MINNESOTA TOWARD ZERO DEATHS

# Welcome
# Southwest Minnesota TZD Regional Workshop

May 14th, 2025

Kelly Brunkhorst, District, MnDOT District 8,
and Southwest TZD Regional Co-Chair
Sarah McGeary-DeHaan, Southwest TZD
Regional Coordinator

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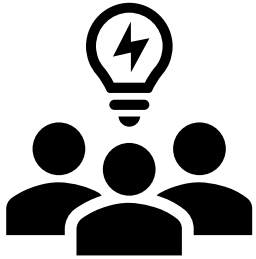
# For Your Information…



- Vendor booths available
- POST credits/PDH (Professional Development Hours) are available.
- Please turn your phones on silent

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# Today's Agenda

9 a.m. Welcome & Regional Roundup
9:15 a.m. Driving Change: How Data is Shaping Safer Roads for All
9:30 a.m. Tech Makeover: Upgrading from Old School to Cool School
9:45 a.m. Break Aging & Driving: A Risky Intersection and a Kit to Decrease Risks
10:30 a.m. BREAK
11:00 a.m. Teens Toward Zero Deaths
11:30 a.m. Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action
12:00 p.m. Lunch & Exhibits
1:00 p.m. From Urban to Rural: Strengthening TIM in Minnesota
1:30 p.m. Rural Emergency Medical Services and Telemedicine
2:10 p.m. Road to Self-Care: Mental Health, Fatigue, and Driving
2:50 p.m. Wrap up & Evaluation
3:00 p.m. Adjourn

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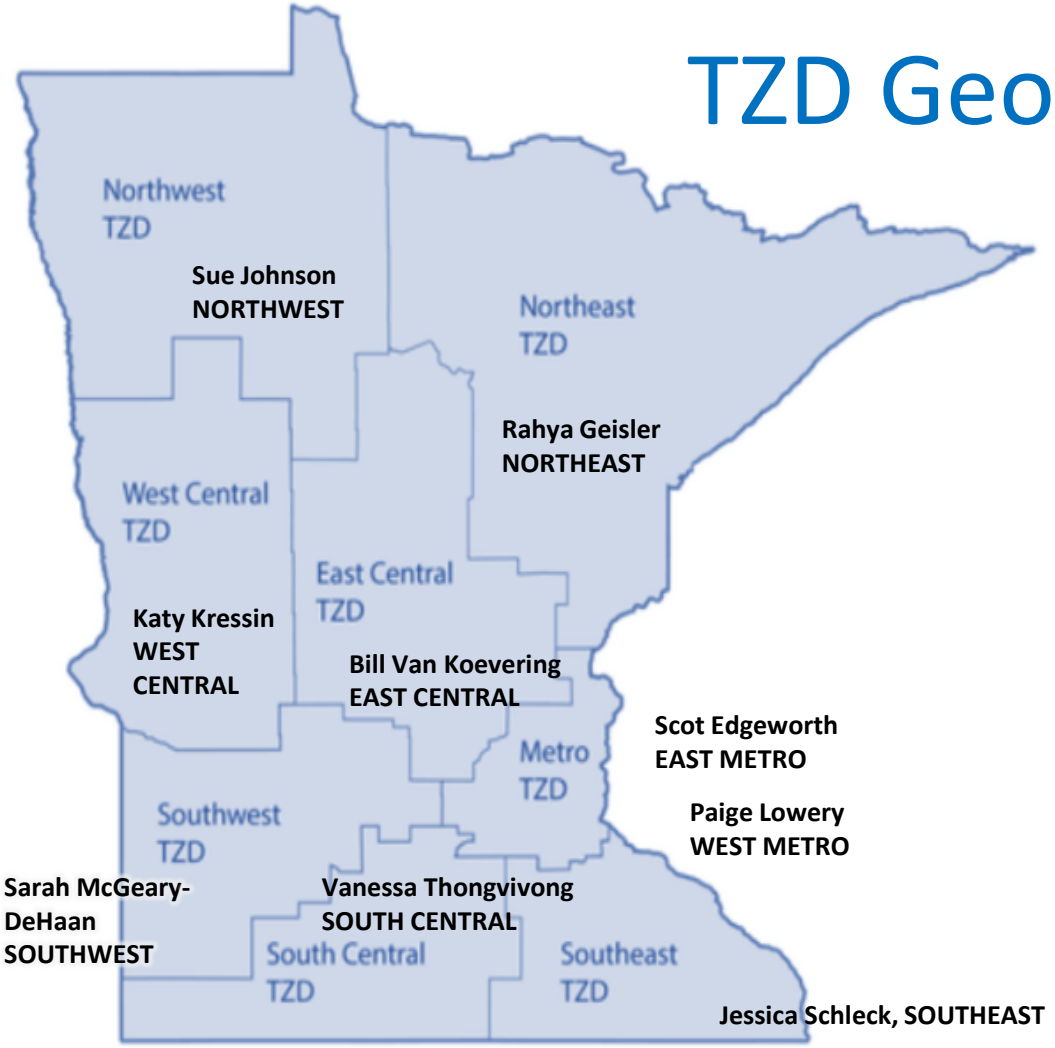
# TZD Geographic Regions




