

## Southwest Minnesota Toward Zero Deaths Annual Report October 25, 2023

Prepared By:  
Melissa Hjelle, MN Toward Zero Deaths Regional Coordinator



McLeod County TZD Coalition Mock Crash 2023

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**MISSION:** to create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, emergency medical and trauma services along with everyone with an interest and investment in traffic safety. The efforts driven by this mission will include data, best practices, and evidenced based research.

## VALUES:

- ✓ Continuous improvements and innovative approaches.
- ✓ Engagement with partners and community.
- ✓ Evidence-based practice.

The Southwest Minnesota Toward Zero Deaths (TZD) Program began in 2007 and is currently demonstrating successful traffic safety solutions throughout all 14 counties in the region.

Each of the following 13 counties are represented by a TZD Safe Roads Coalition: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Murray, Pipestone, Redwood, Renville, Swift, and Yellow Medicine.

Amongst the partnership of each county that represents the southwest region, the TZD leadership team is comprised of:

Captain Casey Meagher, Minnesota State Patrol, District 2300  
[Casey.Meagher@state.mn.us](mailto:Casey.Meagher@state.mn.us)

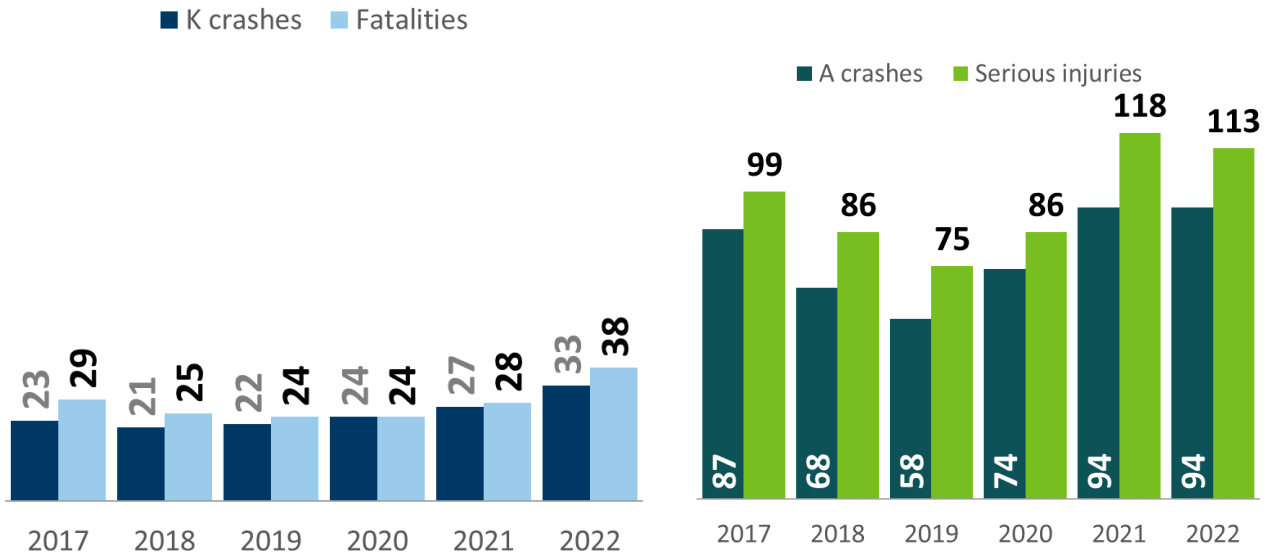
Jon Huseby, MnDOT District Engineer, District 8  
[Jon.Huseby@state.mn.us](mailto:Jon.Huseby@state.mn.us)

Melissa Hjelle, MN TZD Regional Coordinator  
[Melissa.Hjelle@state.mn.us](mailto:Melissa.Hjelle@state.mn.us)

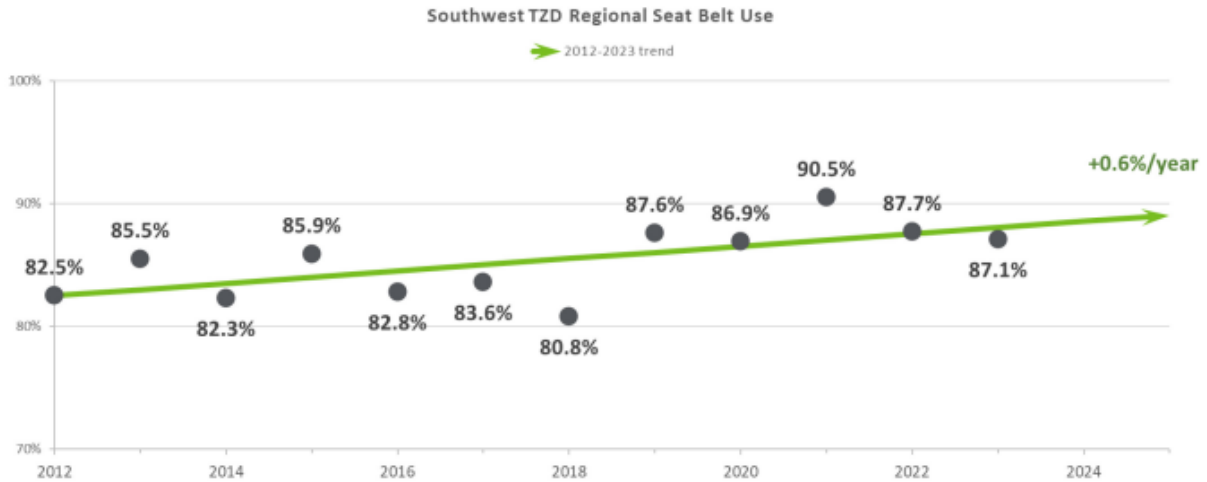
## REGIONAL GOALS:

1. Reduce Fatality and Serious Injury Crashes.

To continuously decrease traffic-related fatalities and serious injuries in southwest Minnesota from the past **5-year total** (2018-2022) of 139 fatalities and 478 serious injuries.



