



MINNESOTA TOWARD ZERO DEATHS

Traffic Safety Culture: Minnesota updates & what are other nations/states doing?

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Coordinator, MnDOT Office of Traffic Engineering*

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Moving to a New State

Structure and operations help TZD focus on what matters



Review:

- National pilot projects & initiatives
- State projects
- Minnesota Traffic Safety Culture efforts



SOMEBODY LOVES YOU, DRIVE SAFE



I DRIVE SAFE FOR:



How Finland Put Traffic Crashes on Ice

- The Nordic nation's rate of vehicle fatalities is a fraction of the toll in the US, despite a harsh climate and ice-covered streets.
- Fatalities [plunged 50%](#) between 2001 and 2019, when Helsinki made international news for going [an entire year](#) without a single pedestrian or cyclist fatality. ([Last year](#) there were two, down from 22 in 1990.)





How'd they do that?

- Set Stricter Limits
- Make Speeders Pay — a Lot
- Question Every Crash
- Understand the Ice
- Keep it Simple

Another mandatory element on the car? Slovaks have developed a front brake light with the potential to save lives



The green brake light on the front of the car is a novelty that comes from Slovakia. Its main task is to timely warn pedestrians to a braking vehicle.

Source: <https://www.autoviny.sk/autor/86/david-hecl>

Slovakian police will have special radars that will shine a light on everyone.

The police are about to modernize their equipment. Special radars that can detect mobile phone use behind the wheel or unfastened seatbelt should be added to its portfolio.



Michigan State Police have begun installing license plate readers along metro Detroit freeways



It is part of a pilot program that's set to expand across the state. State police say the technology would only be used for serious and violent crimes and could quadruple the chances of making an arrest.



That vision is to reduce traffic fatalities and serious injuries to zero by 2030. The WTSC Director is the Governor's Highway Safety Representative, which is a designated position each state is required to have in order to qualify for federal traffic safety funding. The Commission is made up of 26 employees and ten Commissioners chaired by Washington's Governor Jay Inslee.

- Dept of Transportation
- Washington State Assn. of Counties
- Dept. of Health
- Dept. of Licensing
- Washington State Patrol
- The Governor
- Judiciary member
- Superintendent of Public Instruction
- Health Care Authority
- Assn. of Washington Cities

**TOWARD
ZERO
DEATHS**
50 YEARS OF SAFETY



Current Projects

- Reduced speed limits in Seattle, from 25 MPH to 20 MPH
- Speed cameras in work zones
- "When in doubt, roundabout!"

Upcoming Efforts

- Income-driven Driver Education programs
- 0.05 per se law (down from 0.08)
- Mandatory Driver Education knowledge testing for ages: 16-18, 19-21 and 22-24-year-olds
- Re-test if you have been driving and have a crash

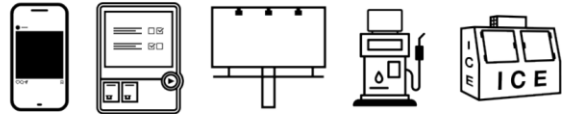
**TOWARD
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Idaho's take on Positive Social Norming: *The Old Way*

Our messages haven't changed but how we communicate has

- Buckle up
- Don't drink and drive
- Don't let friends drive drunk
- Slow down
- Watch for pedestrians
- Look twice for motorcycles

