Community Engagement During the Pandemic

Jessica Schleck, Southeast TZD regional coordinator
Annette Larson, South Central TZD regional coordinator
Southeast Minnesota TZD Safe Roads Coalitions

Funded
- Fillmore/Houston
- Goodhue
- Olmsted
- Rice
- Wabasha
- Winona

Unfunded
- Dodge
- Freeborn
- Mower
- Steele
Pedestrian Education

WATCH FOR PEOPLE WALKING AND BIKING

DRIVE SMART, SLOW DOWN

https://www.facebook.com/OlmstedSheriff/videos/2196034270542669/
Community Outreach

**HOW MANY DISTRACTIONS ARE TOO MANY DISTRACTIONS?**

DRIVE SMART: PREVENT DISTRACTED DRIVING BY MAKING SMART CHOICES BEHIND THE WHEEL
Extra Distracted Driving Enforcement on Minnesota Roads June 1-14

**STAY ALERT SLOW DOWN**

More than 100 snowplows are working in our region to improve state highways for your winter travel.
Do your part by slowing down, staying back from snowplows at least 10 vehicle lengths and consulting [www.511mn.org](http://www.511mn.org) before you travel.

**Super Bowl Fans Don't Let Fans Drive Drunk**

Before Super Bowl Sunday, make a game plan that includes a sober driver – someone who will not be drinking at all... Fans Don’t Let Fans Drive Drunk.

**THIS THANKSGIVING IF YOU PUT DOWN A FEW PUT DOWN YOUR KEYS**

Have a safe and Happy Thanksgiving!
Changeable Message Boards
Virtual Responsible Beverage Server Training
SOUTHEAST MINNESOTA TOWARD ZERO DEATHS

14th Annual Southeast MN TZD Regional Photo

DRIVE SOBER, DRIVE SMART.

Link: https://www.facebook.com/portraitsbylynne
TZD Sign Replacement Project
DPS News Conference: DPS Calls for Action as Traffic Fatalities Surge Statewide - YouTube

https://www.facebook.com/OlmstedSheriff/videos/404186360979848
“Empty Chairs” – Social Media

Empty chairs representing lives lost in traffic crashes this year. From the city to the small town, hearts are breaking and the holidays become especially painful.

DPS is asking traffic safety partners to share their local empty chair displays as we remember those lost during an alarming increase in road deaths this year. Thank you to southeast Minnesota and Winona County for sharing your story.

Minnesota residents, buckle up. Slow down. Pay attention. Drive sober. Drive smart.
Heartbreaking - 2020 SE MN traffic fatalities
South Central TZD Region

**Funded Coalition:**
- Blue Earth/Nicollet

**Unfunded Coalitions:**
- Brown
- Cottonwood/Jackson
- Faribault
- Le Sueur
- Martin
- Nobles
- Watonwan
Pedestrian Education
Fairmont Police Department
November 13

Thank you to Jake’s Pizza and Pizza Ranch for helping the Martin County Safe Roads Coalition as well as the Martin County Substance Abuse Prevention Youth Coalition spread the word and allow us to place pedestrian safety stickers on your establishment’s containers! There is no doubt that this assisted in allowing Martin County to have a safe Halloween season!

Look up
Look out
While crossing

Martin County Safe Roads Coalition

Do you sometimes find yourself:

♦ Speeding & tailgating?
♦ Weaving in & out of traffic?
♦ Making hand & facial gestures because that other driver is in your way?

We all have things to do & places to be but remember the consequences of a bad choice.

Wear bright colored clothing when walking at night!
You can afford the speeding ticket. But can you pay the price?

Drive Minnesota Nice.

Slow down! The faster you drive, the harder you crash. The faster you drive, the more likely you are to kill yourself or someone else.

We hear it all the time: “Everyone speeds. It’s not that big of a deal.” Yes! Yes it is a big deal.

Reducing speed reduces the chances of a crash, gives you more control of your vehicle and allows you to respond more quickly to road situations.

Remember, the posted speed is the speed limit!

Speed is a leading factor in crashes on Minnesota roads.
- 75 people were killed in speed-related crashes in 2019.
- In 2019, speed was a contributing factor in 24 percent of single-vehicle crashes.

Reducing speed reduces the chances of a crash.
- Gives the driver more vehicle control.
- Allows the driver to respond more quickly to road situations.
- Decreases the severity of the impact during a crash.

#SpeakUpMN:
If you are a passengers speak up if the driver is going too fast. Speaking up could save their own life.

There is no grace zone for speed. The posted speed limit is the maximum speed drivers should be going.

The consequences of excessive speed include:
- Greater potential for loss of vehicle control;
- Increased stopping time and distance;
- Increased crash severity leading to more numerous and serious injuries.

DRIVE SMART!
DRIVE MINNESOTA NICE!
**LOOK OUT FOR PEDESTRIANS EVERYWHERE. SAFETY IS A SHARED RESPONSIBILITY.**

- **Pedestrians:**
  - Be sure to stop and look before stepping out from in front of a vehicle that has stopped for you to cross.
  - Wear bright colored clothing when walking at night.
  - Never pass vehicle stopped at a crosswalk. There may be people crossing you can’t see.

- **Drivers:**
  - Stop for people in crosswalk and stop well back to help other vehicles see the crossing person. They can stop too.
  - You are more likely to see people crossing the street if you follow the speed limit.
  - Slow down and be prepared to stop when turning or otherwise entering a crosswalk.