The region strives to accomplish this goal by continuously increasing regional seatbelt use rate from the current 87.1% compliance rate in 2023 (graph shown below) by examining the characteristics of the unbelted fatalities and continuing to decrease the contributing crash factors of these crashes.



## 2. Partnership Goals

To continuously increase TZD awareness and build partnerships across southwest Minnesota to include both the general public and traffic safety professionals.

One priority is to establish the vision of TZD for all regional, county, and city (government) agencies by engaging local government involvement in TZD steering committee and regional workshop efforts, educate and promote traffic safety awareness with city and county officials, and to promote city and county employee education and policy opportunities to facilitate the TZD vision.

An additional priority is to create and strengthen partnerships in the region by engaging stakeholders, develop networking relationships and opportunities, and recruit membership to the TZD program.

Lastly, the region endeavors to promote and implement effective traffic safety initiatives by developing and distributing resource materials, providing enhanced enforcement campaign support in the community, promote

evidence-based countermeasures, collect data and statistics within the region along with implementing best practices throughout the region.

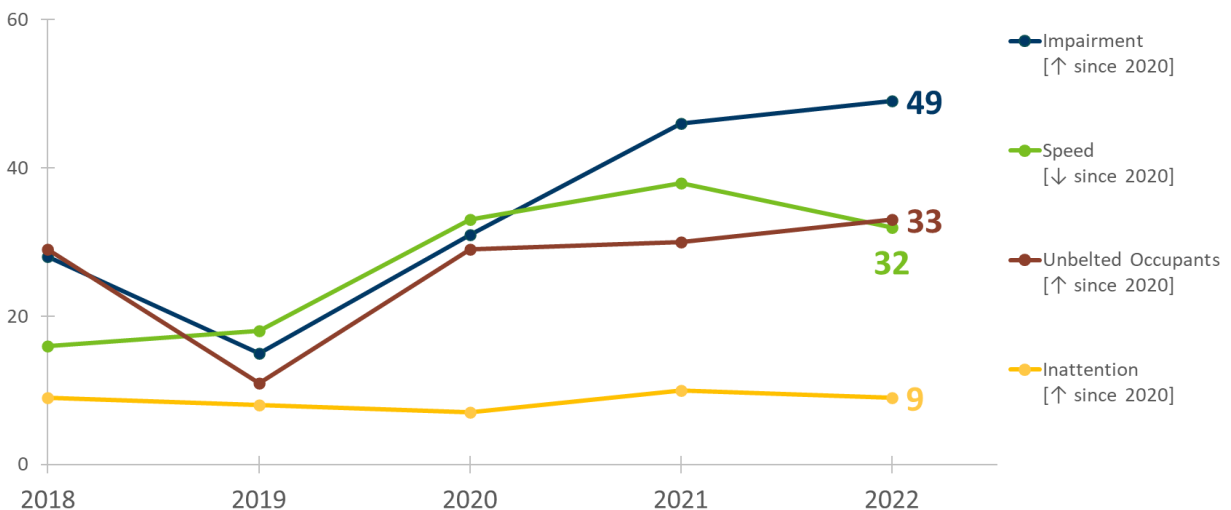
Activities that support these efforts include but are not limited to the following events:

- Local presentations.
- Presence of a TZD booth at various public and professional conferences.
- Workplace traffic safety campaigns and policy development.
- Development of community specific campaign and material distribution.
- TZD Regional Workshops.
- The development and growth of TZD Safe Roads Coalitions.

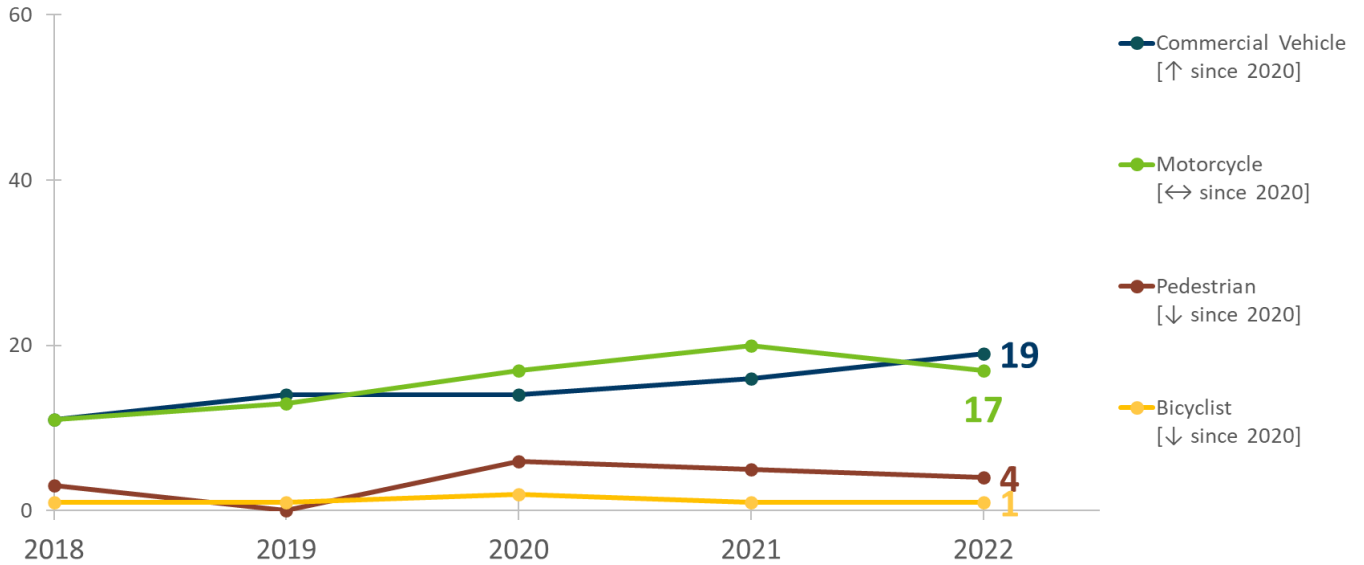
**REGIONAL DATA:** In 2022, Southwest MN demonstrated the following crash trends representing behavioral, engineering, driver demographic, and roadway type. The data shown includes **both fatal and serious injury crashes**.

