NORTHWEST TOWARD ZERO DEATHS REGION
ANNUAL REPORT

Sue Johnson
MnDOT
10/25/2022
Northwest Region Annual Report

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

We talk about the 4 E’s and with the 5th E being Everyone. I would like to see us start using a 6th E which is Equity.

Background Regional Death Rates

Northwest Region
- There were 14 traffic-related fatalities in 2021.
- Five-year average was 13.
- 2021 serious injuries were 57. 2020 serious injuries were 65.
- The five-year average was 62 serious injuries.
### 2017-2021 TOTALS vs NORTHWEST

<table>
<thead>
<tr>
<th></th>
<th>2021 ONLY</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>2021 ONLY</td>
<td>Fatalities</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Serious Injuries</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>RATES</td>
<td>VMT (2017-2021)</td>
<td>9,838,482,835</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Fatal rate</td>
<td>0.976</td>
<td></td>
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<tr>
<td></td>
<td>Fatal + serious injury rate</td>
<td>4.147</td>
<td></td>
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</tr>
<tr>
<td>TOTAL</td>
<td>Fatalities</td>
<td>96 (avg. = 19.2)</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Serious injuries</td>
<td>312 (avg. = 62.4)</td>
<td></td>
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<tr>
<td></td>
<td>K crashes</td>
<td>90 (avg. = 18.0)</td>
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<tr>
<td></td>
<td>A crashes</td>
<td>245 (avg. = 49.0)</td>
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<tr>
<td>IMPAIRED</td>
<td>Fatalities</td>
<td>32 (avg. = 6.4)</td>
<td></td>
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<tr>
<td></td>
<td>Serious injuries</td>
<td>96 (avg. = 19.2)</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>K crashes</td>
<td>32 (avg. = 6.4)</td>
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<td></td>
<td>A crashes</td>
<td>81 (avg. = 16.2)</td>
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<td>SPEED</td>
<td>Fatalities</td>
<td>30 (avg. = 6.0)</td>
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<td></td>
<td>Serious injuries</td>
<td>83 (avg. = 16.6)</td>
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<tr>
<td></td>
<td>K crashes</td>
<td>30 (avg. = 6.0)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>A crashes</td>
<td>64 (avg. = 12.8)</td>
<td></td>
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<tr>
<td>DISTRACTION</td>
<td>Fatalities</td>
<td>10 (avg. = 2.0)</td>
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<td></td>
<td>Serious injuries</td>
<td>59 (avg. = 11.8)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>K crashes</td>
<td>10 (avg. = 2.0)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A crashes</td>
<td>40 (avg. = 8.0)</td>
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<tr>
<td>UNBELTED</td>
<td>Fatalities</td>
<td>25 (avg. = 5.0)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Serious injuries</td>
<td>62 (avg. = 12.4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>K crashes</td>
<td>26 (avg. = 5.2)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>A crashes</td>
<td>51 (avg. = 10.2)</td>
<td></td>
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*Impaired here is by SHSP definition to include drugs and alcohol; BAC is not used.

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### General Traffic Safety Trends

<table>
<thead>
<tr>
<th>Metric</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>5-Year Trend</th>
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<tr>
<td><strong>CRASHES</strong></td>
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<tr>
<td>K Crashes</td>
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<td>20</td>
<td>17</td>
<td>21</td>
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<td>A Crashes</td>
<td>57</td>
<td>39</td>
<td>50</td>
<td>50</td>
<td>49</td>
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<td>K+A Crashes</td>
<td>73</td>
<td>55</td>
<td>70</td>
<td>67</td>
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<td><strong>TOTAL</strong></td>
<td>16</td>
<td>18</td>
<td>23</td>
<td>17</td>
<td>22</td>
<td>Increasing</td>
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<tr>
<td>Pedestrian</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>Increasing</td>
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<tr>
<td>Bicyclist</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>Increasing*</td>
</tr>
<tr>
<td>Motorcyclist</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>Decreasing</td>
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<tr>
<td>Unbelted</td>
<td>3</td>
<td>4</td>
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<td><strong>INJURIES</strong></td>
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<td>Total</td>
<td>72</td>
<td>49</td>
<td>69</td>
<td>65</td>
<td>57</td>
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<tr>
<td>Motorcyclist</td>
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<tr>
<td>Unbelted</td>
<td>11</td>
<td>12</td>
<td>18</td>
<td>10</td>
<td>11</td>
<td>Decreasing</td>
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</table>
### Fatal and Serious Injury Crashes by Strategic Highway Safety Plan (SHSP) Focus Areas