**State TZD Communications & Marketing Director**
Kristine Hernandez

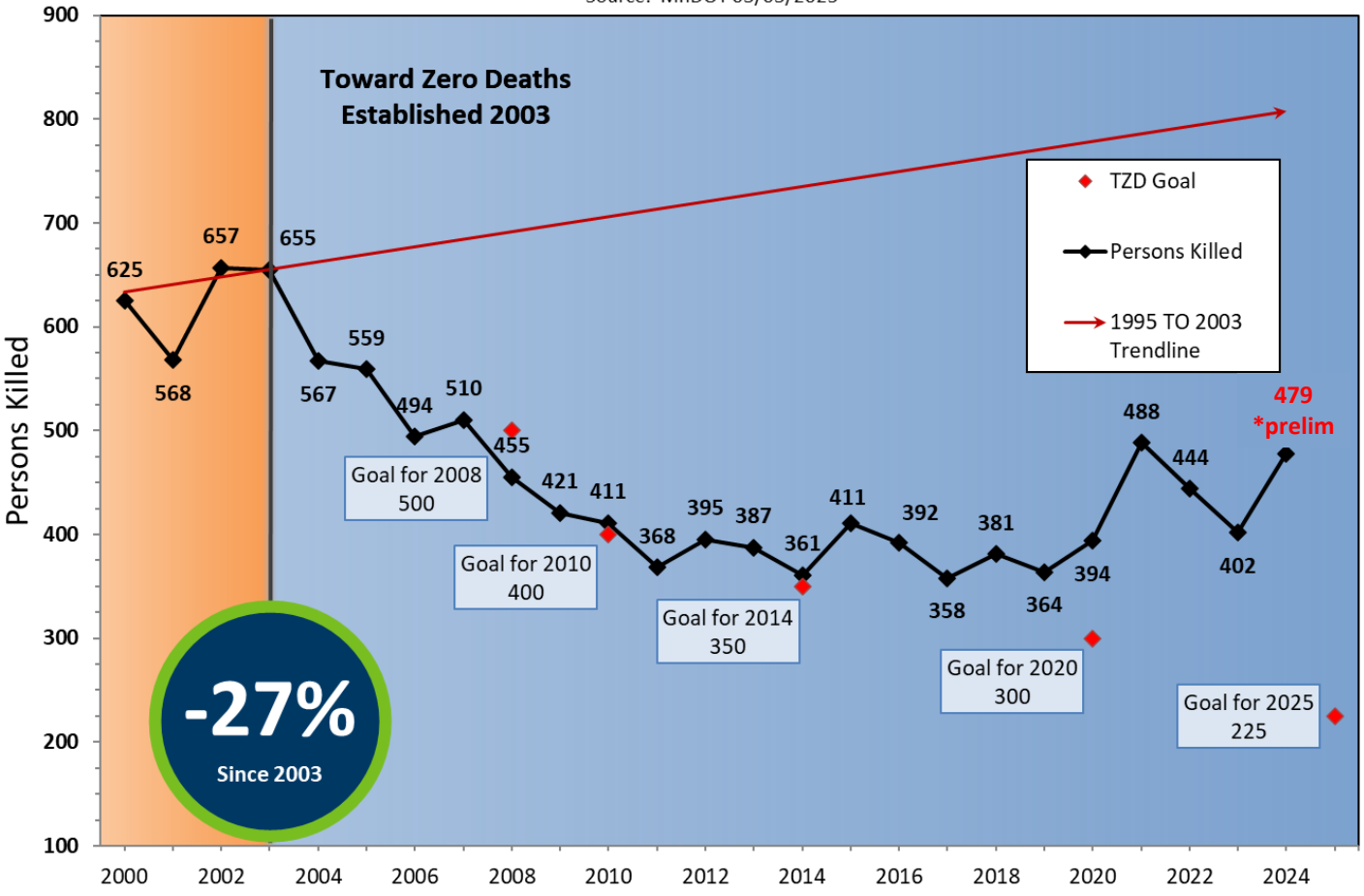
**State TZD Program & Operations Director**
Annette Larson

