



## WEST CENTRAL MINNESOTA TOWARD ZERO DEATHS STRATEGIC PLAN

### Mission

To move West Central Minnesota toward zero deaths on our roads, in a partnership with area education, enforcement, engineering and emergency services representatives.

### Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in West Central Minnesota from the past five year average of 29 fatalities and 103 serious injuries (2021-2025).

### Objectives

1. To continuously increase regional seat belt use rates. The statewide average was **95.2% in 2025**, up from 94.7% in 2024.
2. To examine the characteristics of the unbelted fatalities and serious injuries. The 2021-2025 5-year average in West Central Minnesota was 7 unbelted fatalities and 14 serious injuries.
3. To continuously decrease the following:

### 5-year average (2021-2025) in West Central Region - Baseline Data

	Metric	Impaired	Speed	Distraction	Unbelted	Total
CRASHES	K Crashes	7	6	2	6	27
	A Crashes	25	20	6	13	87
	K+A Crashes	32	20	8	19	114
INJURIES	Fatalities	8	6	3	7	29
	A Injuries	30	23	8	14	103
	K+A Injuries	38	29	11	21	132

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

### Total West Central Region - Baseline

Metric	Total Count		Average	
	2025	2021-2025	5-year Avg.	
CRASHES	K Crashes	22	135	27
	A Crashes	89	437	87
	K+A Crashes	111	572	114
INJURIES	Fatalities	22	147	29
	A Injuries	99	513	103
	K+A Injuries	142	660	132



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### **Region Goal 2- TZD Partnership Goals**

To continuously increase TZD awareness and partnerships across West Central Minnesota for both the general public and traffic safety professionals

1. Establish the vision of 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, calendar, statistics, workshop and engage RTAC)
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, one-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)

**Region Goal 3 – With implementation of the safe system approach, TZD will integrate services to strengthen EMS capabilities focusing on post-crash care to significantly reduce fatalities.**

1. Integrate information systems and highway safety activities.
  - a. Fatal and serious injury review committees
    - i. EMS agencies collect and share pertinent information about the scene including areas such as road conditions, environment, contributing elements, interagency communication and other areas that impacted the patient and the outcomes.
    - ii. Assist in development of the fatal and serious injury action plan to address and prevent future crashes.



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- b. Implementation of Traffic Incident Management (TIM) into coalitions and provide TIM training as needed to first responders.
  - c. Public service announcement (PSA) campaign to specifically address the issue of emergency responder safety at crash scenes. Participate in Crash Responder Safety Week in November and throughout the year.
  - d. To advocate for, and promote, National Ambulance Safety and EMS Education Standards, with a focus on post-crash patient transport (adults and pediatric populations).
  - e. Partner agencies to integrate post-crash care into the Strategic Highway Safety Plan.
2. Integrate EMS systems into TZD Safe Roads coalitions
  - a. TZD Safe Roads coalitions will work with EMS on prevention efforts to provide education and outreach to help reduce crashes around the state. EMS can also assist in injury-prevention projects in underserved/diverse areas.
  - b. Assist in action planning with the local coalitions/steering committees.
  - c. Assist with Stop the Bleed (STB) educational initiatives. Provide STB education to communities to include but not limited to community organizations, schools, law enforcement, MnDOT Districts and other agencies.
3. Providing timely on-scene care and reduce the time from injury to appropriate trauma level care.
  - a. Post-crash care: Trauma-related improvements will help save more lives on the roadways.
  - b. Auto launch - Support the role of air ambulance services as an adjunct to ground ambulance services, especially in rural regions, with documented response time delays.