*NOTE: number of crashes not people killed or seriously injured*

<table>
<thead>
<tr>
<th>SHSP Focus Area</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>5-Year Trend</th>
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<td><strong>BEHAVIOR</strong></td>
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<td>Impairment</td>
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<td>15</td>
<td>25</td>
<td>28</td>
<td>23</td>
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<tr>
<td>Speed</td>
<td>18</td>
<td>16</td>
<td>24</td>
<td>18</td>
<td>18</td>
<td>Increasing</td>
</tr>
<tr>
<td>Unbelted</td>
<td>13</td>
<td>13</td>
<td>22</td>
<td>13</td>
<td>16</td>
<td>Increasing</td>
</tr>
<tr>
<td>Inattention</td>
<td>9</td>
<td>6</td>
<td>11</td>
<td>12</td>
<td>12</td>
<td>Increasing*</td>
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<td>Comm. Vehicle</td>
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<td>10</td>
<td>8</td>
<td>6</td>
<td>7</td>
<td>Decreasing</td>
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<td>Motorcycle</td>
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<td>6</td>
<td>6</td>
<td>10</td>
<td>9</td>
<td>Decreasing</td>
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<tr>
<td>Pedestrian</td>
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<td>3</td>
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<td>Decreasing</td>
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<td>Bicyclist</td>
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<td>0</td>
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<td>3</td>
<td>3</td>
<td>Increasing</td>
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<td>11</td>
<td>18</td>
<td>12</td>
<td>17</td>
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<td>Younger Driver</td>
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<td>14</td>
<td>16</td>
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<td>Older Driver</td>
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<td>Intersection</td>
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<td>26</td>
<td>25</td>
<td>28</td>
<td>19</td>
<td>Decreasing</td>
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<tr>
<td>Run-off-Road</td>
<td>34</td>
<td>29</td>
<td>29</td>
<td>31</td>
<td>32</td>
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<tr>
<td>Head-on</td>
<td>10</td>
<td>4</td>
<td>15</td>
<td>8</td>
<td>8</td>
<td>Decreasing</td>
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<tr>
<td>Train</td>
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<td>0</td>
<td>0</td>
<td>0</td>
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<td>Work Zone</td>
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<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>Decreasing</td>
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</tbody>
</table>

*A 5-Year Trend with an asterisk implies a significant change (alpha=0.10); trends without an asterisk do not have enough data to rule out zero change (i.e. no change).*

### Northwest TZD 6-Year Fatality Comparison

<table>
<thead>
<tr>
<th>County</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beltrami</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>8</td>
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<td>Clearwater</td>
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<td>2</td>
<td>0</td>
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<td>3</td>
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<td>1</td>
<td>1</td>
<td>5</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Kittson</td>
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<td>Lake of the Woods</td>
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<td>4</td>
<td>2</td>
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<td>Pennington</td>
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<td>Polk</td>
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<td>3</td>
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<td>Roseau</td>
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<td>2</td>
<td>0</td>
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<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>16</strong></td>
<td><strong>18</strong></td>
<td><strong>23</strong></td>
<td><strong>17</strong></td>
<td><strong>22</strong></td>
</tr>
</tbody>
</table>

*2021 Data are Preliminary*
Regional Successes

- Completed quarterly reports and annual report for the NW region.
- 2022 Regional Workshop was on April 25, 2022. It was great to have an in-person workshop! The atmosphere was hopeful and encouraging and it was great to see everyone smiling and building relationships. We had 54 attendees and seven exhibitors.
- Engaging younger drivers throughout the region is always energizing! We are always looking for ways to empower and impact them!
  - Thief River Falls Lincoln High School partnered with Goodridge High School for the 2022 TTZD Conference on March 29, 2022. They also partnered with HOPE Coalition (Help Outreach Prevention Education) to bring more attention to mental health in our youth and community.
  - 157 students and 36 adults attended. Five area schools participated.
  - Thief River Falls Superintendent has made the TTZD Conference mandatory for all freshmen students to attend.
  - The TTZD Conference is a younger driver traffic safety conference, but it also involves all the E’s and is also a venue for a career expo. The 16 breakout sessions are presenters from engineering, EMS, enforcement, and education. The students are encouraged to ask whatever questions they have pertaining to these professions. This is the perfect opportunity for students to learn more about all the E’s and what career opportunities are out there for them.
  - Teens Toward Zero Deaths (TTZD) held a seat belt event on June 3, 2022 to educate on seat belt safety.
  - TTZD has social media posts, Tik Tok videos, and other social media and messaging that they do on a regular basis that focuses on traffic safety.
    - National Teen Driver Safety Week Tik Tok and social media posts:
2022 TTZD Conference pictures:

