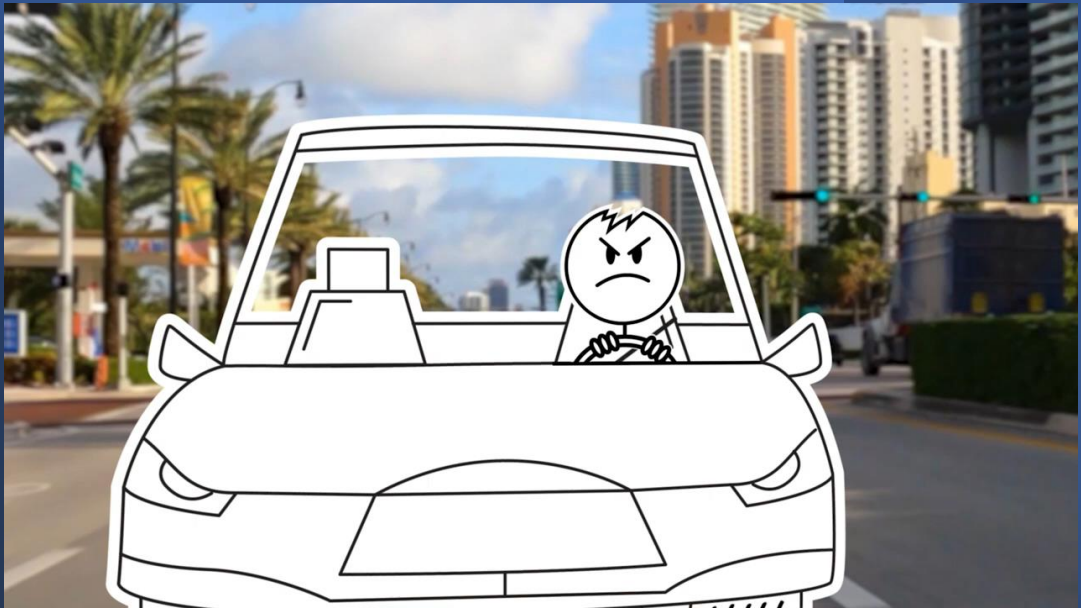




MINNESOTA
TOWARD **ZERO** DEATHS

Welcome Southeast TZD Regional Workshop

Wednesday, May 8, 2024
minnesotatzd.org



TOWARD
ZERO
DEATHS

YOUTUBE MUSIC PLAYLISTS

Looking for a way to make your rides more chill? We've got some playlists to help you vibe out for your next commute. Check 'em out below!



FL VIBE GUY'S
LO-FI BEATS

A collection of laid-back, lo-fi electronic tunes to help drivers relax and vibe out on the roads.



FL VIBE GUY'S
FEEL THE GROOVE

A pop-centric playlist full of upbeat, positive songs to wash away stress and anger when you're behind the wheel.



FL VIBE GUY'S
COOL AS A CUKE

Mellow songs that are sure to cool down any driver, in any situation.



FL VIBE GUY'S
VIBE GUY CLASSICS

Hits from every era - a compilation of some of the most happy, relaxing, and positive tunes of all time.

Drive time is you time. Remember to start your playlist before you start your drive. The songs included on each playlist may be subject to change and are not owned or endorsed by the Florida Department of Transportation.

[Speeding \(fdot.gov\)](https://www.fdot.gov/speeding)

STRESSED BEHIND THE WHEEL?

We've all been there! Anxiety and stress can have you running in circles, especially behind the wheel. FDOT collected some resources to help make drive time **YOU** time.





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For Your Information...