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**NOTICE**

**Minnesota Law is clear**

- Drivers must stop for people crossing in crosswalks. This means coming to a complete stop to allow them to cross.
- Drivers must **not** overtake and pass a vehicle stopped at a crosswalk. There may be people crossing you can’t see!
- Watch your speed. You are less likely to see people crossing the street when you are going too fast.

Pay attention - drive distracted free!
Driver distraction is the leading cause of pedestrian/vehicle crashes!
Buckle Up Every Trip!

**Did You Know?**

- Crashing without a seatbelt at 35 mph is equal to falling from a 3-story building.
- Crashing without a seatbelt at 60 mph is equal to a 6-story fall.

**Buckle up!**

- Seat belts reduce the risk of death by 45 percent and the risk of injury by 50 percent.
- Minnesota’s seat belt law is a primary law, allowing law enforcement officers to stop a driver solely for a seat belt violation.
- All drivers and passengers must wear a properly adjusted and fastened seat belt. Drivers cannot use a vehicle that is not buckled up.
- In 2017, 76 percent of vehicle occupants in Minnesota died in traffic crashes even when they were wearing a seat belt.
- Recommended children 12 and under sit in the rear seats.

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**Seat Belt/CPS**

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<tr>
<th>Myths</th>
<th>Facts</th>
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<td>&quot;If I'm only driving a short distance, I don't need to buckle up.&quot;</td>
<td>The majority of fatal crashes occur at speeds below 40 mph. Every trip requires a seatbelt.</td>
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<tr>
<td>&quot;Wearing a seat belt is a personal decision that doesn't affect anyone else.&quot;</td>
<td>Not wearing a seat belt can cause you to leave the vehicle during a crash, which can lead to the injury of others who are buckled up.</td>
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<td>&quot;It is better to be thrown clear in a crash.&quot;</td>
<td>A person is 4 times more likely to be killed if thrown from the vehicle instead of protected inside the vehicle.</td>
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<td>&quot;I couldn't get trapped if my car catches on fire or is submerged in water.&quot;</td>
<td>Seat belts can keep you from being knocked unconscious, improving your chances of escaping the vehicle. Fire or submersion occurs in less than 1 percent of all crashes — the greatest danger is with the impact that comes before the fire or submersion in water.</td>
</tr>
<tr>
<td>&quot;I have an air bag to protect me, that's good enough.&quot;</td>
<td>Seat belts keep you in the proper position and work in conjunction with an air bag. If you are not wearing a seat belt, you can be thrown into the air bag or ejected from the vehicle causing serious injuries or death.</td>
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**ACE IN THE CAR**

- Seat place to ride for all children under age 13. But not all cars allow for a car seat in all reefers. Check your car owner manual to see where you can put a car seat. Make sure that for each child riding in the car is in the best possible place. Also, make sure ride safety.

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**Belt Placement**

- Seat belt through the car seat at the belt path. The belt path on the car seat label will show you the correct belt path to use.

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**CPS Booster/Car Seat**

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<tr>
<th>Belt</th>
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<th>Booster/Car Seat</th>
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TOWARD ZERO DEATHS
Impairment

DESIGNATE BEFORE YOU CELEBRATE

Remember Arrive Alive
Designate Before You Celebrate,
Phone Down and
Belt On

Brought to you by
Le Sueur County Safe Roads Coalition
and Tow Distributing

TOWARD ZERO DEATHS
SOUTH CENTRAL MINNESOTA

DEPARTMENT OF TRANSPORTATION
DEPARTMENT OF HEALTH
Share the Road

Watonwan County Toward Zero Deaths
Favorites · October 17, 2019 · ☑

Watonwan County TZD spent the morning with the St. James Driver Ed class. Students rotated through 5 stations - law enforcement, ambulance, distracted driving, impaired driving, and how to “Share the Road” with trucks. Thank you to everyone who volunteered a Smithfield for providing snacks!
Partnership
Farmfest

- Virtual presentation
- Virtual booth
- Developed a seat belt/CPS video

https://www.sc-ems.org/cps-videos-for-caregivers
Social media
ALL THE LEAVES ARE BROWN
AND THE SKIES ARE GRAY
CHECK TIRES TODAY

Cottonwood County Sheriff’s Office
October 30
FRIDAY, Oct. 30, 2020 – DWI extra enforcement Oct. 31
DRINKING AND
DRIVING
A GRAVE MISTAKE... See More

YOUR BROOMSTICK
WON’T FLY IF YOU
GET A DWI

TOWARD ZERO DEATHS

DEPARTMENT OF TRANSPORTATION
DEPARTMENT OF HEALTH
Toward Zero Deaths reports local traffic deaths for 2020

The program did not meet its goal this year.
Written By: Leah Ward | Dec 12th 2020 - 7am.

MANKATO — The Minnesota Toward Zero Deaths (TZD) program released a report on the number of traffic deaths in 2020, and the numbers are higher than the goal set for this year.

Since its inception in 2003, TZD’s efforts have reduced traffic deaths in Minnesota by 44%. The program involves many participants that include EMS, law enforcement, education and roadway engineering departments around the state. The program’s ultimate goal is to reduce traffic deaths to zero by encouraging drivers to wear seat belts, pay attention and drive sober.

TZD set a 2020 goal of 300 traffic deaths. As of the beginning of December, the state has recorded 364 traffic deaths so far this year. Twenty-four of those took place in the south central region, with two occurring in Nobles County.

To continue to reduce traffic deaths, everyone must work together. TZD encourages Minnesotans to talk to each other about driving within the speed limit, eliminating distractions, planning sober rides and buckling up.
SHSP Action Planning
Thank you

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