

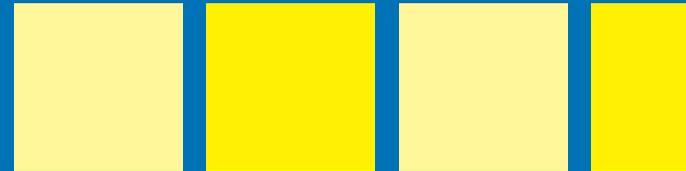
TTZD is....

- Minimal cost to schools
- A teen traffic safety program designed primarily for high school students
- Operated by students
- A career focused program
- Supported by and involves local and state education, emergency, enforcement, and engineering



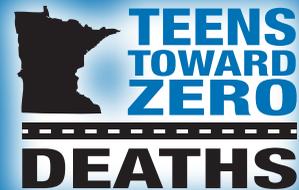
RECOGNITION

- 2019 Toward Zero Deaths State Conference
Emerging Leader Award



TIMELINE

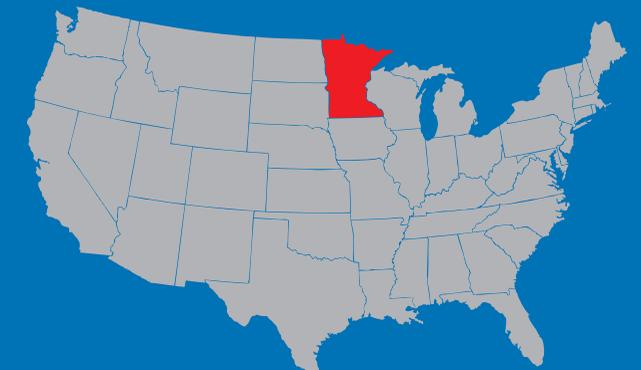
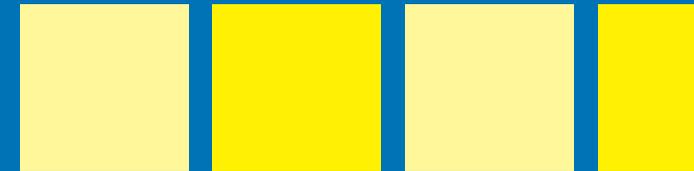
- Administration approval
- Select student organization/leaders and adult sponsor or champion.
- TTZD training overview - 30 minutes
- Baseline observation seatbelt and distracted driving survey (beginning of each school year)
- Traffic safety educational activity or messaging (monthly throughout the school year)
- Pledge card signing (optional)
- Spring seatbelt and distracted survey (end of each school year)



TEENS TOWARD ZERO



DEATHS



For more information or to contact your Regional TZD Coordinator go to
www.minnesotatzd.org/initiatives/regions/

HISTORY AND SUCCESS

- For the past eight years, Lincoln High School (Key Club) has been working with the Pennington County Toward Zero Deaths (TZD) Coalition to spread awareness, provide education, and build support within the school community about the TZD movement. TZD is the state's cornerstone traffic safety program and has been working with community, local and state partners since 2003 on reducing crashes and the fatalities and severe injuries that result from them.
- Lincoln High School held their first TTZD Regional Conference in March 2019. TTZD regional conferences are designed to facilitate the implementation of TTZD in local communities and also serve as a career expo for students interested in the 4 E's, which include education, emergency, enforcement, and engineering.
- At TTZD, students are viewed as an essential component of the TZD initiative. Students are not only asked for their opinion and ideas, but their voices are heard and shared with agencies across the state.



GOALS

- To encourage safety as a priority for teens.
- Provide a method to bring traffic safety programs into communities.
- Share successes of the Minnesota TTZD program.
- Network with other school and traffic safety advocates in the region.

PROBLEM

- Motor vehicle crashes are the leading cause of death for U.S. teens.
- Per mile driven, teen drivers aged 16-19 are nearly three times more likely than drivers aged 20 and older to be in a fatal crash.
- Research shows that unbelted drivers and passengers are the #1 reason for vehicle fatalities and severe injuries. Wearing a seatbelt reduces crash related injuries and deaths by about half. www.cdc.gov
- Speeding and inattentive/distracted driving finish off the top 3 reasons for teen severe crashes. www.dot.state.mn



WHY TTZD

- TTZD is a teen run, peer-to-peer program that focuses on increasing teen driver safety through education, positive messaging, and partnership with local 4 E's.
- Bring awareness to the importance of traffic safety and making good decisions while behind the wheel or being a passenger in a vehicle.
- To create a culture in which traffic fatalities and serious injuries are no longer acceptable.

