MINNESOTA TOWARD ZERO DEATHS

Voluntary Preliminary Breath Testing

REASON FOR PROJECT

This educational event gave community members the opportunity to see first-hand how alcohol affects their blood alcohol level.

Have a discussion with each participant, asking how many and what kind of drinks they had consumed and if they thought they were ok to drive prior to administering the PBT.

This provides an opportunity to discuss how their B.A.C. level will continue to rise after they finished their last drink.

Project Timeline

Voluntary Preliminary Breath Testing is held once a month at *Thursdays Downtown* weekly summer event in Rochester. Dates are reserved each year in January.

Who was on the team?

Regional TZD Coordinator, local law enforcement, community and coalition members

Lessons Learned

- Pick a location where casual drinkers congregate.
- Have more law enforcement and PBTs available than you think necessary.
- Mingle with the crowd to gain interest.

How did you incorporate the 5 E's?

(Education, Emergency Medical + Trauma Services, Enforcement, Engineering, and Everyone)

- TZD coordinator and local law enforcement work together to schedule dates.
- Law enforcement agencies order PBT straws.
- TZD coordinator completes sandwich boards, media advisory and contacts media.

Contact
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