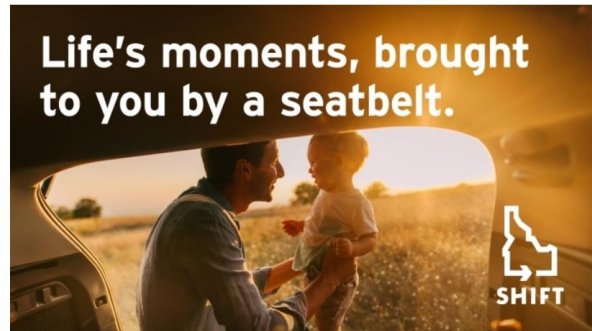


Idaho's take on Positive Social Norming: *The New Way*

Seat Belt Safety

Audience: Young males age 20–36

Message: Seat belts keep me safe so I can experience more of life's moments



Idaho's take on Positive Social Norming: *The New Way*

Seat Belt Safety

Audience: Teens

Message: There's a lot that makes you awesome, including how you drive

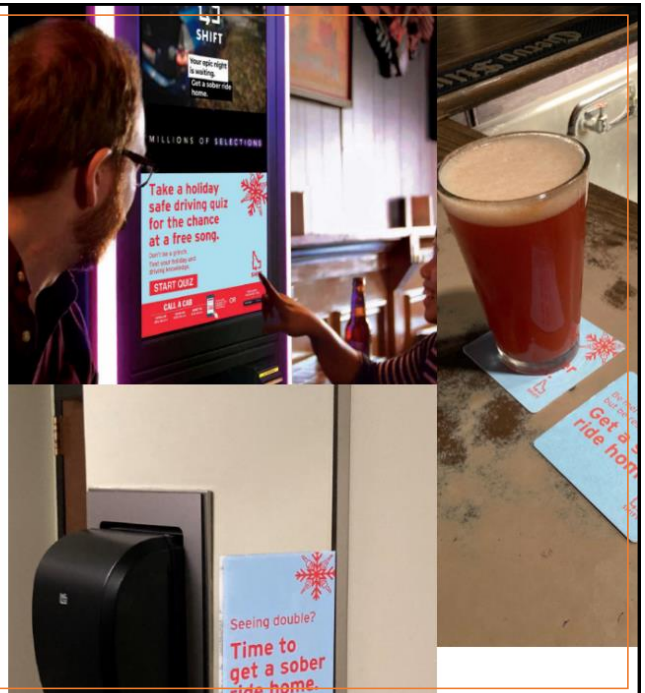
Placement: Instagram, Facebook, TikTok





**TOWARD
ZERO**
30 YEARS OF SAMMIE BUSH
DEATHS

In Bar Media

- Opportunity to influence prior to decision
- Provide information about getting a sober ride
- Reminds bar staff about customer safety





How many of you live in states where recreational cannabis is legal?



Why is this resource needed?

- More states are legalizing cannabis
- More people are consuming cannabis
- More cannabis-involved fatal crashes during the pandemic
- Disconnect between cannabis use and driving
- Misperceptions about effects of cannabis on driving

bit.ly/GHSA-Cannabis-Messaging





Campaign basics

- Campaigns should be **factual** and **focus group** tested
- Community-based, **trusted messengers** – not government
- **Do not** stereotype or ridicule cannabis consumers
- **Myths** about cannabis and driving must be dispelled
- Enforcement messages focus on LE's **skills to detect impairment**, not legality/illegality of cannabis use
- **Cannabis-impaired driving is illegal** in all 50 states and territories, regardless of legal status of cannabis

Ask Them
to Wear a Seat Belt

**TOGETHER
FOR LIFE**

Tips

- Keep it light. When people feel threatened, they may lose sight of the fact that you want people you care about to always wear a seat belt.
- Some people have inaccurate beliefs about seat belts. Avoid arguing.
- You may need to ask someone to wear their seat belt more than once. Keep asking until they always wear a seat belt.

**TOWARD
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50 YEARS OF SAVING LIVES
DEATHS



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SHSP/TZD Structural Relationship

State TZD Co-chairs & State TZD Program Coordinator (MDH/MnDOT/DPS)

State TZD Leadership Team

State Traffic Safety Culture Team (consists of all the co-chairs of Action Teams)

Regional TZD Steering Committees (8)

SHSP State Action Teams

- Speed
- Driving Impaired/Drowsy
- Younger Drivers
- Unbelted
- Older Drivers
- Pedestrian

SHSP Regional subcommittees

SHSP Regional subcommittees

SHSP Regional subcommittees



Valentine's Day Tool Kit

SOMEBODY LOVES YOU, DRIVE SAFE



I DRIVE SAFE FOR:



SAMPLE ANNOUNCEMENTS AND SAMPLE SOCIAL MEDIA MESSAGES



Share these messages for Valentine's Day

This Valentine's Day, while driving, miss their texts so they don't miss you.

