



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 fatal and serious injury crashes.
- Lincoln High School held their first Teen Toward Zero Deaths (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.
- We invite all teens to start a TTZD in their community! We truly believe that teens are key to changing our traffic safety culture and be instrumental in getting us closer to zero deaths on our roadways.



Recognition

2019 Toward Zero Deaths State Conference "Emerging Leader Award"

2021 Emerging Leader Award—
Avery Malone, Lincoln High School

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 is the **#1** 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 half. www.cdc.gov
- Speeding and inattentive/distracted driving finish off the top three reasons for teen several 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 partnerships 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 not longer acceptable.

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 buy and involves local and state education, emergency, enforcement, and engineering.

Getting Involved Timeline

- Administration approval (if program is in schools)
- Select student organization/leaders or champion.
- TTZD training overview—30 minutes.
- Baseline observations seatbelt survey (beginning of each school year).
- Traffic safety educational activity/messaging monthly throughout year.
- Pledge card signing (optional).
- Spring seatbelt survey (end of each school year).



For more information, contact your regional coordinator or
go to <https://www.minnesotatzd.org>