- Images of conference attendees and presentations.
- MnDOT District 2 tweeted that Teen TZD (Towards Zero Deaths) held a conference in Thief River Falls on Tuesday. The event included impact speakers & break out rooms for students to learn more about traffic safety. 137 students from TRF, Goodridge, Grygla and Newfolden attended. [minnesotatzd.org](http://minnesotatzd.org)
Bemidji High School participated in the National Teen Driver Safety Week and displayed the Lien Crash vehicle at the Bemidji High School and Kelliher High School the week of October 19, 2021.

Bemidji High School and Black Duck High School help a traffic safety messaging contest again this year. Prizes were donated by Tom Vanderwal/EMS. Below are some of the social media messages.
Bemidji State University and Toward Zero Deaths kicks off National Alcohol Awareness Week with a traffic safety event at the college.

“Toward Zero Deaths” Helps BSU Kick Off Alcohol Awareness Week

To kick off National Collegiate Alcohol Awareness Week at Bemidji State University, students and staff welcomed Minnesota State Patrol Sergeant Kelly Johnson for a presentation that educated students on the effects of distracted driving.

Toward Zero Deaths Minnesota is a major sponsor for several of the NCAAW events that BSU has planned, of which today’s was on the long-term effects of distracted and impaired driving. Many students were able to preview a short video production called “Gone Too Soon” and listen in on a brief lecture given by Sgt. Johnson.

Sgt. Johnson says that unfortunately, being on the highways and roadways, he sees irresponsible driving daily. It is becoming worse and worse over this last year and through the year-and-a-half of the pandemic.

BSU partnered with Bemidji law enforcement and several other supporting organizations including BSU Criminal Justice Department, CJ Club, Social Work Department, Toward Zero Deaths Minnesota, the Minnesota State Patrol, Face It Together Bemidji, and many others.

Bemidji State University will be hosting many other events for NCAAW week. more information can be found on the school’s website.

Crookston High School had a pre-prom event on 4-22-22 that included over 300 students. The event was held at the Crookston Armory. An impact speaker presented a powerful message of making good decisions. KROX radio, Crookston Times, and WDAY Television were there to report. We plan to hold it again next year.
Sgt. Jesse Grabow (2900/3200 PIO) swore in the new school patrol members in the Grygla Elementary School on October 2021.

- Continue building relationships with Drug-Free Community grantees to enhance teen safety and community safe roads education and involvement:
  - Lake of the Woods (I am on their DFC coalition)
  - Hubbard (I am on their DFC coalition)
  - Roseau (I will keep trying to get in the door somewhere in Roseau County)

- TZD Coalitions in the regions:
  - Beltrami (unfunded)
  - Hubbard (unfunded)
  - Pennington County (funded)
  - Polk (unfunded)

- Media and Community events:
  - Participated in several county fairs using TZD equipment to educate community on traffic safety.
- National Night Out in Beltrami County, East Grand Forks Showcase, Hubbard, Crookston, and Lake of the Woods. Many counties using TZD equipment to educate community on traffic safety. This event reached thousands of people in the NW region.
- Lien Crash Trailer/Story Board displayed in multiple locations to spread awareness of impaired driving, wearing a seat belt, and speed. It was displayed at the Sanford Center in Bemidji during a hockey game on 10-15-21. It was a sold out crowd of 4,200 seats! We hope to encourage attendees to drive sober.

- Working with TTZD on mock crash, seat belt event, stencils, messaging and other initiatives.
  - Pennington County – Lincoln High School TTZD mock crash – Over 900 students and faculty attended!

