MINNESOTA
TOWARD ZERO DEATHS

Toward Zero Deaths Traffic Safety Equipment

Traffic Safety Education—We can provide communities or events of any size with traffic safety education equipment. Together, we can work to decrease fatal and serious injuries on our roads. All items can be adjusted to meet the needs of your event. TZD offers presentations and interactive tools to engage students, youths, adults, employees, and even spectators or participants community or corporate events:

- TZD presentations, Lunch and Learn presentations or events (distracted driving, seat belt/child passenger safety, impaired and speed and other traffic-related topics)
- Traffic Safety Station Day
- Child Passenger Safety – talking with employees or others about car seats, how to install car seats properly and answering any questions.
- Safety Town – a detailed interactive "mini city" that engages youth and adults alike!

Below are some of the tools available to assist:

	The Wheel of Distraction – "Gamify" talking with employees and students about engaging with distractions while driving. Leads your audience through scenarios during the daytime and again at night using the same distractions. Prompts conversations with your employees and students about distraction what it could mean to them and their family. To operate you will need one volunteer, table and wheel of distraction.
	Distract-a-Match – Two rounds of matching games are played by participants, while being timed – one round without distraction and one while texting their order at a restaurant to their friend. Demonstrates what happens when performing multiple tasks (distraction). To operate you will need one volunteer, table, timer and Distract-a-Match game.
	Seatbelt Convincer – Crash! This "ride" simulates a low impact collision between 5-10 mph. It provides firsthand experience of a low-speed crash in a safe and controlled environment, and demonstrates the need to buckle up every time, no matter what speed you're traveling. You can operate the Seatbelt Convincer and talk with participants about the dangers of not wearing a safety belt, and engage audiences with questions to get their reactions. To operate you will need one volunteer, seatbelt convincer and cones (to keep participants a safe distance away from convincer).
	Pedal Carts with Fatal Vision Goggles – A fun way to engage in conversations about imparied driving. Just set up in a line with approximately 10 ft. distance between each cone. Employees or other participants pedal the cart while weaving back and forth through the cones wearing the fatal vision goggles. Then – talk with employees about what they experienced and have them explore what they felt like while driving the pedal cart. **Alternate:** set up cones in a circle and have them pedal through while texting their restaurant order to their friends. To operate you will need one volunteer, fatal vision goggles, pedal cart and cones.

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	Bean Bag Toss with/without Fatal Vision Goggles – Demonstrates the effects of impairment, such as depth perception, coordination & balance. Talk with employees about what they are experiencing while wearing the goggles and throwing the bags. Have them compare the difference between wearing and not wearing the goggles. To operate you will need one volunteer, fatal vision goggles, bean bags & board.
	Seatbelt Persuader – demostrates the need for buckling up every time you get into a vehicle. The persuder simulates a rollover crash at a very low speed. Operate and talk with demonstrations for participants about the dangers of not wearing a safety belt. Engage audience with questions to get their reactions. To operate you will need one volunteer, cones (to secure area around persuader), level area and seatbelt persuader.
	Driving Simulator – Simulates driving with multiple distractions: cell phone ringing, text messages coming in, children/pets running out into the street – all while driving through city streets and highways. The computer tracks all mistakes and gives detailed reports during the session. To operate you will need one person, table (with a flat or smooth underside to attach the steering wheel), chair, electricity (120V AC)and driving simulator. This must be used only indoors due to computer screen.
	Fatal Vision Drowsy and Distracted Goggles – gives the user the experience of being impaired from drowsiness or distractions. To operate you will need one person, goggles (will need to be charged prior to use), table. You will need to dowload the app to run the goggles. Instructions for app and other tools included in the bag.
	TZD 6X2 Banner and TZD Tablecloth Available
		Pedestrian & Bicycle Safety Yard Signs – can be placed in strategic locations in the community to promote enforcement and awareness efforts. Please see one-pagers for additional information.

DEPARTMENT OF HEALTH

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		Hands-free and Buckle Up Stencils – TZD has Hands-free and Buckle Up stencils that can be used free of charge to spread awareness and encourage these best practices. Please see one pagers for additional information. To use stencils you will need paint and supplies to apply in parking lot areas and/or sidewalks (Not to be applied/painted on roads.) Use cones to block area while paint dries. You may want to use either plywood or cardboard to prevent overspray if using a paint sprayer.