



## Northwest Minnesota Toward Zero Deaths Regional Strategic Plan

### Mission

To move northwest Minnesota toward zero deaths on our roads, using education, enforcement, engineering, and emergency medical and trauma services.

### Goal 1 – TZD Fatality and Serious Injury Goals

To continuously decrease traffic-related fatalities and serious injuries in northwest Minnesota from the past 5-year averages (2016-2020) of 20 fatalities and 64 serious injuries. Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

### Objectives

- A. To continuously increase regional seat belt use rates.

The statewide average **was 93.4% in 2019** (Note: due to the Coronavirus Pandemic, no statewide observational survey was conducted in 2020). The regional seat belt rate **was 88.4% in 2022**. The last survey finding of 86.1%, was in 2021. **As a region our long-term goal is to achieve 100% usage rate. Our short-term goal is to see continuous increase in the usage rate each year.**

- B. To examine the characteristics of the unbelted fatalities and serious injuries.

Calculation of seat belt use in fatal and serious crashes is possible with existing data.

- C. To continuously decrease the following:

### 5 year averages 2016-2020 in Northwest Region - Baseline Data

*Contributing Factors:*

	Alcohol	Speed	Distraction	Total
<b>Fatalities</b>	6.4	6.0	2.0	19.2
<b>Fatal Crashes</b>	6.4	6.0	2.0	18.0
<b>Severe Injuries</b>	19.2	16.6	11.8	62.4
<b>Severe Injury Crashes</b>	16.2	12.8	8.0	49.0

Average Annual number of:

*Note: a crash may have more than one of the above listed or additional contributing factors*



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### Total Northwestern Region – Baseline

	Fatalities	Fatal Crashes	Severe Injuries	Severe Injury Crashes
2021 Totals	22	21	57	49
2017-2021	96	90	312	245

### Region Goal 2 –TZD Partnership Goals

To continuously increase TZD awareness and partnerships across Northwest Minnesota for both the general public and traffic safety professionals

1. Establish the vision of NW TZD as a priority for all region, county, city (government agencies)
  - A. Engage local government involvement in TZD steering committee and workshops
  - B. Educate/promote traffic safety awareness of city/county officials
  - C. Promote City/county employee education/policies that facilitate the TZD vision

[Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS)]

2. Create and strengthen partnerships in the region
  - A. Engage stakeholders
  - B. Develop networking relationships
  - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
  - A. Develop and distribute resource materials
  - B. Provide enforcement wave support in community
  - C. Promote evidence-based countermeasures
  - D. Collect data and statistics within region
  - E. Implement best practices within region

(Activities: web, brochure, 1-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to driver’s education, sober cab development, youth enforcement and education activities)