- SRTS Walk and Bike to school events.
  - October 6, 2021 – Bike to school day enticed many young bikers to ride to school. 😄
  - May 4, 2022 was a BEAUTIFUL morning for the Bike to School event! Three schools attended in the TRF School District. The city police department helped with the traffic and we had over 60 kids and several volunteers take part in the event. We handed out reflective wrist bracelets and snap-on lights for their bikes and backpacks.
- Bike TRF
  - There were pub crawls and events throughout the year. They also put up a few bicycle fix-it stations around TRF. They recently applied for a Bike Friendly Community status and are waiting to hear back if they have been accepted.

- Participated in several car seat safety clinics and helped with several bike, bus, pedestrian, and car seat trainings at the Fisher and East Grand Forks elementary schools.

- Continue to send weekly traffic safety messaging to a defined list of traffic safety partners. Messages include Monday Message, National Traffic Safety weeks, enforcement calendar promotions, and other traffic safety campaigns statewide and nationally. They use these messages for their social media pages, digital boards, and internal and external education on traffic safety education.

- Buckle Up Phones Down signs went up all over the Bemidji State University, Northwest Technical College, Clearwater County, Bemidji Bus Department, and Sanford Bemidji entrances.
Create and distribute a Monthly Spin TZD newsletter. The TZD Monthly Spin is a two-page news publication that is sent out each month showcasing TZD community efforts, enforcement calendar, upcoming dates and events, and other TZD related information and material. The Monthly Spin has been sent out to our Safe Roads partners since April 2020. Below is the October Monthly Spin as an example. Sharing of this newsletter is encouraged!
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 that 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 seat invented?

Answer: 1921, following the introduction of Ford’s Model T.
**NW Steering Committee and Leadership Team**

Northwest Minnesota TZD co-chairs include district engineer, JT Anderson and Captain Mike Wedin, Minnesota State Patrol, District 3200. In addition to the co-chairs, the Northwest TZD Leadership team is comprised of Lt. Brad Norland, Minnesota State Patrol, District 3200; Captain Brian Cheney, Minnesota State Patrol, District 2900; Captain Adam Fulton, Minnesota State Patrol, District 2800; Michelle Adams, D2 Traffic Engineer; Bill Pirkl, D2 Engineer; Brian Ketring, State Aid Engineer; and Sue Johnson, Northwest Minnesota TZD regional coordinator.

The Northwest TZD steering committee held three meetings this past year. The goal is to have meetings four-five times a year to encourage engagement and to continue building relationships within our region. We currently have an average of 25-30 attendees at each meeting with input generally from all E’s. I invite speakers to share their knowledge and expertise in areas that can help us better understand traffic safety. We review fatality and serious injury data, conduct fatal reviews, share traffic safety information, and collaborate on how to lower fatalities and serious injuries on our roadways.

We continue to ask ourselves “who is not at the table and should be?”, “how do we engage more of our political, education, and other leaders in our region. We continue to address the need for coalitions in each county and what can we do to make that happen.

**Observational Seat Belt Information:**

The 2022 Northwest region seat belt survey was conducted on April 18-29, 2022 and resulted in a regional rate of 88.4 percent. This is an increase of 1.5% from 2021. We have been slowly increasing out seat belt compliance, but still have work to do to reach 100%.
Seat belt use has been a consistent concern in the Northwest region. We continue to bring awareness through education, media, enforcement, and community engagement and events.

Regional Seat Belt Efforts
- Roseau County
  - Warroad held a mock crash on April 2022 which educated the students on the importance of wearing seat belts not only as a driver, but as a passenger.
- Beltrami County
  - Bemidji High School has held traffic safety messaging which included the importance of wearing a seat belt.
- Lake of the Woods
  - Lake of the Woods Drug-free Community committee had their first National Night Out event and it was a huge success. I brought the seat belt convincer and we had over 100 community members ride the convincer.
- Pennington County – Teens Toward Zero Deaths
  - TTZD held an even on graduation day, June 3, 2022. EMS, State Patrol, Chief of Police, and TZD Coordinator all participated. Each were at entrance/exit of the school parking lot and stopped and talked to each car about the importance of belting up every time they get in a vehicle.
- Several other schools are on the radar to start their own Teen TZD such as Stephen, Park Rapids, Nevis, LaPorte, and Goodridge. It is always challenging to get them up and running.
- TZD met with LOW County Commissioners at their board meeting at the high school where we shared TZD county and regional data and stressed the importance of wearing seat belts.
Regional Distracted and Seat Belt Efforts
We have been utilizing our new seat belt persuader, driving simulator, seat belt convincer, hands-free and buckle-up stencils, Distract a Match, and TZD banners through outreach events within our communities. We continue to do messaging throughout the communities via digital boards, radio, table tents, enforcement waves, and social media.

