



**South Central Minnesota Toward Zero Deaths
7th Annual Regional Workshop Agenda
Courtyard Marriott
901 Raintree Road, Mankato**

April 18, 2019

- 8 a.m. **Registration, Continental Breakfast & View Exhibits**
- 8:30 a.m. **Welcome**
Greg Ous, District Engineer, MnDOT District 7, and TZD regional co-chair
- 8:35 a.m. **Setting the Direction for the Strategic Highway Safety Plan: Minnesota Needs YOU**
Brad Estochen, State Traffic Safety Engineer and Eric DeVoe, Senior Research Analyst, MnDOT Office of Traffic Engineering; Karen Aldridge, Research Analyst, DPS Office of Traffic Safety; Tina Roelofs, Athey Creek Consultants; and Richard Storm, HDR.
Every five years, the Minnesota Strategic Highway Safety Plan is updated. The plan provides insight and direction to reduce deaths and serious injuries on Minnesota roadways. It's time to update the plan and your ideas are needed! Through interactive activities and discussion, help prioritize emphasis areas, identify and rank strategies, and suggest local champions. Your input is important to developing a plan that works for Minnesota.
- 10:35 a.m. **Break & Exhibits**
- 10:45 a.m. **Stop the Bleed – Save a Life**
Maria Flor, RN, BSN, Trauma/Safety/Stroke Coordinator, Mayo Health System
Death due to bleeding can occur in minutes. *Stop the Bleed* continues to empower the general public to make a difference in a life-threatening emergency by teaching them the basic techniques of bleeding control. First responders, police officers, roadway workers and citizens alike should be trained on how to handle massive bleeding – whether it's from a car crash, shooting, farming incident or household injury. This session will give hands-on instruction in the management of hemorrhage during conditions of potential threat. Some aspects of the presentation are graphic – discretion advised.
- 12 p.m. **Lunch, Personal Impact Video & Exhibits**
Lasting Impact: “Life without Logan”
Capt. Jeremy Geiger, Minnesota State Patrol, and TZD regional co-chair
The Minnesota State Patrol has produced their fourth video presentation, focused on reducing teen death and injury in motor vehicle crashes. Logan was an 18-year-old passenger in a vehicle that left the roadway and rolled into the ditch on December 18, 2015. Logan, who was unbelted, was ejected from the vehicle. He died from his injuries.

12:45 p.m.

TZD and Commercial Motor Vehicles: Bridging the Gap

Capt. Jon Olsen, Minnesota State Patrol; Julie Witcher, State Rail Safety Engineer, MnDOT Office of Freight and Commercial Vehicles

National projections indicate commercial vehicle traffic will be increasing at a steady rate as the demands for goods continue to rise. Unfortunately, merely because of their size, these 80,000-pound vehicles can create tragedy on Minnesota's roadways. What opportunities and challenges are there as we strive towards zero deaths? From a traffic management and engineering perspective, are there ways to harness existing technologies to better prepare drivers for what lies ahead? This presentation will provide valuable information on engineering, enforcement and education strategies.

1:30 p.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.

2:30 p.m.

Older Drivers Panel – How to address the Silver Tsunami

Nichole L. Morris, Ph.D., Director, Human FIRST Laboratory Roadway Safety Institute, University of Minnesota; Sgt. Troy Christianson, Public Information Officer, Minnesota State Patrol; Michael Ely, Regional Supervisor, Department of Public Safety, Driver and Vehicle Services

Older drivers represent the second highest injury and fatality rate, next to younger drivers, per 10,000 licensed drivers and are first in fatalities per 100 million miles driven. The disproportionate fatality risk is linked to several known factors – ranging from failure to yield, cognitive and visual limitations, seatbelt use abstention, and fragility. Previous research has used a smartphone app to provide feedback to teen drivers regarding risky driving behaviors. The modified version, RoadCoach, is proposed as an assistive tool to reduce risky driving behaviors among older drivers. Findings will reveal if the RoadCoach app successfully reduced speeding, hard braking, and excessive acceleration among older drivers as well as the drivers' user acceptance of the app after more prolonged use.

3:30 p.m.

Wrap up & Adjourn

Capt. Jeremy Geiger, Minnesota State Patrol, and TZD regional co-chair

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