

## Bike, Pedestrian, Bus, and Car Safety Education

Throughout September, SAFE Kids, SHIP (State Health Improvement Partnership), and TZD (Toward Zero Deaths) partnered together to provide safety training to all the students in the Fisher, EGF New Heights, and EGF South Point Elementary students.

The bike safety talked about the importance of wearing a helmet while riding a bike, scooter, hoverboard, roller blades, and other items with wheels. We also had "Egghead" the egg demonstrate on what happens when you don't wear a helmet vs. when his friend "Eggbert" makes a good decision to wear a helmet.



Bus safety covered all the rules of the bus, how to be a good passenger on the bus, where to stand while waiting for the bus, and where to go when you get off the bus. The most fun of this training seemed to be when all the kids got to exit through the back door when they were educated on how to evacuate the bus safely.

The car safety focused around wearing a seat belt, where they should ride in the car, and what age and size should they be when they transition from booster seats to car seats. The kids were measured and were shown how to properly be buckled up in the car. They were also given a demonstration which Barbie and Ken dolls on what happens in a car when you aren't properly buckled in.

The fourth station was pedestrian safety. This session covered where they should safely cross on streets, where they need to stand to be seen by cars that could be approaching, the importance of looking both ways and keeping their heads up and making eye contact with the drivers of the vehicles to ensure that they are being seen. They also discussed wearing reflective gear on themselves, their backpacks, and their shoes also make them more visible.

This educational effort educated several hundred elementary students in Polk County. The best part is that the kids really seemed to enjoy and respond to the education. Win, Win!



### Enforcement Update:

- DWI (optional): Oct 29-31, 2022—Halloween
- DWI (optional): Nov 3-5, 2022—Deer hunting opener
- DWI: Nov 23-26; Dec 1-3; 8-10; 15-17; 22-24; 29-31, 2022
- DWI (optional): Feb 11-12, 2023—Super Bowl

### Weekly Traffic Fatality Update

- In 2022 through September 28th, there were 340 traffic-related deaths on Minnesota roadways. This is 8% less than there were at this time last year (369).
- Speed-related deaths are 29% less than at this time last year.
- Motorcycle deaths (60) are the highest they have been in several years ; 38% higher than any of the previous five years.

### East Grand Forks Showcase Welcomed the Community

The EGF Showcase was held on September 12, 2022. There were numerous vendors that were set up with activities, food, and information. The EGF Police Department was a huge hit with their dunk tank. There was a continuous line for those wanting to see the Chief of Police, School Principal, EGF Mayor, and other leaders in the community hit the water.

The TZD seat belt convincer was also a big hit with over 100 demonstrations throughout the evening. This was a perfect opportunity to educate all ages on the importance of wearing a seat belt.

It was awesome to see EMS, Sanford, Public Health, Fire Department, National Guard, enforcement agencies, local restaurants, and many other organizations come together for a community event. It was a super fun evening for the entire family!



### Buckle Up Phones Down

BUPD Day is October 21, 2022. Please do your part to make Minnesota roads safer! The challenge is simple: when you get into any vehicle, buckle up your seat belt/safety belt. If you are a driver, put the cell phone down. Focus on personal responsibility and accept this challenge yourself and then challenge your friends, family, and those in your community to buckle up and put phones down.

### Mark your Calendars!

- TZD State Conference —October 12-13, 2022 (W-TH), River's Edge Convention Center, St. Cloud
- October 21—Buckle Up Phones Down Day
- National Teen Driver Safety Week-October 16-22, 2022
- National Collegiate Alcohol Awareness Week-October 22-28, 2022
- Crash Responder Safety Week -November 14-18, 2022

- 2023**
- TZD State Conference - November 14-15, 2023 (T-W), Mayo Civic Center, Rochester

### Traffic Trivia

*Question:* What year was the first car seats invented?



*Answer:* 1921, following the introduction of Ford's Model T.

### Toward Zero Deaths Northwest Regional Newsletter

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