Analyze the Data

- Crash Data for Southeastern Minnesota
- Contributing factors:
  - Run off the Road
  - Lack of Seat Belt use
  - Speed
- Who?
  - Young: 15–29 year-old male drivers
- When is it happening?
  - 3–7 p.m. – after work/school
  - Month of December
Regional Strategies

- Reduce teen driver crashes (Improve GDL laws)
- Regional media campaign
- Increase seat belt usage
- Target high schools
- Crash audits (Fatal Review Committees)
Identify Projects

Phase 1

- Timeframe: December
- Educate High School students
- “Meet the Number 1 Killer of Teens” program
  - 3-week campaign focusing on:
    - Seat belt use
    - Distracted drivers
    - Not a drop
Teen Tool Kit Process

- Identify contact at 19 high schools
- Identify contents of kit
- Send letter of introduction to school contacts
Teen Tool Kit Developments

- **Banner:** “Meet the Number One Killer of Teens”
- Messages printed in athletic and other school bulletins/programs/rosters

Ten out of 10 officers recommend you wear a seat belt. Law enforcement will be working to make sure that recommendation is taken seriously.

“Buckle up!
“Don’t spend winter break working to pay off a ticket”

Most Traffic Fatalities occur between 3 p.m. & 7 p.m. in southeast Minnesota

“Dying to get home?”
Teen Tool Kit Process

- “Buckle Up” Signs for School exits
- Maps, posters and printed materials
- Instructional letter
- Evaluation
Teen Tool Kit Development

Phase 2

- Promote High School Teen-created video contest
- Use video for PSAs in southeastern Minnesota
Partner with Law Enforcement

- Kickoff media event with law enforcement –
  - November 15
  - Owatonna High School
Partner with Law Enforcement

- Jointly plan Thanksgiving and December wave
- Coordinate the effort with the December high school education program
Partner with Public Health

- *Dying to Get Home* education campaign
- Support of *Dying to Get Home* enforcement campaigns
Lt. Randy Slinger
Hernandez
Minnesota State Patrol
TZD

Kristine
MnDOT State
coordinator

Questions?