



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 (2018-2022) of 21 fatalities and 64 serious injuries (preliminary). 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 seatbelt use rates.

The statewide average was **92.4% in 2021**. The regional seat belt rate was **88.4% in 2022**. The last survey finding of 86.9%, 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 2018-2022 in NW Region

Contributing Factors:

| <i>Average Annual number of:</i> | Impaired | Speed | Distraction | Total |
|----------------------------------|-----------------|--------------|--------------------|--------------|
| Fatalities | 6 | 6 | 2 | 14 |
| Fatal Crashes | 6 | 6 | 2 | 14 |
| Severe Injuries | 20 | 17 | 11 | 48 |
| Severe Injury Crashes | 17 | 13 | 8 | 38 |

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



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Total Northwestern Region – Baseline (Preliminary Data)

| | Fatalities | Fatal Crashes | Severe Injuries | Severe Injury Crashes |
|-------------|------------|---------------|-----------------|-----------------------|
| 2020 Totals | 17 | 17 | 66 | 51 |
| 2016-2020 | 103 | 95 | 320 | 248 |

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 drivers education, sober cab development, youth enforcement and education activities)