\*2023 data is still being collected.

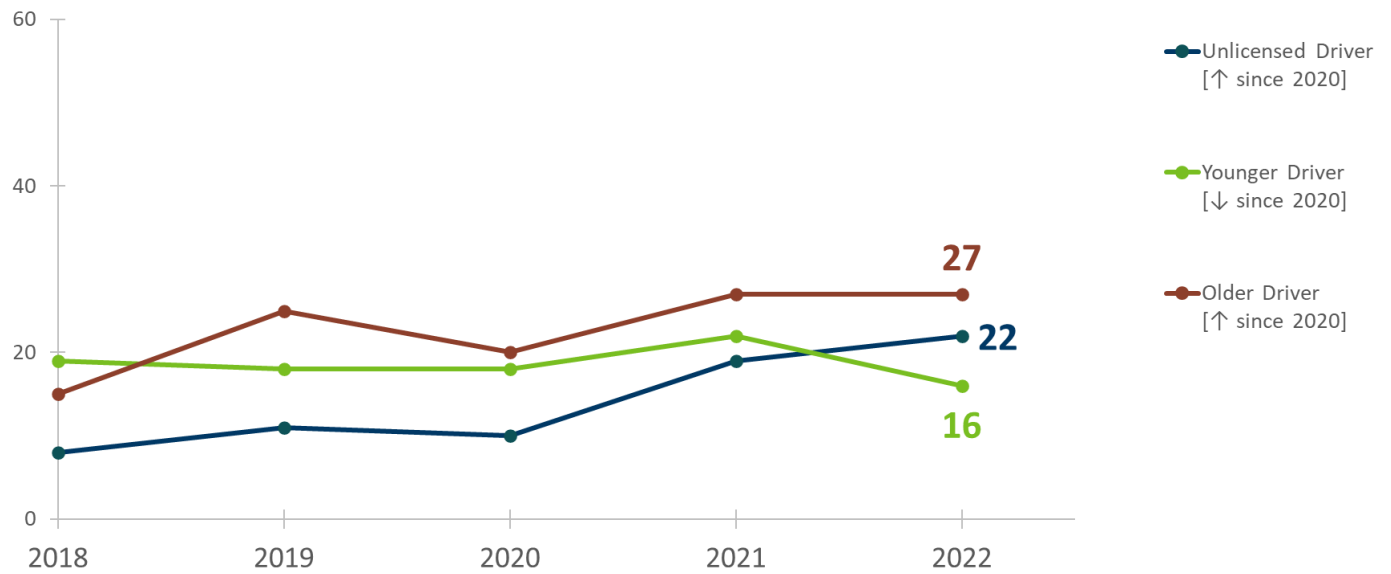
Behavior Trends:



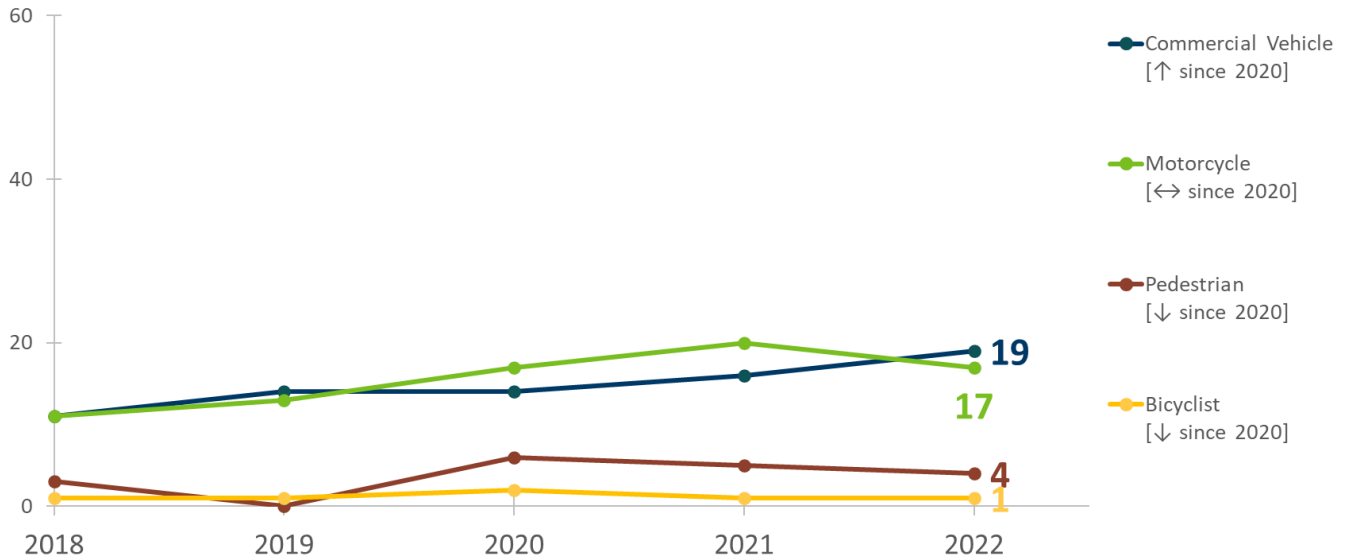
Mode Trends:



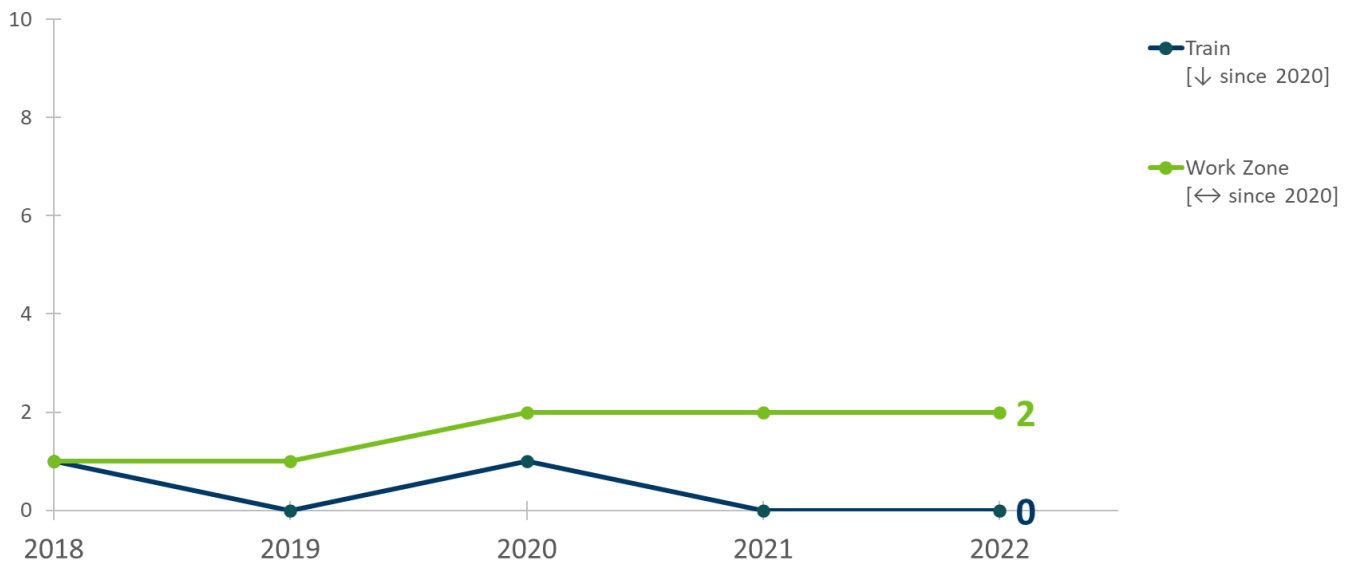
Driver Demographic Trends:



### Engineering Trends:



### Complex Environment Trends:



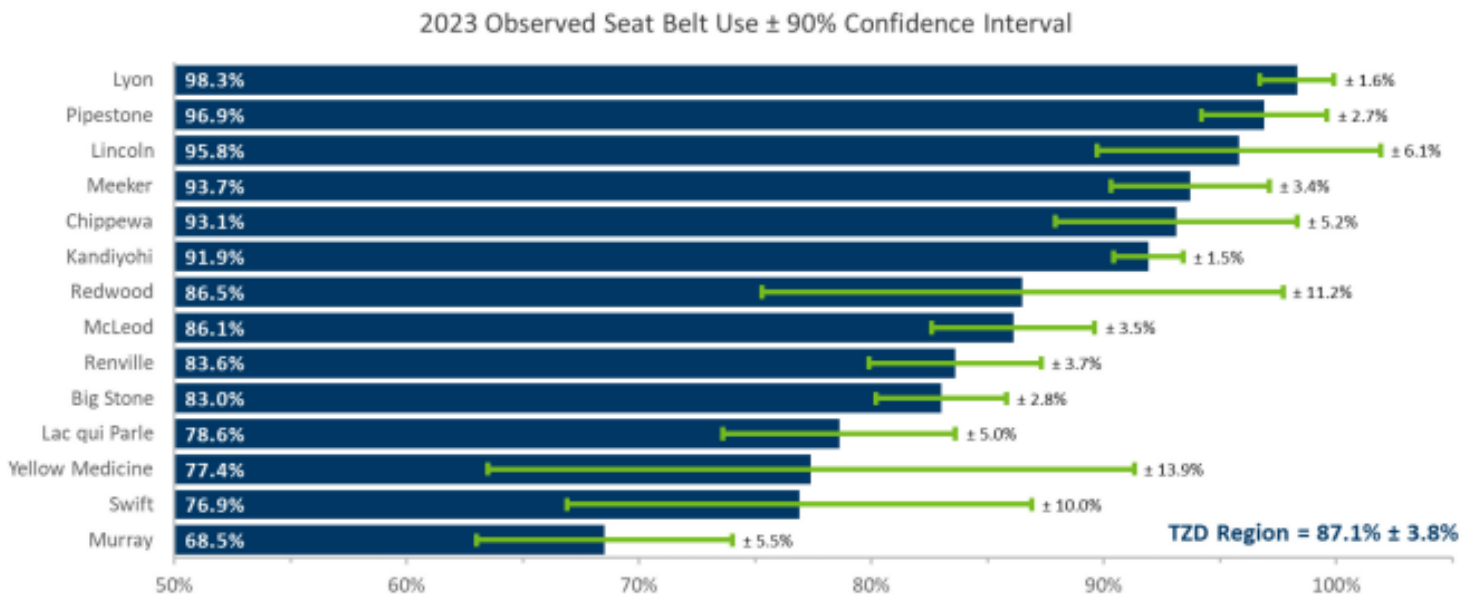


Although the southwest region showed a relatively unchanged seatbelt compliance rate, it remains that the percentage of individuals killed in crashes indicate a lack of seatbelt use for those occupants validating the efforts needed to encourage seatbelt use. By county, compliance rate can be found in the graph below.

## Results by County

Based on observed seat belt use and crash outcomes, seven counties have the highest potential for additional seat belt programming: Big Stone, Lac Qui Parle, McLeod, Murray, Renville, Swift, and Yellow Medicine.

Figure 1: Observed Seat Belt Use by County



After reviewing and analyzing crash data from 2018-2022, the top 6 regional focus areas moving forward will include impaired drivers, unbelted occupants, innattentivte drivers, commercial vehicle drivers, older adult drivers, and run-off-road related crashes.

To mitigate older adult driver related crashes, the Southwest Region has implemented CarFit programming in 8 counties with certified Event Coordinators, Technicians, Occupational Therapists and Volunteers. Efforts continue to expand CarFit into additional counties to serve communities where older adult drivers are statistically shown with increased population rates. Older adult driver presentations have been implemented with success.

