



**West Central Minnesota Toward Zero Deaths
6th Annual Regional Workshop
Concordia College, 901 8th Street South
Moorhead, MN 56562**

April 12, 2018

- 8:30 a.m. **Registration & Continental Breakfast**
- 9 a.m. **Welcome**
Jody Martinson, MnDOT Assistant Commissioner, Operations, Division Director
- 9:15 a.m. **The Breakdown: Regional TZD Data**
*Capt. Brian Cheney, Minnesota State Patrol District 2900
and TZD Regional co-chair*
A brief regional snapshot of data will be presented. Then at each table, attendees will look at multiple data resources and discuss trends, possible project ideas and report back something for each county. A facilitator will engage the audience in providing feedback on what each county could implement in 2018 to further reduce traffic-related deaths.
- 10 a.m. **Networking & Visit Exhibits**
- 10:15 a.m. **The Teenage Brain and Risk Reduction: Connecting the Dots**
Erin Walsh, Mind Positive Parenting
Erin connects the dots between the latest in brain science and risk-taking behaviors in adolescence as it relates to traffic safety. She explores the role of “emotional accelerators” in the brain, impacts of technology on the developing brain and practical strategies for engaging young people in risk reduction. Using stories, warmth and humor, Erin presents the latest science in an engaging way, making it easy to apply this information with youth and families.
- 11:30 a.m. **Impact Speaker - “DWI Changed My Life”**
Jenna Kavanagh, graduate from the Otter Tail County DWI Court
- 12 p.m. **Lunch & Exhibits**
- 12:45 p.m. **Bad Bad Highway – or is it?**
Tom Swenson, Traffic engineer, MnDOT District 4
Man, that road is terrible! How many times have we heard or even said that ourselves? Oftentimes, this needs to be addressed with “is it a factor or a perception?” What do we do when we hear that? This session will address how the response is important, with audience involvement in table discussions.
- 1:15 p.m. **15 Years of Minnesota TZD: Major Accomplishments and What the Future Holds**
Kristine Hernandez, Statewide TZD program coordinator

- 1:30 p.m. **Trauma Care for Everyone**
Deb Syverson, RN BSN, Sanford Trauma program manager
The “Stop the Bleed” campaign wants you and everyone you know how to control major bleeding. This topic is applicable to traffic crashes, and will prepare attendees with much of the information needed to provide time critical care to someone with severe bleeding. This will also allow for attendees to be a resource to the greater community beyond the workshop.
- Tots in the Big World**
Michelle Pooler, planner, MnDOT
Safety Town is an education tool about how to be a non-motorized user of the infrastructure, aimed at pre-K through 2nd graders. An introduction for attendees to be aware of the resource and discover ways to engage a new audience.
- 2:15 p.m. **What Did You Do?**
Annabell Lee, agent, American Family Insurance
What does the decisions people make behind the wheel mean for their liability or legal risk? In a “Did You Know” format, attendees will be presented with questions to be answered for everyone’s benefit. For instance, if you stop to be a good Samaritan, are you taking on risk too?
- 2:45 p.m. **Targeting Effective Media Outreach**
Kevin Wallevand, reporter, WDAY-TV
Sgt. Jesse Grabow, public information officer, Minnesota State Patrol
When you have a message you want to deliver to a target audience, how do you bridge the gap from an idea to your intended audience consuming the message? These experienced media gurus will help you develop the understanding of the “hook” and improve your outreach effectiveness.
- 3:30 p.m. **Wrap up & Adjourn**
Tom Nixon, East Central TZD regional coordinator

Please take time throughout the day to visit the traffic-safety exhibit tables for reference materials and ideas to implement in your communities.