**Law Enforcement Liaisons**
Frank Scherf, Northeast
Becky Putzke, Northwest
Bill Hammes, Metro
Scott McConkey, South

**Child Passenger Safety Liaisons**
Sheila Denton, Southern
Shonette Micco, Hospital Support
Jasmine Wangen, Northwest
Randi Smith, Northeast

# Minnesota Roadway Fatalities

Source: MnDOT 03/03/2025

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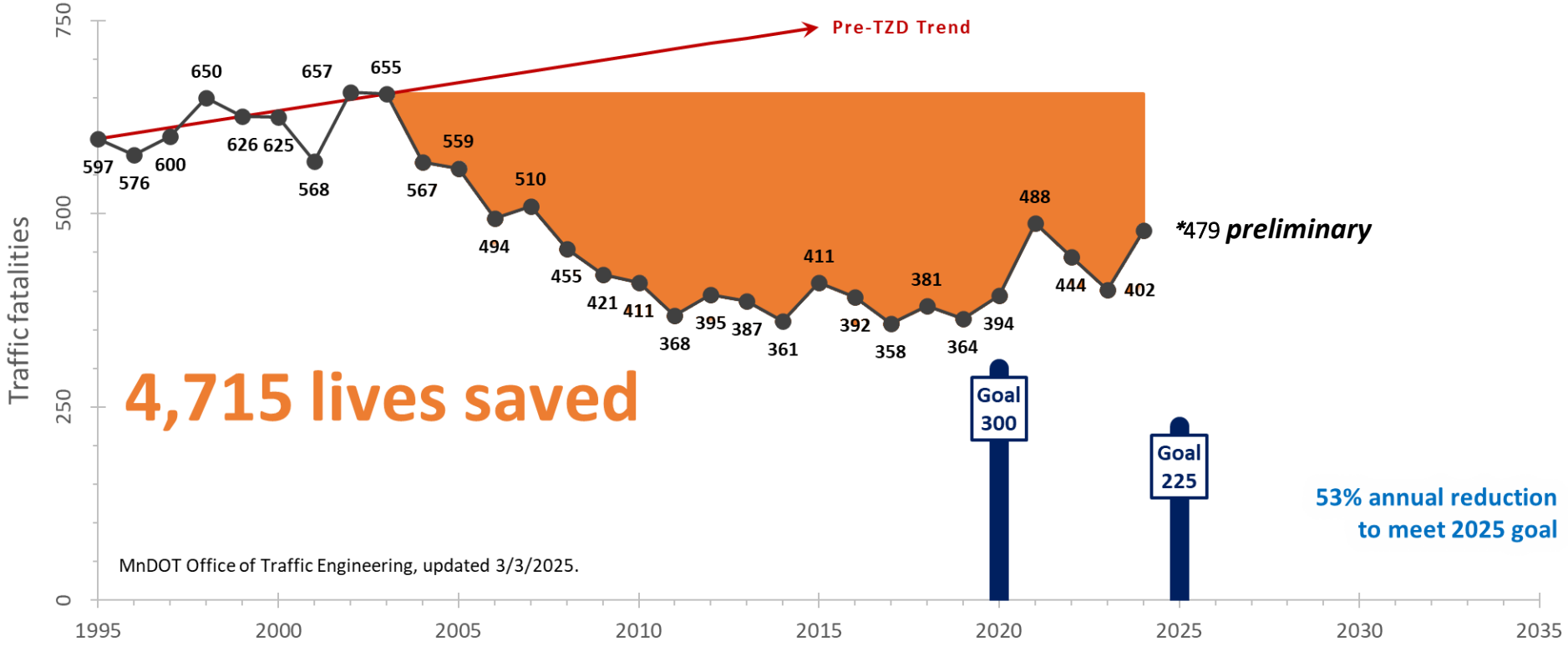