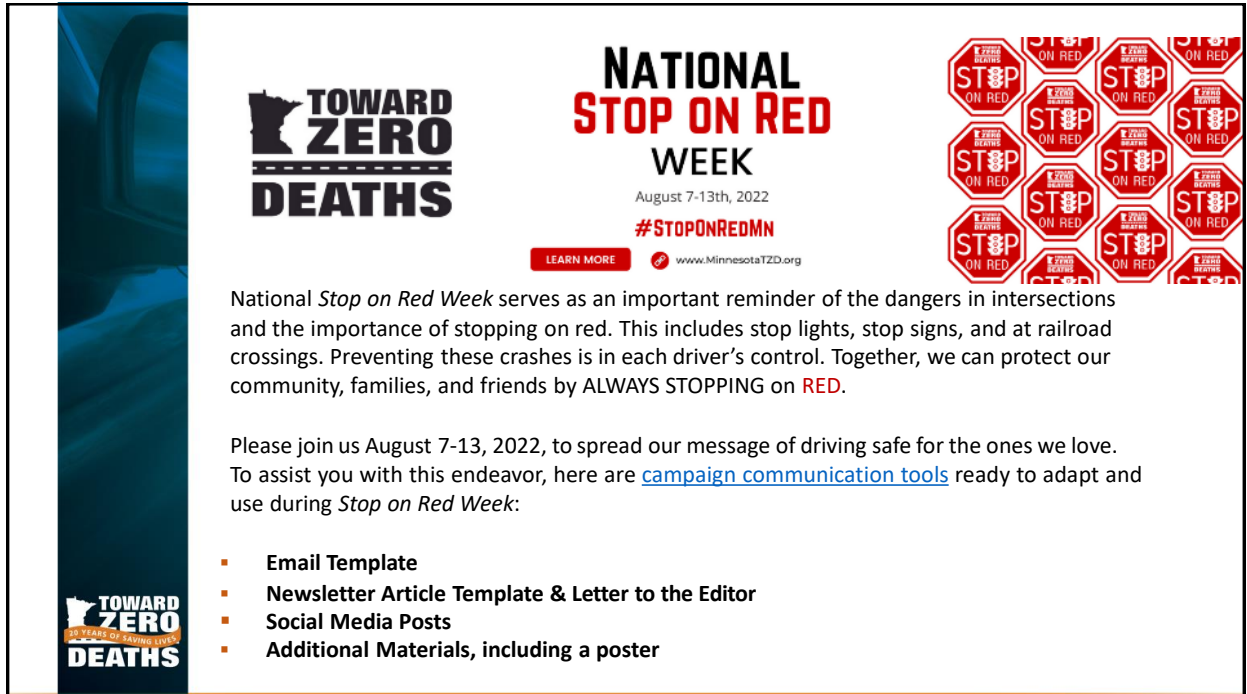
Drive safe speeds! Your family and friends will wait for you!

I think we click... Make a simple choice... Buckle Up, Every Seat! Every Time!

Enjoy life's moments. Arrive alive... Remember drive safe. Help us make Minnesota roads safe!

SOMEBODY LOVES YOU, DRIVE SAFE





TOWARD ZERO DEATHS

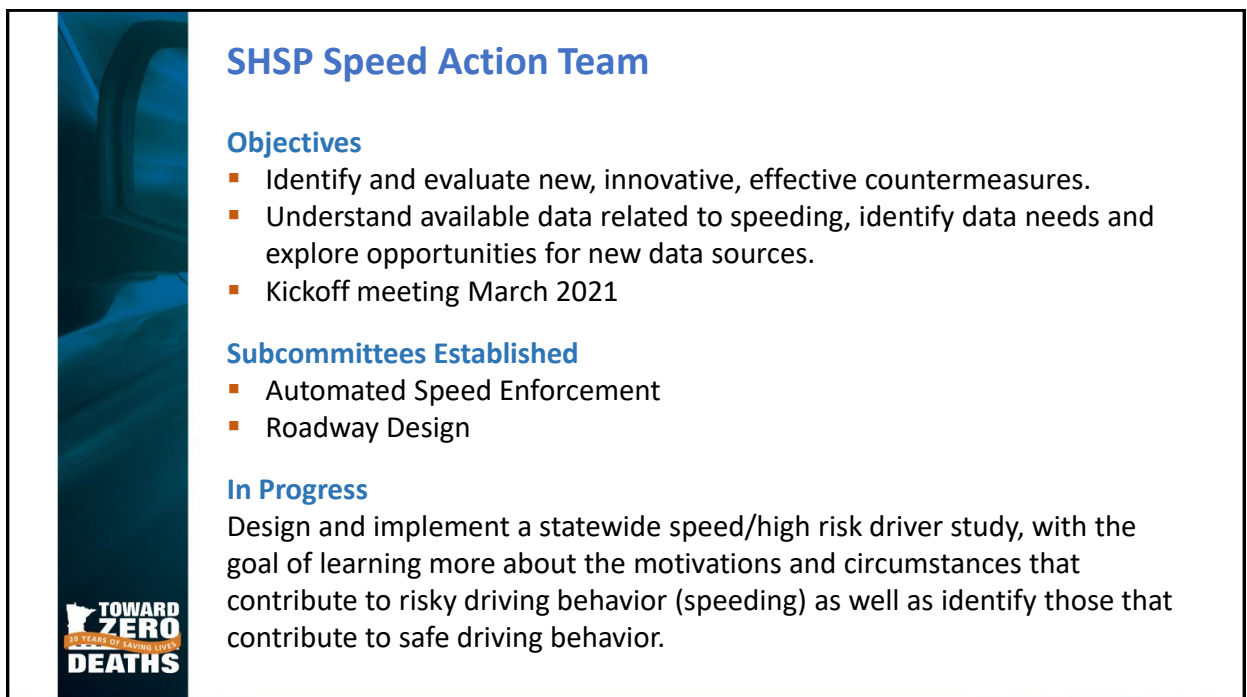
NATIONAL STOP ON RED WEEK
August 7-13th, 2022
#STOPONREDMN
[LEARN MORE](#) www.MinnesotaTZD.org