Regional Impaired Efforts
The TZD equipment has been instrumental in helping with education on impaired driving and has provided an opportunity to build relationships with the regional traffic safety partners. The new driving simulators have impaired driving simulation and has been used in several driver’s education classes. Along with the bean bag toss, Fatal Vision, Drowsy Goggles and Pedal Karts, we can effectively demonstrate how your driving is affected by being impaired. We hope to continue to utilize this equipment to educate and inform that if you feel impaired you drive impaired.

Regional Speed Efforts
Speed continues to be an issue within our region and entire state. As we continue to try to wrap our heads around this speed pandemic, we are looking to all our traffic safety partners to help with this fight. Extra enforcement, media pleas and messaging and digital boards are a few of the major initiatives to decrease driver behavior. We continue with the drip method to push the message out to SLOW DOWN and JUST DRIVE!

Other Efforts
Continue to explore all avenues on how to interject TZD into each county in the NW region. It was energizing to have our regional TZD conference in person this year and to make that personal connection with our traffic safety partners. Some counties are reluctant to see there is an issue and are difficult to create relationships with. I continue to look for creative ways to gain some presence in each county.

- Teen TZD – Younger Driver
  - I have started a conversation with Leech Lake/Cass Lake High School principal on initiating a Teen TZD in their school.
  - Continue to look for opportunities to work with area high schools on Teen TZD efforts.
  - Continue to look for opportunities to work with colleges on younger driver safe driving initiatives.
  - Co-Chaired with Scot Edgeworth with the Shreya Dixit Foundation working with three interns to research driver safety programs targeting all age group. The interns determined that Impact Teen Drivers was the best program to implement statewide.

- Continue to work with SRTS grantees in the Northwest area to partner on bike and pedestrian safety efforts.
- Continue to work with BikeMN / TRF on bicycle safe community initiatives and efforts.
- Continue to work with county commissioner boards to share the TZD message, data, and to encourage TZD efforts in their county.
- Participate/attend Western Regional Trauma Advisory (WESTAC) committee.
  - The WESTAC committee meets quarterly to discuss Emergency Medical Services within the Northwest and West Central area such as trauma case reviews, performance improvement, grant activities, TZD efforts and partnerships, and Emergency Medical Services educational opportunities.
  - This committee consists of regional physicians, nurses, emergency medical services staff, TZD regional coordinators and other WESTAC partners.
- Trainings – Attended numerous webinars and virtual presentations regarding seat belt usage, speed, distraction, Impaired, safe systems, tribal communities, diversity and equity, and mental health. These are some of the highlights of some of the training webinars that I recently attended:
  - GHSA Conference Sept 17-21 – I participated in several of the virtual sessions.
  - Teen TZD Conference – March 29, 2022
  - ACE (Adverse Childhood Experiences) Summit – August 30, 2022
  - Attended regional TZD coalition meetings to support and learn from the other TZD coordinators.
State Action Team planning – I am chairing the Teen TZD State Action team along with Scot Edgeworth and Kat Vue. It has been slow starting, but we continue to work on it. We want to make sure that our mission and intentions are clear when initiating this team to address younger driver traffic safety.

- Building Relationships both internally and externally by:
  - Attended local and state meetings regarding all means of road safety and offer assistance or help provide educational resources.
  - Attended TZD regional and leadership meetings, TZD stakeholder Hotdish meetings, TZD statewide calls, D2 leadership calls, WESTAC meetings, and county TZD coalition meetings.
  - Attended Drug-Free Coalition meetings.
  - Attended BikeMN Bicycle Friendly Community kick-off meetings and ongoing meetings.