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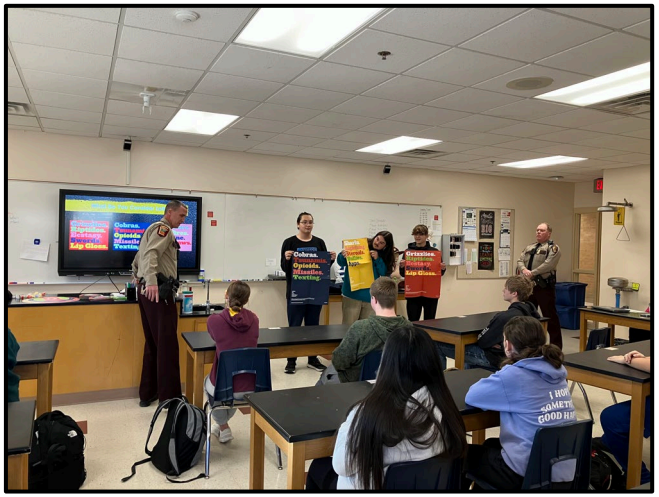
# Impact Teen Driver

**Curriculum focus is on:**

- Impaired driving
- Speed/reckless
- Seat belts
- Distraction
- Being a good passenger



2023: 15 presentations – 1,137 of 10th graders reached

2024: 60 schools/presentations – over 3,400 students reached

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# Impact Teen Driver

## ITD-High School

| School | Date | Students |
|---|---|---|
| **Benson** | 04/22/24<br>11/26/24 | 105 |
| **Canby** | 11/25/24 | 45 |
| **Fulda** | 11/14/24 | 25 |
| **RTR** | 11/06/24 | 61 |

## ITP-Drivers Education Class

| School | Date | Students |
|---|---|---|
| **Willmar** | 10/16/24<br>01/08/25<br>03/13/25 | 130 |
| **Pipestone** | 03/04/25 | 75 |
| **Prinsburg** | 03/14/25 | 20 |

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# How Carfit Improves Road Safety

Carfit assesses twelve key areas of a driver's vehicle fit to enhance safety. Here are a few:

- **Minimizing Blind Spots:** Proper mirror adjustments significantly reduce blind spots, improving lane changes.
- **Optimal Foot Positioning:** Correct foot placement on pedals prevents leg fatigue and ensures quick reaction times.
- **Safe Distance from Steering Wheel:** Maintaining at least 10 inches of distance from the steering wheel reduces the risk of serious injury in a collision.

## *Is Carfit Effective?*

Many individuals have reported making positive changes after attending a Carfit event. Some of these changes included:

- Vehicle adjustments for better fit.
- Increased use of safety features.
- Open communication about driving with family and healthcare providers.

