

# What is the Toward Zero Deaths Program?

Minnesota TZD is the state's cornerstone traffic safety program that employs an interdisciplinary approach to reducing traffic crashes, injuries, and deaths on Minnesota roads. The program's vision is to reduce fatalities and serious injuries to zero. The program is a partnership between the Minnesota Department of Public Safety, Transportation, and Health; the University of Minnesota; and other stakeholders.



## Education

Giving drivers the knowledge they need to avoid hazardous driving practices and choose responsible behavior.



## Enforcement

Ensuring compliance with traffic laws to change driver behavior and reduce unsafe driving practices.



## Engineering

Changing the roadway - with cable median barriers, signage, the roadside, and more - to make travel safer.



## Emergency Medical and Trauma Services

Providing fast, efficient emergency medical and trauma services to reduce fatalities and serious injuries whenever a crash does occur.

# Minnesota

## Seatbelt Statistics



Northwest MN Region - 86.9%



Minnesota - 93.4%

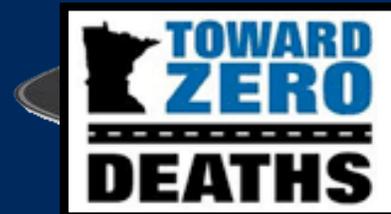
86.9% of NW MN residents are wearing their seatbelt - are you?



# TOGETHER WE CAN

Reach **ZERO** deaths on  
Minnesota Roads

# POLK COUNTY TOWARD ZERO DEATHS



TOGETHER WE CAN

Create safer roads!



# Our Mission...

To create a culture for which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement, and emergency medical and trauma services.

# Our Values...

- Continuous improvement
- Engage partners
- Evidence-based approach

# LOOK TWICE



# SAVE A LIFE

Watch out for pedestrians, cyclists, and motorcyclists.

# Put Down the Phone Until you are Safe at Home!



Any activity that diverts a person's attention away from the task of driving is a distraction.

**ALL** distractions endanger the driver, passengers, & bystanders.

There are 3 forms of distraction:



VISUAL

(taking your eyes off the road)



MANUAL

(taking your hands off the wheel)



COGNITIVE

(taking your mind off driving)

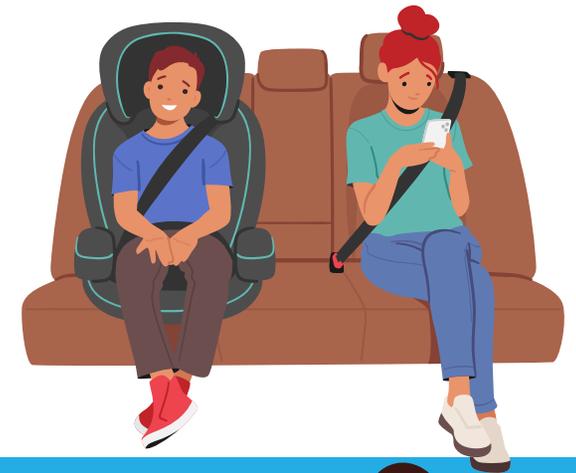
## TYPES OF DISTRACTIONS

- Using a Cell Phone
- Talking to Passengers
- Adjusting the Music
- Daydreaming
- Eating/Drinking
- Grooming
- Using a Navigation System
- Social Media and Online Shopping
- Wearing Headphones / Earbuds



# Do you know Minnesota's Primary Seat Belt Law?

Drivers and passengers in all seating positions (including the backseat) must be buckled up or in the correct child restraint.



## Minnesota Child Car Seat Law Protects Young Lives



All children must be in a child restraint until they are 4 feet 9 inches tall or 8 years old.