

2023 Toward Zero Deaths State Conference

The TZD State Conference held its 20th annual traffic safety conference on November 14-15, 2023 in Rochester, MN. Over 800 law enforcement officers, emergency responders, road workers, and other traffic safety advocates gathered to recognize the accomplishments of TZD. The conference aims to highlight the progress the program has made in making state roads safer while still addressing the work that still needs to be done. At the conference, several sessions were available for attendees on traffic incident management, child passenger and pedestrian safety, advancements in automotive technology, cannabis legalization, younger driver education, and many more tracks of education.

Pennington County Teens Toward Zero Deaths presented at the conference and was well attended. There were eight teens from Thief River Falls and Goodridge High school that attended along with their teachers, Rosaline Groven and Stacey Leake. The students presented on all the activities and educational efforts they are currently doing in their schools to promote safe driving behavior among their peers.



Minnesota Toward Zero Deaths Recognizes Traffic Safety Leader

Congratulations to Aimee Eggen on receiving the TZD Child Passenger Safety Star Award! Aimee is a child passenger safety technician with Norman-Mahnomen Public Health. In this role, she has provided car seat distribution and education to 277 clients and has educated hundreds of community members through health fairs, school presentations, and car seat checks. She works diligently to increase her clients' knowledge and use of car seats while also working to decrease inequitable access. Well done, Aimee!!!



Enforcement Update:

- DWI: Nov 22-25; Dec 2; 7-9; 14-16; 21-23 29831, 2023
- DWI (optional): Feb 11-12, 2024—Super Bowl
- DWI (optional): Mar 14-17, 2024

Tri County EMS

On November 18th, Tri County EMS held a training that was focused around nighttime fatigue. Volunteer EMS professionals have their sleep interrupted a lot to respond to calls. The objective was to be aware of all the obstacles in their path, reaction time, and how to make it home safely.



Textron Held Health and Safety Event

Textron/Artic Cat Corporation held their annual Health and Safety event on November 16, 2023, in Thief River Falls, MN.

Back by popular demand, Toward Zero Deaths had their fatal vision goggles and corn hole game at the event to educate on the importance of **not** driving impaired.

The take-away was if you feel impaired, you are impaired, and don't get behind the wheel of a car.

Always plan for a sober ride!



What is Older Driver Safety Awareness Week?

Are you an older driver? If not, you probably know one — a parent, grandparent or neighbor down the street. Between 2012 and 2021, the U.S. population of people 65 and older increased by 22%, and in 2021 the number of people 65 and older killed in traffic crashes made up 17% of all traffic fatalities. During Older Driver Safety Awareness Week (December 4–8, 2023), we remind you that simply getting older doesn't mean it's time to hang up your keys, but you should evaluate how you — or loved ones — drive.

NHTSA offers free educational resources for older drivers and older drivers' caretakers to help make sure everyone can enjoy their later years to the fullest. Go to www.nhtsa.gov for more info.

Mark your Calendars!

- December 4-8, 2023- Older Driver Safety Awareness Week
- December 13 - January 1, 2023 –Drive Sober or Get Pulled Over High Visibility Enforcement (NHTSA)

Minnesota Trivia Question:

What city is nicknamed "Icebox of the Nation" because it averages over 100 days per year with a high temp below 32 degrees F?

Answer: International Falls 🤔

Toward Zero Deaths Northwest Regional Newsletter

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 **TOWARD
ZERO
DEATHS**