National *Stop on Red Week* serves as an important reminder of the dangers in intersections and the importance of stopping on red. This includes stop lights, stop signs, and at railroad crossings. Preventing these crashes is in each driver's control. Together, we can protect our community, families, and friends by ALWAYS STOPPING on **RED**.

Please join us August 7-13, 2022, to spread our message of driving safe for the ones we love. To assist you with this endeavor, here are [campaign communication tools](#) ready to adapt and use during *Stop on Red Week*:

- **Email Template**
- **Newsletter Article Template & Letter to the Editor**
- **Social Media Posts**
- **Additional Materials, including a poster**

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50 YEARS OF SAVING LIVES



SHSP Speed Action Team

Objectives

- Identify and evaluate new, innovative, effective countermeasures.
- Understand available data related to speeding, identify data needs and explore opportunities for new data sources.
- Kickoff meeting March 2021

Subcommittees Established

- Automated Speed Enforcement
- Roadway Design

In Progress

Design and implement a statewide speed/high risk driver study, with the goal of learning more about the motivations and circumstances that contribute to risky driving behavior (speeding) as well as identify those that contribute to safe driving behavior.

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Minnesota: Working Together to Curb Speeding

SHSP Speed Action Team Update

In April of 2021, the *Minnesota Speed Action Team* came to fruition.

- Over the past two years, this team has focused on strategies, activities, and tactics to curb the speed epidemic.
- Reviewing the Minnesota Speed Behavior Research Study, including an initial analysis of the various motivations and circumstances contributing to risky driving behaviors and effective ways to reach risky drivers through traffic safety messaging.
- The data gathering is complete with 1,057 responses! They are currently working on data analysis. Next step is to determine focus groups. The final report should be complete by November.



Metro Seat Belt Action Team

- Goal: To develop a more positive message that would encourage seatbelt use.
- The airport and the Mall of America are the first locations identified to get the message out and receive feedback.
- End goal is to make this available statewide for a consistent message.



SHSP Impaired Driving Prevention State Action Team

- Focusing 2 SHSP Strategies:
 - Strategy 1: Increase public awareness to reduce impaired driving
 - Strategy 3: Provide funding, training, technology for enforcement
- Drug Impaired Driving Summit to discuss current landscape,
 - Planned for 2023
 - Audience: law enforcement, legislators, prosecutors, attorneys, judges, traffic safety partners
 - Survey sent out to solicit desired takeaways from the summit
- Team is exploring a statewide survey on impairment.
 - Data needed about what the public currently knows, their perceptions, attitudes, usage, etc.
- Minnesota Safety Council has grant funding from AAA to do an “Impairment is Impairment” Campaign to launch during holiday season/coincide with mobilization of law enforcement during extra patrols



SHSP Younger Driver State Action Team

Co-Chairs:

- Sue Johnson, TZD Coordinator – Northwest TZD Region
- Scot Edgeworth, TZD Coordinator – East Metro TZD Region
- Kat Vue – Teen, Novice & Adult Driver Safety Coordinator, DPS Office of Traffic Safety

Current Activity:

- Finalizing roster of traffic safety partners and will recruit as needed
- Kickoff meeting last Fall
- Identify small leadership committee to help plan meeting agendas
- Gather relevant data to inform committee
- Working with interns from Shreya Dixit Foundation to identify Teen Driver Safety Program for Minnesota – with results!



Transportation Trivia

*On what Minnesota lake was water skiing
invented in 1922?*

**TOWARD
ZERO**
58 YEARS OF SAMUELSON
DEATHS

Lake Pepin, a wide spot in the Mississippi River, inspired 18-year-old Ralph Samuelson to invent the sport in 1922!



*Thank you for
all you do!*

Minnesota Toward Zero Deaths
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