Do frail, older drivers recognize their limitations?

Do first responders understand that all older drivers aren't alike??

Are family members obligated to take the keys of an unsafe motoring parent?

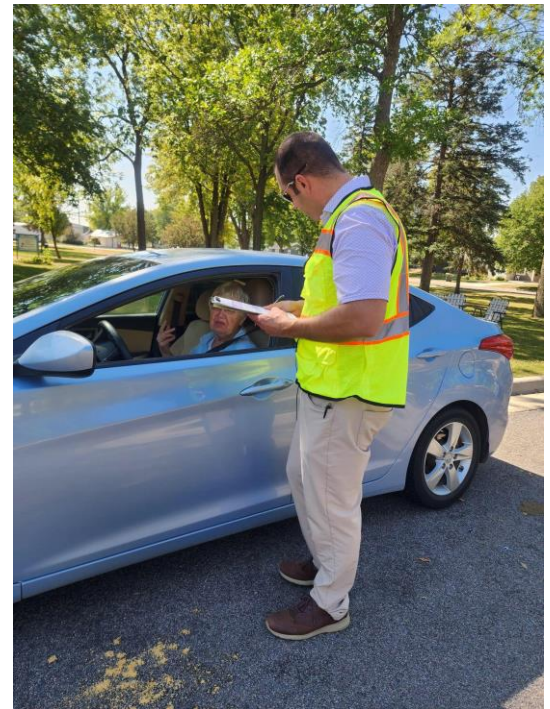
**McLEOD COUNTY TOWARD ZERO DEATHS SAFE ROADS**

**"Aging and Driving!  
A Risky Intersection!"**  
FREE community presentation  
**October 11, 2023  
6:30PM**

In this talk, driver expert Joan Some, will explain how physical and cognitive changes affect driving ability and safety on the road along with much more. This FREE event is open to the general public, EMS, law enforcement, healthcare. All are welcome.

Provided by the McLeod County Toward Zero Death Safe Roads Coalition, it will be held in the community room of Glencoe-Silver Lake High School, 1825 16th St. E., Glencoe. Attendees are asked to enter the school through Door 32.

The free program begins at 6:30 p.m. Light refreshments will be served.



**CARFit**  
Helping Mature Drivers Find Their Safest Fit

Sponsored by:

**Prairie Five Community Action**  
Helping People. Changing Lives.

**BIG STONE Therapies, Inc.**  
"Rock Solid Rehab"

**SW CENTRAL TOWARD ZERO DEATHS SAFE ROADS COALITION**  
COUNTRYSIDE PUBLIC HEALTH

**WEDNESDAY, SEPTEMBER 27TH  
1:00PM TO 3:00PM  
BENSON BASEBALL FIELDS PARKING LOT  
BENSON, MN**

CarFit is a community-based educational program that promotes continued safe driving and mobility by focusing on safety, comfort, and fit. Our trained technicians will be able to assess how you fit in your car.

- Are you safely in the right position to view traffic?
- Do you know where to locate all of your car's emergency signals/levers or switches?
- We can assist you if you need a device to help you get in and out of the car more easily or to reach your seat belt.

Please join us for FREE!

**CARFit**

Helping Mature Drivers Find Their Safest Fit

**AOTA** **AAA** **AARP**  
American Occupational Therapy Association

Although it is clear what the challenge areas are, the southwest region has also seen success in its efforts to decrease fatalities and serious injury crashes. Specifically those related to, speed, pedestrians & bicyclists, and younger roadway user crashes have decreased in this region.

The continued engagement with youth to educate and inform about safe driving habits may have been a contributing factor for the success of younger roadway user related events. Activities include seatbelt challenges, traffic safety days, mock crashes, and student group led projects with more creative activities in development.



To help determine the strategic plan, drive the mission and achieve regional traffic safety goals, the Southwest MN TZD Steering Committee was formed. This committee consists of approximately 40 members who have a passion for traffic safety both professionally and personally. All 4 E's (enforcement, engineering, education, emergency & medical services) are represented, with an ongoing effort to continue recruitment for added membership diversity.

To fill membership gaps as an ongoing effort, there is priority to expand member participation to include school district and sheriff department representation from all 14 counties, the Lower and Upper Sioux Tribe's law enforcement departments along with their public health agencies, community and family advocate groups, fire and safety, and students representing both the high school and college levels of education.

Highlights of the steering committee this past year included:

- ✓ Implementation of CarFit: 15 technicians certified, 8 occupational therapists recruited, two kits purchased, and 8 counties ready to schedule events.
- ✓ Regional deployment of four Dynamic Radar Speed Signs in partnership with the Minnesota State Patrol.
- ✓ Regional deployment of educational equipment and tools to include a seatbelt convincer, safety town on wheels, distracted driving goggle kits, pedestrian safety yard signs, TZD 6x2ft canvas banners and reflective wristbands.
- ✓ Installation of 100 Safe and Sober replacement TZD signs strategically installed throughout the region.
- ✓ Participation and educational support for a successful Hwy 19 and Hwy 14 Border 2 Border Speed Saturation Event.



A typical steering committee agenda is follows:



## AGENDA

Southwest MN Toward Zero Deaths Steering Committee

*Date / time* 9/12/2023 | 1-3PM *Location* In-Person (Willmar, MnDOT) & Microsoft Teams

\*\*\* Microsoft TEAMS link can be found on the calendar invite\*\*\*

### Welcome/Introductions

### Educational Share: How Speed Limits are Established-Cody Brand

#### SW Regional TZD Updates- Melissa Hjelle

- 2023 Farm Fest Update
- New Educational Equipment Update
- Impact Teen Drivers Update
- SW TZD Coordinator Update

#### Statewide TZD Updates-Melissa Hjelle

- ATV/UTV Safety Project with DNR Update
- 2023 Observational Seatbelt Survey Modification Update

#### Safe Roads Review Action Items/Updates

- Safe Roads Coordinator share; new projects, community events, new ideas, networking & more

#### Enforcement/Education Updates

- Hwy 14, 19, & 60 Border 2 Border Speed Saturation Update
- Seat Belts and Child Restraints: Sept. 17-23, 2023

#### Engineering Updates- County/City/State Engineers

**Round Robin-** everyone to share anything and everything on their mind!

**Next Visit:** TBD: November 14, 1-3PM, MERIT Center Marshall & TEAMS

**Save the Date:** [2023 Minnesota Toward Zero Deaths \(TZD\) annual conference](#) is scheduled to be held on November 14–15, 2023, at the Mayo Civic Center in Rochester, MN. Virtual offerings will be available. Registration will open in mid-September.