***Renville County has a robust program, and we have successfully introduced to it to Swift and Chippewa counties. Our goal for the Southwest Region is to expand to all 14 counties.***

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# Carfit Technician Training

June 25th 9 a.m.-2 p.m.

Marshall-Southwest Health & Human Services

CarFit

Helping Mature Drivers Find Their Safest Fit

AOTA American Occupational Therapy Association

AARP

Minnesota West Community & Technical College

Toward Zero Deaths

# Responsible Beverage Server Training-Train the Trainer

May 28th 1-5 p.m.

Murray County Fairgrounds, 4-H Bldg., Slayton, MN

For more information and to schedule a RBST Training course, contact Bryan Schafer at bryan.schafer@mnsc.org

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| | Top 5 Focus Areas | |
|---|---|---|
| | From "Crazy 8's" Exercise at 2024 Meetings | By Crash Rank (2018-2022) |
| **Southwest** | 1. Inattentive drivers<br>2. Traffic safety culture<br>3. Impaired roadway users<br>4. Speed<br>5. Intersections | 1. Lane departure<br>2. Intersections<br>3. Impairment<br>4. Unbelted<br>5. Speed |

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| Pick A Focus Area (SHSP) | Choose your Audience | Outreach |
|---|---|---|
| • Distraction<br>• Speed<br>• Impaired<br>• Seat Belts<br>• Older Driver<br>• Younger Driver<br>• Unlicensed Driver<br>• Traffic Safety Culture<br>• Motorcycle<br>• Bike<br>• Pedestrian<br>• Lane Departure<br>• Intersection | • Parents/Caregivers<br>• Teens 15-18<br>• All Adults<br>• Male Drivers 18-35<br>• Older Drivers (65+)<br>• Other | • Social media<br>• Community Presentations<br>• Community Outreach/education<br>• Radio<br>• Other |
| What message are you trying to convey?<br><br>What idea/project to implement? | What is your target audience?<br><br>What does the regional data say? | Where can you connect with them?<br><br>How do they get their information?<br><br>How do they learn best? |

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| **Name the Names- Who is responsible to complete task?** | Resources | Time Line | **Evaluate and Celebrate** |
|---|---|---|---|
| Law Enforcement<br>EMS<br>Engineers<br>Education<br>other | Materials/tools needed | By when | Tracking/evaluation ideas |
| Who is best suited to lead each action step? | What potential challenges or obstacles might we face in implementing this plan?<br><br>How do we address these challenges?<br><br>How can we best leverage existing resources to achieve our objectives? | When should this project be implemented?<br><br>When will the project be completed?<br><br>Will this be a yearly project | What are the key milestones we need to monitor to stay on track?<br><br>How will we measure the success of this action plan? |

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# Driving Change: How Data is Shaping Safer Roads for All