Gaps and Challenges

- Continue to work on recruiting all the E’s from every county on the Northwest Steering Committee. Not so easy, but we need to be vigilant.
- The continual acknowledgement and updating of positions throughout the region and their contact information.
- Continue to recruit traffic safety partners in counties and communities that TZD does not have a presence.
- Look for ways to partner with political and education leaders and other influencers within the counties and communities.

Media and Outreach Events

Without any major media platforms in the Northwest, we continue to share our message through radio interviews, local newspapers, changeable message boards, table tents, and social media. I have noted those previously above and here are a few more below.

Malone and Cook to be honored at TZD conference

Avery Malone, a former Lincoln High School student, and Tim Cook, lead partners with Sanford Ambulance, will be recognized with Toward Zero Deaths awards. They will be officially recognized during the 2021 TZD state conference, which will be held virtually Wednesday, Oct. 13 through Wednesday, Nov. 17.

Eleven people and one organization will be recognized by the Minnesota departments of health, public safety and transportation with Minnesota Toward Zero Deaths Awards.

Avery Malone

Avery Malone, who now lives in Detroit Lakes, was the Emerging Leader award. It was established to recognize student leaders who display excellence in increasing traffic safety awareness.

Recipients of the Emerging Leader award have demonstrated creativity, vision, leadership, and organizational skills, as well as the ability to successfully motivate and influence their peers in

Malone is being recognized for her efforts to improve traffic safety through her leadership with the Thief River Falls key club. During the 2020-21 school year, Malone's family moved, but she chose to continue to attend her school and key club remotely. At a time when many students were experiencing zoom fatigue, she continued to advance the work of Teen TZD and TZD in the Thief River Falls area. Malone helped plan and organize the final school’s visiting traffic safety “celebration,” coordinated work on the Teen TZD website and engaged fellow students to outline planning TZD efforts.

Tim Cook

Tim Cook, a Thief River Falls resident, is receiving the Emergency Medical Services Star Award. He is being recognized for his traffic safety efforts with the Pennington County Safe Roads Coalition. As a lead paramedic for Sanford Ambulance in Thief River Falls, Cook is often the first to volunteer to represent EMS/trauma at any traffic safety public event, contributing to the conversation and offering innovative ideas. Cook was instrumental in the Teen TZD program, State TZD Conference, and other events. He has participated in traffic enforcement rodeos to better understand traffic safety issues, is community-minded and always willing to support TZD in every aspect.

The TZD awards are presented annually to recognize significant achievements that help save lives and reduce life-changing injuries on Minnesota roads. Road fatalities have decreased by 40% since the TZD program began in 2003.

The awards are given to individuals and organizations in Minnesota that show excellence in TZD’s emphasis areas of enforcement, emergency medical and trauma services, education and engineering. They have shown their leadership and creative approaches to improve traffic safety throughout the state and build partnerships.

This year’s awards will be presented online, on different days, during individual sessions of the online statewide TZD conference. About 1,000 people including traffic safety professionals, educators, engineers, scientists, attorneys, police, law enforcement, volunteers and advocates – attended last year’s online TZD conference. This year’s conference will be fully online, every session is open to the public.
Northwest Minnesota
Toward Zero Deaths

Mission:
To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values:
- Continuous improvements,
- Engage partners and
- Evidence-based approaches.


The leading cause of deaths and severe injuries in northwest Minnesota include:
- Alcohol,
- Distraction,
- Speed and
- Lack of Seatbelt use.

Northwest Region Minnesota Fatalities and Serious Injuries
by County (2017-2021*)

The leading factors in crashes resulting in deaths and severe injuries include:
- Careless/reckless driving
- Failure to keep in proper lane

The Northwest Minnesota TZD program is led by a steering committee comprised of the "4 Es:"
- Enforcement
- Engineering
- Education
- Emergency Medical and Trauma Services.

Northwest Minnesota TZD Leadership Contacts

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Northwest Regional Summary
Fatal and Serious Injury Crashes, 2017-2021*
* 2021 data is preliminary as of March 22, 2022

The prevalence of each Strategic Highway Safety Plan focus area is based on the percent of fatal and serious injury crashes. The size of the words or phrases represent this prevalence.

Regional Focus Areas

2017-2021, fatal and serious injury crashes in Northwest TZD Region

Northwest Traffic Fatalities
In summary:

It is a pleasure to work with such talented and passionate people who truly care about the health and wellness of our communities. I appreciate and learn from all of you each and every day.