Minnesota Toward Zero Deaths
10 Years of Progress
Sue Groth, MnDOT

May 22, 2013
Today’s Outline

• How Mn Toward Zero Deaths began
• What’s happened over last 10 years
• What’s on the horizon
Northstar Workshop - 2001
Are You Joking?

... and they plan to tell drivers what they are doing wrong and stop them from doing dumb things

yeah yeah... and we can get to ZERO deaths
Four major strategic initiatives

• Create a coordinated program focused at the public sector service providers and managed jointly by DPS and MnDOT

• Develop a long-range strategic plan

• Immediately pursue a short-term legislation:
  — .08% blood alcohol limit
  — Primary Seatbelt

• Create a high-level Governor’s Council focused on the singular vision of achieving zero deaths
Minnesota TZD:
10 years of Progress
TZD Cornerstone

Four “E” approach?:

§ Enforcement
§ Engineering
§ Education & Outreach
§ Emergency Medical & Trauma Services

§ Everyone – you, employers, family, friends, neighbors

Must also acknowledge strong partnerships with courts, media and legislature.
What was different about TZD

- Addressing All Roads
- Multi-discipline
  4 “E” approach
- Proactive/Systematic

- Breakdown obstacles (time and attention, resources, turf, credit, attitude, habit, silo)
Behaviors Behind The Wheel

- Increasing seat belt use
- Reducing impaired driving
- Curbing aggressive driving
- Helping younger drivers
How we got there!

Behavior-related traffic fatalities

Legislative milestones
2005 DWI from 0.1 to 0.08 BAC
2008 Ban on texting
2009 Seat belt primary and booster laws
2010 Expanded ignition interlock

- unbelted
- alcohol-related
- speed-related
- distracted driving
- speed-related driver: under 21 years old
306 miles of cable median barriers were installed along Minnesota highways to prevent cross-median crashes.
On the Road
How we got there!
After the Crash
To date, 99% of trauma admissions now occur at hospitals participating in the statewide trauma system.
Supporting Those in Need

Minnesotacrashvictims.org
What have we done to make this a grassroots movement?
TZD Regions

How we got there
Working together
How we got there
Regional Seat Belt Use (2006–2013)

In 2013, the regional seat belt compliance rate remained at 87%
Example of Itasca County TZD Coalition work

- Chamber of Commerce
- Workplace Policy/Education
- Beverage Server Training
- Parents of Teen Drivers 101
- Partnership with media
County Highway Safety Plans
Seat Belt & Speed Cards
(Regional Pilot Program)

Goodhue family survives horrific car crash in 2010.

Rachel was driving her three brothers to school. At a county road intersection near Goodhue, her car collided with a car driven by Janice, who was taking her grandson Dante to school. Dante spent 40 days in the hospital due to injuries. All involved in the crash survived. Deputy Jeff Sjöblom, who assisted at the scene, said, “Definitely in this crash, there’s no doubt about it, the belt saved their lives.”

Crash survivors Rachel, Ross, Ray, Ryan, and Dante display their “Saved by the Belt” awards for wearing their seat belts.
While Some Counties have achieved “Zero Deaths”... there are still more than 1,000 people severely injured each year on Minnesota roadways...
As of May 22, 2013, there were 103 traffic-related deaths on Minnesota roads, compared to 97 deaths at this time last year.
Challenges Remain

On an average day in Minnesota*...

§ 198 total crashes
§ 3 people are seriously injured
§ 1 person dies in a traffic crash

Fatal and serious injuries cost Minnesotans $600 million each year

* Based on 2011 data
The Road Ahead

How we’ll get there
How we’ll get there

• Explore how to improve vehicle technology

• Updating Minnesota’s Strategic Highway Safety Plan
How we’ll get there

- Implement a NEW Minnesota’s crash records database

- Grow regional partnerships and 4-E county coalitions

- Engage Minnesota’s court system
TZD  Success Factors

- Commitment to change American culture regarding traffic safety
- Collaboration with other traffic-safety advocates
- Promote best practices and lessons learned
TZD Statewide Conference
November 14–15, 2013
St. Cloud Minnesota

www.minnesotatzd.org