*Craig Flynn, Deputy Director*

*DPS Office of Traffic Safety*

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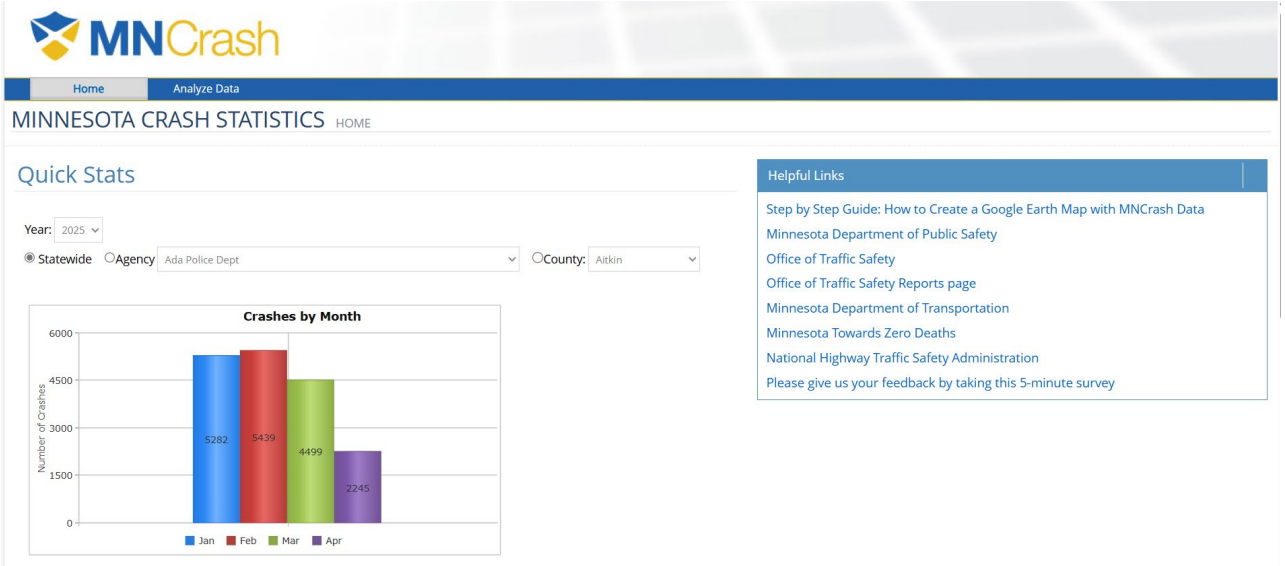
# Tech Makeover: Upgrading from Old School to Cool School

*Craig Flynn, Deputy Director*

*DPS Office of Traffic Safety*

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# Aging & Driving: A Risky Intersection and a Kit to Decrease Risks

*Dr. Joan Somes, Minnesota Emergency Nurses Association*

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# Break/Networking

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SOUTHWEST MINNESOTA

# Teens Toward Zero Deaths

*Students from*
*Thief River Falls*
*and*
*Goodridge Key Clubs*

# Building the Road Ahead: Shaping Our Future with Stakeholder Input and Strategic Action

*Derek Leuer,*
*State Traffic Safety Engineer, MnDOT Office of Traffic Engineering*

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# Lunch, Exhibits, & Networking

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# From Urban to Rural: Strengthening Traffic Incident Management in Minnesota

*Aimee Eggen,*

*Program Coordinator,*

*DPS Office of Traffic Safety*

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# Rural Emergency Medical Services and Telemedicine

*Ann Jenson, Southwest Minnesota EMS*

*Jennifer Kirchner, Murray County Ambulance director*

*John Krohn, Wabasso Ambulance director*

*Rebecca Vande Kieft, Avel eCare*

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# Road to Self-Care: Mental Health, Fatigue and Driving

*Lisa Kons,*

*Traffic Safety & Advocacy Director, Network of Employers for Traffic Safety, Minnesota Safety Council*

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# Wrap up

Capt. Casey Meagher,

Minnesota State Patrol District 2300, and Southwest TZD Regional Co-Chair

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# Year-to-Date Traffic-Related Deaths

As of May 13, 2025, there were 110 traffic-related deaths on Minnesota roads, compared to 134 deaths at this time last year.

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# Traffic safety is Everyone's Responsibility:  Get Involved

- Local TZD Safety Coalitions
- Regional Steering Committee Meeting
- TZD Traffic Safety Hotdish Webinars
- Public Engagement Events

www.minnesotatzd.org

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# Tri State Media Event
# Friday May 23

*Valley Springs Rest Area at the MN / SD Border on Interstate 90*

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# Farm Fest
# August 5-7th
# Morton, MN

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DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF HEALTH

# Toward Zero Deaths Statewide Conference

## Join us October 21-22, 2025

## Mystic Lake Center, Prior Lake, MN

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RTMENT OF SPORTATION

DEPARTMENT OF HEALTH

# TZD Regional Workshop Evaluation QR Code

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DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF HEALTH

Thank you and
drive safe!
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