

## Mission

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

## Values

- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches

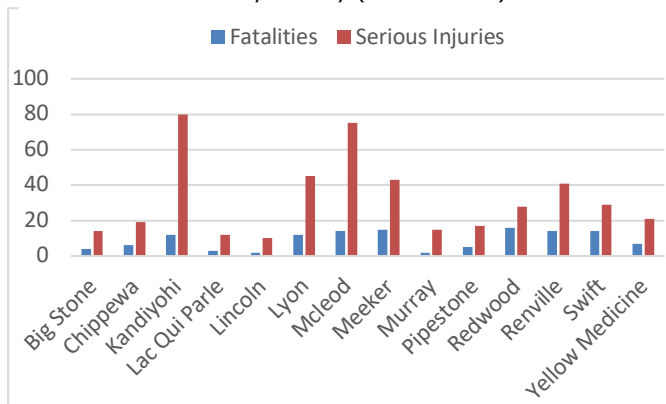


The Southwest Minnesota Toward Zero Deaths (TZD) program began in 2007. The counties involved include: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, Lincoln, Lyon, McLeod, Meeker, Murray, Pipestone, Redwood, Renville, Swift and Yellow Medicine.

The leading cause of deaths and severe injuries in southwest Minnesota include:

- ❖ **Lack of Seatbelt Use**  
*2021 Southwest Minnesota regional seat belt usage survey results: **90.5%**—the 2020 seat belts rate was **86.9%**. This increase is statistically significant.*
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

**Southwest Minnesota Fatals and Serious Injuries**  
by County (2016-2020\*)



\*Data are Preliminary

The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Careless/Negligent Driving**
- ❖ **Failure to Yield**

The Southwest Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services

## Southwest Minnesota TZD Leadership Contacts

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