Collaborative effort was put into the planning and successful execution of the 2023 Southwest TZD Regional Workshop. The workshop was held on May 11<sup>th</sup>, 2023 in Granite Falls, MN with 80 attendees. The agenda for the workshop was as follows:



**Southwest Minnesota Toward Zero Deaths  
15<sup>th</sup> Annual Regional Workshop  
Prairie's Edge Casino, Granite Falls, MN  
May 11, 2023  
8:30 a.m.-3:30 p.m.**

## Agenda

- 8 a.m.           **Registration, Continental Breakfast & View Exhibits**
  
- 8:30 a.m.       **Welcome! Recognizing 20 Years of TZD**  
*Jon Huseby, district engineer, MnDOT District 8, and southwest Minnesota regional TZD co-chair;  
Melissa Hjelle, southwest Minnesota TZD regional coordinator*
  
- 8:45 a.m.       **TZD 2.0**  
*State TZD co-chairs*  
As we embrace the 20<sup>th</sup> year of TZD, what's next? Hear from the state TZD co-chair team about the TZD "remodel" and how that moves Minnesota closer toward zero deaths.
  
- 9 a.m.           **Crash Data Presentation: What's the data telling us?**  
*Ken E. Johnson, assistant state traffic engineer, MnDOT Office of Traffic Engineering*  
Recent trends in traffic fatalities and serious injuries statewide are concerning. Are there certain crash types that have contributed to this rise? Were the past years a brief spike or are we seeing a new trajectory? Review regional crash trends with an eye towards the Strategic Highway Safety Plan and potential opportunities for future strategies.
  
- 9:30 a.m.       **Granny! Where's your Helmet?**  
*Joan Somes, Emergency Nurses Association*  
An increased number of older (over age 65) adults are riding motorcycles and bicycles and putting themselves at risk of serious injury and death, because they are not taking appropriate safety precautions. This includes not wearing helmets and other protective gear. Review data, why aging increases risk and recommended preventive actions.
  
- 10:30 a.m.      **Networking & Visit Exhibits**
  
- 10:45 a.m.      **Saved by the Helmet Award**  
*Capt. Casey Meagher, Minnesota State Patrol, and southwest Minnesota regional TZD co-chair*
  
- 11 a.m.         **Rising Above: Driven to a life of Advocacy and Compassion**  
*Tara Griess, impact speaker*  
After a horrific car crash, a DUI – and finally admitting the truth about her own alcoholism, Tara rediscovered herself and shares her story to help others and inspire change for safe driving.

1 p.m.

**Focusing on What Matters**

*Amber Peterson, managing partner, Peterson & Perme Associates*

Quite often, people feel overly impacted by their environment and helpless to change what's going on in their own mind. Yet, our mindset (attitude and beliefs) is greatly impacted by what we choose to focus on. Who do we surround ourselves with? What is important that we should focus our energy? What boundaries should we hold around our values? This session will guide participants to examine what they are focusing on in their lives, decide if it's what they truly want, and empower them to make the changes they see they need to live a more fulfilled and satisfied life.

2:15 p.m.

**Traffic Engineering Methodology and Results in the Region**

*Derek Leuer, state traffic safety engineer, MnDOT Office of Traffic Engineering;  
Cody Brand, traffic engineer, MnDOT District 8*

Understanding which engineering safety treatments are the most effective can be challenging, but research findings can provide clarity. Learn about the methodology, decision making process and implementation of new roadway design and traffic safety structures.

3 p.m.

**Wrap up**

*Capt. Casey Meagher, Minnesota State Patrol, District 2300, and southwest Minnesota regional TZD co-chair*

3:15 p.m.

**Adjourn**

**Regional Traffic Safety Photo**



The southwest region’s greatest success in achieving the goal of zero fatalities and serious injuries comes from the efforts and support of the TZD Safe Roads Coalitions. It is these coalitions that engage, execute activities, build rapport, and know the day-to-day pulse of the communities they serve to create change in motorist behaviors.

The structure of the safe roads’ coalitions aligns with that of the TZD program; bringing together the 4 Es, plus additional parties to address traffic related issues in their community through a multifaceted approach. Along with leading collaborative TZD focused efforts on the local level, safe roads leaders are valued stakeholders involved in regional steering committees and statewide action teams.

The southwest regional TZD Coordinator is a member of all active safe roads’ coalitions participating in activities, but also providing guidance and resources.

The coalitions utilize statewide, regional, and county specific data along with fatal and serious injury reviews to determine which focus areas will take precedence as they develop their annual action plans.

Support along with community awareness and education for enhanced enforcement, national, and statewide campaigns are also a priority for the TZD safe roads coalitions.

