Northwest Minnesota Toward Zero Deaths

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 leading cause of deaths and severe injuries in northwest Minnesota include:
- Alcohol,
- Distraction,
- Speed and
- Lack of Seatbelt use.

Northwestern MN Fatalities and Serious Injuries by County (2016-2020*)

The leading factors in crashes resulting in deaths and severe injuries include:
- Careless/reckless driving
- Failure to keep in proper lane

The Northwest Minnesota TZD program is led by a steering committee comprised of the “4 Es:”
- Enforcement
- Engineering
- Education
- Emergency Medical and Trauma Services.

Northwest Minnesota TZD Leadership Contacts

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