



Southwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic-related fatalities and serious injuries in southwest Minnesota from the past **5-year average** (2014-2018*) of 31 fatalities and 85 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

A. To continuously increase regional seatbelt use rates

The statewide average **was 92.4 percent in 2018**. The preliminary regional seat belt rate is 80.8 percent in April 2018. This rate is down 2.8 percent from the 2017 rate of 83.6 percent. This was a significant change in seat belt rate usage.

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.

C. To continuously decrease the following:

5-year average (2014-2018*) in Southwest Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
<i>Average Annual number of:</i> Fatalities	11	6	4	31
Fatal Crashes	9	5	4	27
Severe Injuries	22	18	15	85
Severe Injury Crashes	18	15	12	67

Note: a crash may have more than one of the above listed or additional contributing factors

*2018 data are preliminary.



Total Southwest Region (2018*)

Years	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2018* Total	25	21	86	68
2014-2018* Total	156	134	425	337

Region Goal 2 – TZD Partnership Goals

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

1. Establish the vision of TZD as a priority for all region, county and city (government agencies)
 - A. Engage local government involvement in TZD steering committee and workshops
 - B. Educate/promote traffic safety awareness of city/county officials
 - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD events, 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 and 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, one-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 drivers education, sober cab development, youth enforcement and education activities)

*2018 data are preliminary.