An example of the TZD Enhanced Enforcement Calendar looks like this (dates are subject to change):

Enforcement Calendar - FFY23



**Enforcement Dates**

- DWI (optional): Oct. 29-31; 2022 - Halloween
- DWI (optional): Nov. 3-5; 2022 - Deer hunting opener
- DWI: Nov. 23-26; Dec. 1-3; 8-10; 15-17; 22-24; 29-31, 2022
- DWI (optional): Feb. 11-12, 2023 - Super Bowl
- DWI (optional): March 16-18, 2023 - St. Patrick’s Day celebrations
- Distracted: April 1-30, 2023
- DWI (optional): Every Thursday-Saturday, May 11- Sept. 2, 2023
- Seat belts and child restraints: May 22 - June 4, 2023
- Speed: July 1 - 31, 2023
- DWI: Aug. 18 - Sept. 4, 2023
- Move Over (optional): Aug. 31, 2023
- Seat belts and child restraints: Sept. 17-23, 2023

	October 2022							November 2022							December 2022													
	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa							
Quarter 1							1			Oct 31	1	2	3	4	5					1	2	3						
	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10							
	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17							
	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24							
							23	24	25	26	27	28	29	30	27	28	29	30				25	26	27	28	29	30	31
Quarter 2	January 2023							February 2023							March 2023													
	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa							
	1	2	3	4	5	6	7					1	2	3	4					1	2	3	4					
	8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11							
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18								
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	2	23	24	25								
29	30	31					26	27	28					26	27	28	29	30	31									



The southwest region includes 14 counties; and all 14 have TZD safe road representation. There are 11 state funded, and 3 unfunded coalitions. The following coalitions are:

Kandiyohi County Traffic Education & Safety Team, led by Kellan Hemmesch  
[Kellan.Hemmesch@kcmn.us](mailto:Kellan.Hemmesch@kcmn.us)

Lincoln and Pipestone County TZD Safe Road Coalition, led by Deann Holland  
[Deann.Holland@swmhhs.com](mailto:Deann.Holland@swmhhs.com)

Lyon and Redwood County TZD Safe Road Coalition, led by Deann Holland  
[Deann.Holland@swmhhs.com](mailto:Deann.Holland@swmhhs.com)

McLeod County TZD Safe Roads Coalition (MCTZDSR), led by Scott Waibel  
[Scott.Waibel@allina.com](mailto:Scott.Waibel@allina.com)

Meeker County TZD Safe Roads Coalition, led by Melissa Hjelle  
[Melissa.Hjelle@state.mn.us](mailto:Melissa.Hjelle@state.mn.us)

Murray County TZD Safe Roads Coalition, led by Denise Halbur  
[Halbur@murraycountymed.org](mailto:Halbur@murraycountymed.org)

Renville County TZD Safe Roads Coalition, led by Mary Erickson  
[Mary-Erickson@hotmail.com](mailto:Mary-Erickson@hotmail.com)

Southwest Central TZD Safe Roads Coalition (Big Stone, Chippewa, Lac qui Parle, Swift, Yellow Medicine), led by Maggie Boese  
[Maggie@countryside.co.swift.mn.us](mailto:Maggie@countryside.co.swift.mn.us)

Notable achievements in the following areas by both the southwest regional coordinator and safe roads coalitions are:

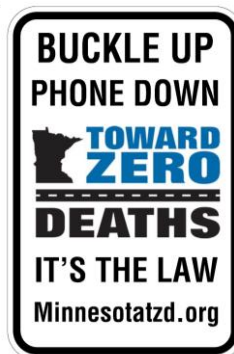
Regional Seatbelt & Child Passenger Safety Efforts:

- ✓ Regional observational seatbelt survey completed, submitted to MnDOT research team for data analysis and distributed region wide.
- ✓ Various social media, radio PSA, letters to the editor, blog articles, newsletters, grocery bag stuffers, newspaper advertisements & radio interviews educating on proper seatbelt use shared throughout the region.
- ✓ Buckle Up stencils painted at local schools and businesses throughout 3 counties.
- ✓ Seatbelt Convincer and educational trivia wheel engagement offered at local high schools, 8 county fairs, and 7 additional community events.
- ✓ Car seat clinics hosted by safe road coalitions & Central MN EMS held at daycare centers and business parking lots.
- ✓ Buckle Up for a Buck events held at drive thru windows at bank and fast-food establishments.
- ✓ Seatbelt challenges held at 5 high schools in the region.
- ✓ Mock crash demonstrations that included seatbelt education held at schools within two counties.



## Regional Distracted and Hands Free Driving Efforts:

- ✓ Various social media, radio PSA, letters to the editor, blog articles, newsletters, grocery bag stuffers, newspaper advertisements & radio interviews were shared educating on the risks of distracted driving.
- ✓ Fatal Vision Distracted Driving goggle kit and wheel of distraction used at various community events in one county.
- ✓ Mock crash demonstrations that included distraction free education held at schools within three counties.
- ✓ Distraction free educational trivia wheel and trivia card engagement offered at local high schools, 8 county fairs, and 6 additional community events.
- ✓ Procured 100 Buckle Up, Phones Down TZD Signs and distributed to each county for installation.



## Regional Impaired Driving Efforts:

- ✓ Various social media, radio PSA, letters to the editor, blog articles, newsletters, grocery bag stuffers, newspaper advertisements & radio interviews were shared educating on the risks of impaired driving.
- ✓ JOYRIDE organized for community events in one county.
- ✓ “Sticker Shock” and “Party Checklist” stickers delivered to liquor stores for placement on purchases.
- ✓ Mock crash demonstrations that included impairment free education held at schools within two counties.
- ✓ “Jotting’s from the John” educational posters delivered to various businesses for placement in their bathroom stalls.
- ✓ Table tent cards created with messaging focused on the risks of impaired driving to be placed in lobbies and or liquor selling establishments.
- ✓ Pedal kart with fatal vision drunk goggles demonstrated at 6 county fairs.



 Countryside Public Health  
September 1 · 🌐

impaired is impaired.  
drive smart.



**Driving high  
is a DWI**

drive smart.  
impaired is impaired  
regardless of the substance.

Brought to you by the  
SW Central TZD Safe Roads  
Coalition and  
Countryside Public Health  
320-843-4546

Regional Speed and Aggressive Driving Efforts:

- ✓ Various social media, radio PSA, letters to the editor, blog articles, newsletters, grocery bag stuffers, newspaper advertisements & radio interviews were shared educating on the risks of speeding.
- ✓ Specific messaging and images were created to ask motorists to slow down during harvest season shared on social media sites and local newspapers.
- ✓ 3 Dynamic Speed Radar Signs purchased for use in the southwest region for a total of 4 owned.
- ✓ Support and messaging shared for the Hwy 14 & Hwy 19 Border to Border enhanced enforcement campaign.

