissa)
- SAA (Dana Woodford)

General

** Contact information for each responder in this section is listed on the following pages.

I can commit to supporting the SW Regional TZD efforts by:

- Being a role model safe driving behavior**
Annie Tepfer, Tim Benoit, Bev Martinson, Annmarie Suess, Peggy Dunblazier, Scott Thompson, Michael Schneider, Raina Merkins, Jean Johnson, Mark Pierskalla, no name, Randy Lindstrom, Jim Swanson, no name, Jenna Fischer, Lee Amundson, Stephen Schnieder, Sarah Friesen, Jeff Butson, Chris Fredrickson, Rebecca Day, Mark Duissa, Angie Stephens, Donn Winckler, Dana Woodford, Daren Scheppmann
- Bringing a sample distracted driving policy to my worksite**
Tim Benoit, Bev Martinson, Peggy Dunblazier, Michael Schneider, Mark Pierskalla, Jim Swanson, Jenna Fischer, Sarah Friesen, Chris Fredrickson, Angie Stephens, Donn Winckler
- Committing staff time from my organization to participate in steering committee meetings**
Bev Martinson, Michael Schneider, Raina Merkins, Jean Johnson, Jim Swanson, Jenna Fischer, Stephen Schnieder, William D. Rabenberg, Chris Fredrickson, Mark Duissa, Donn Winckler
- Committing staff time from my organization to participate in the regional workshop**
Bev Martinson, Peggy Dunblazier, Michael Schneider, Raina Merkins, Jean Johnson, Ron Mortensen, Jim Swanson, Jenna Fischer, Chris Fredrickson, Mark Duissa, Angie Stephens, Donn Winckler, Dana Woodford
- Promoting enforcement efforts to my co-workers and family**
Tim Benoit, Bev Martinson, Annmarie Suess, Peggy Dunblazier, Michael Schneider, Raina Merkins, Mark Pierskalla, Dan Erickson, Jim Swanson, no name, Jenna Fischer, Stephen Schnieder, Chris Fredrickson, Mark Duissa, Angie Stephens, Donn Winckler, Dana Woodford
- Other**
 - Bring a distracted driving policy to my family (Annie Tepfer)
 - Our first responder organization has sponsored a mock accident the Thursday night of our county fair. I have written the scenario and researched the materials presented. We have had the cooperation of Tyler Healthcare. Tyler Ambulance, Lincoln County Sheriff's Dept in our demonstration. This year we are planning texting/driving (Bev Martinson)
 - Data by county. All mitigation measures are great – I wonder if also knowing how far away people are from would be useful in data? The crashes are people from outside the jurisdiction/area – then education in schools is not the total answer – it may be the need to work with jurisdictions—“beyond our area” to mitigate the crashes “in our area” (no name)
 - Current involvement (Brian West)

- I spoke with Dan DeSmet about possible banners to be displayed either on Fire Trucks, Ambulances, or other vehicles or walked through parade routes during community celebrations this summer (Peggy Dunblazier)
- Find out what our agency is doing statewide for the “Emergency Medical Services” E (Melinda Buss)
- Keep doing my job. Would like to see more officers given access to some of this info. Bring to Depts on small scale.Thanks. PSA films put into schools on monitors (Dan Erickson)
- Trauma care: be sure all hospitals educate the public about the fact their love one will be transferred out for treatment of significant trauma. Have maps and GPS coordinates readily available so the families can get to the advanced care hospitals without endangering themselves. Education about what the costs (personal, work, emotional) will be for those family members- the “think before you drive” messaging. (no name)
- I’m willing to use my position as county attorney to help educate the public in my community on safe driving issues (Jenna Fischer)
- Work toward Safe Communities Coalitions in Lincoln County (Lee Amundson)
- Let me know of other things that the RDC can do to assist (Donn Winckler)
- We have mock crashes (Daren Scheppmann)

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