**McLeod County Toward Zero Deaths**  
September 25 at 10:00 AM · 🌐

"I'm proud to help keep our roadways in good repair. Keep me safe by following the work zone speed limit and avoiding distractions."  
#DoItforME #slowdown #payattention  
<https://drivesafemn.org/do-it-for-me/>

**Countryside Public Health**  
July 29 · 🌐

Speeding endangers EVERYONE on the road.  
Slow down and get there safely.

**IN 2021, SPEEDING KILLED 12,330 PEOPLE.**

- 51% OF SPEEDING DRIVERS IN FATAL CRASHES WERE NOT WEARING SEATBELTS
- 35% OF SPEEDING FATALITIES IN 2021 WERE MEN AGES 15-20 YEARS OLD

INFORMATION AND IMAGE FROM NHTSA

Brought to you by:  
Countryside Public Health and the  
SW Central TZD Safe Roads Coalition  
320-843-4546

**SW CENTRAL  
TOWARD  
ZERO  
DEATHS  
SAFE ROADS  
COALITION**

**Renville County TZD Safe Roads Coalition**  
September 11 at 5:46 AM · 🌐

Enjoy your Monday! Start your week out right!



Pedestrian Safety Efforts:

- The deployment of Safety Town in 3 counties for an interactive community event.
  - Traffic Safety Town on Wheels is an educational resource that allows Minnesota youth to learn, practice, and simulate safe roadway use in a contained and controlled environment. This interactive program includes the demonstration of navigating through a city environment as a roadway pedestrian, bicyclist, or motorist. Various intersections, railroad crossings, sidewalks, and city streets adorned with buildings and vehicles are available in a scaled down version for simulation. In this safe, controlled environment children can learn and make mistakes without the risk of injury. Traffic Safety Town can be constructed in both indoor and outdoor settings.
- Distribution and display of pedestrian safety yard signs and banners at county fairs and community events.
- Outreach, support, and participation provided for the MnDOT “Let’s Move Safely Together” Pedestrian Safety Campaign.



Community Engagement Opportunities are vital to sharing the mission of TZD, the recruitment of new members to the TZD team, to building relationships and gaining ambassadors of the program, and providing a foundation to listen.

The southwest regional coordinator was honored to share TZD, have new traffic safety conversations, network, and listen to community concerns with the following organizations and events:

- MnDOT District 8 Staff; providing TZD and traffic safety related communication and education.
- South West Regional Trauma Advisory Committee; to collaborate on overall injury prevention efforts and how traffic safety plays a vital part in that endeavor.
- County Engineers in all 14 counties to collaborate for observational seatbelt surveys.
- The Merit Center in Marshall as a location for alternating steering committee visits.
- FarmFest: 28,600 attendees walked through the gate and had access to learn about traffic safety.



Ideas shared and regional goals discussed:

- ✓ Continue to establish CarFit into communities throughout the southwest region; coalitions are currently building their CarFit teams.
- ✓ Build a stronger relationship with both the Lower and Upper Sioux Indian Communities for greater TZD partnership; conversations and introductions have been made with both communities at this time.
- ✓ Build a driver improvement and skills course at The Merit Center in Marshall.
- ✓ Develop an engagement plan utilizing images, videos, interviews, and more with District 8 Public Engagement Coordinator to consistently highlight traffic safety messages throughout the region.
- ✓ Continue to apply the Positive Culture Framework to fit our specific TZD efforts as trained by the Center for Health & Safety Culture.



Center for Health and Safety Culture. (2016). Positive culture framework: A foundation for cultural transformation. Montana State University.



Seeking out and obtaining educational opportunities for growth and improvement, and to help support new and innovative efforts is integral to keeping the TZD mission progressive. In response to COVID-19 and subsequent regulations to keep our communities safe by minimizing in-person gathering during the pandemic, the southwest regional coordinator had the capacity to join several traffic safety focused virtual webinars and conferences along with in-person offerings.

These virtual webinars and conferences have provided a space for creative planning, networking, and learning. Various topics and strategies were featured highlighting perspectives and work from all “Es”.

The following virtual webinars along with virtual conferences & presentations were attended; not all are listed. Some titles and highlights are as follows:

Transportation Equity Series: ‘Equity and Safety.

Road Ecology: Safety for Four Legged Pedestrians.

TZD Traffic Safety Hotdish: Improving Safety Through Advanced Vehicle Technologies.

Cannabis and the Highway through the lens of EMS, Law Enforcement, and Prosecution.

Challenges of Fear-Based Approaches.

Lifesaver’s Conference.

FCCLA/GHSA Youth Voice Listening Session.

Public Participation That Works Training.

A separate effort helping to move forward statewide traffic safety message is the development and implementation of the **TZD Traffic Safety Culture Taskforce**: this taskforce creates and distributes campaign toolkits statewide for all TZD partners finding gaps where support is needed. Some examples include the statewide ATV Traffic Safety Project in collaboration with the MN DNR. Ongoing efforts of this taskforce occur biweekly.



The Southwest Minnesota Toward Zero Deaths Region is one that is robust in its traffic safety initiatives, efforts, and overall passion for eliminating fatalities and serious injuries on our roads. It is a region to certainly be proud of as it is full of compassionate individuals who are the helpers and change agents our culture needs to thrive. This is evident as work continues in a strong and focused capacity even as the regional coordinator experienced significant health issues and was not present as is typical or desired, and through the task of transitioning to an entirely new environment following the COVID-19 pandemic.

Together, we can and will create a whole new traffic safety culture and are well on our way! THANK YOU for all that you do to keep our roads safer, we appreciate you. To join our TZD efforts and have fun with us here in Southwest MN, please contact:

Melissa Hjelle

MN Toward Zero Deaths Regional Coordinator, Southwest

Cell 320-905-2319

[Melissa.Hjelle@state.mn.us](mailto:Melissa.Hjelle@state.mn.us)

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