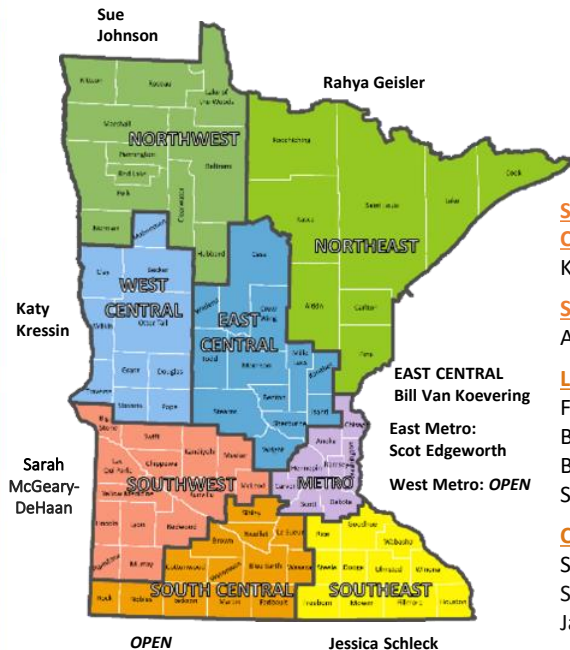
- Please turn your phones on silent
- Vendor booths available
- POST credits/PDH (Professional Development Hours) and CEUs are available
- QR code to evaluate today's workshop on your table

Today's Agenda

- 9 a.m. **Welcome & Regional Roundup**
- 9:30 a.m. **Strategic Highway Safety Plan: Minnesota Needs YOU!**
- 10:15 a.m. **Break – Exhibits & Refreshments**
- 10:30 a.m. **SHSP Activity #2: Focus Area Strategies**
- 11 a.m. **Crash Reconstruction Using Drone Technology**
- 11:30 a.m. **Understanding Grief – What to Say, What to Do, How to Help**
- 12 p.m. **Lunch & Exhibits**
- 12:45 p.m. **Roadside Testing for Cannabis and Other Drugs – Through Saliva!**
- 1:15 p.m. **Innovative Strategies that can be used to Address Traffic Safety Issues in Your Community**
- 2:25 p.m. **SHSP Report Out**
- 2:45 p.m. **Wrap up, Evaluation & Door Prizes**



TZD Geographic Regions



State TZD Communications & Marketing Coordinator

Kristine Hernandez

State TZD Program & Operations Coordinator

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, Northern





Vision

To prevent fatalities and serious injuries on Minnesota's roads to get to zero

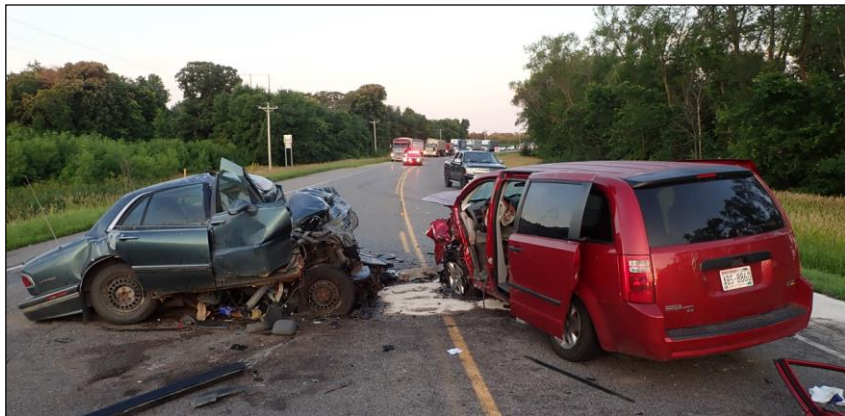


A comprehensive traffic safety program serving all of Minnesota



Mission

To move Minnesota toward **zero** deaths on our roads using education, enforcement, engineering and emergency medical & trauma services.



TZD Cornerstone

~~Four~~ Five

Four "E" approach:

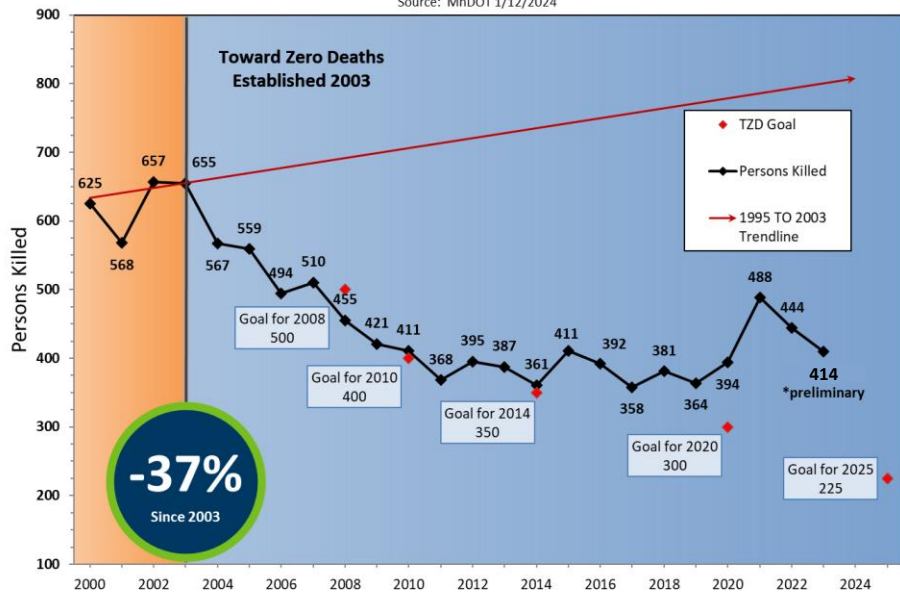
- Enforcement
- Engineering
- Education & Outreach
- Emergency Medical & Trauma Services
- **Everyone Else!**
(Legislators, Judicial, Media)



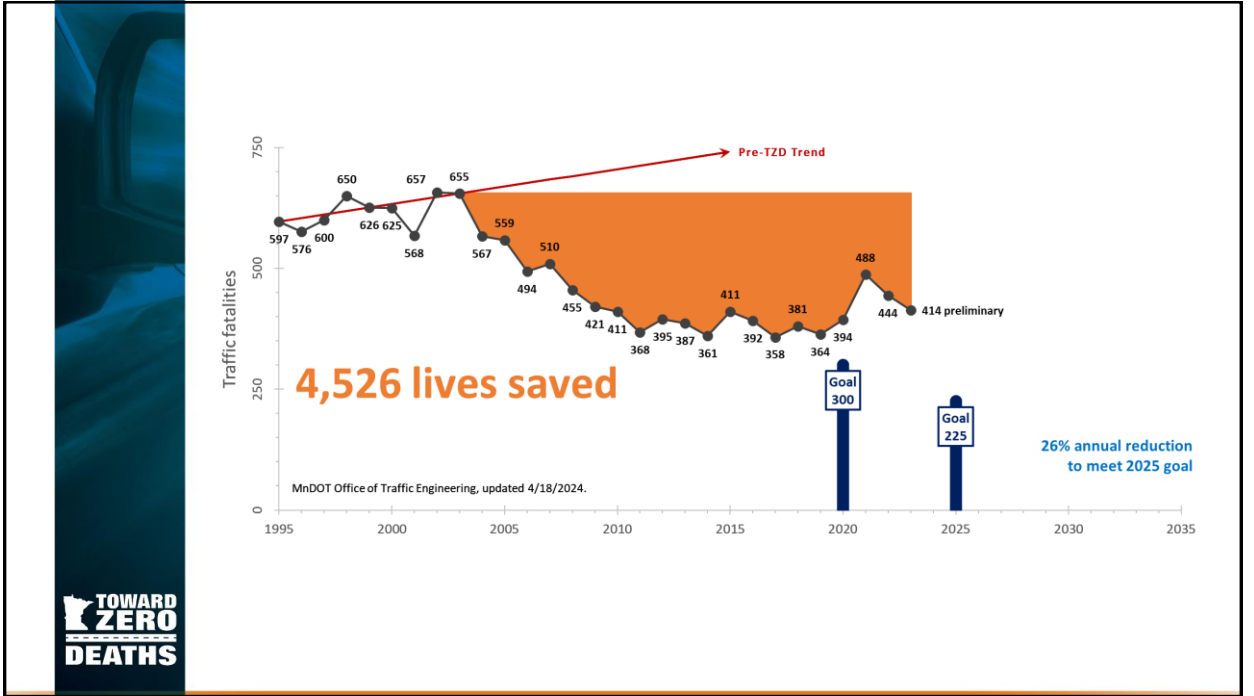
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Minnesota Roadway Fatalities

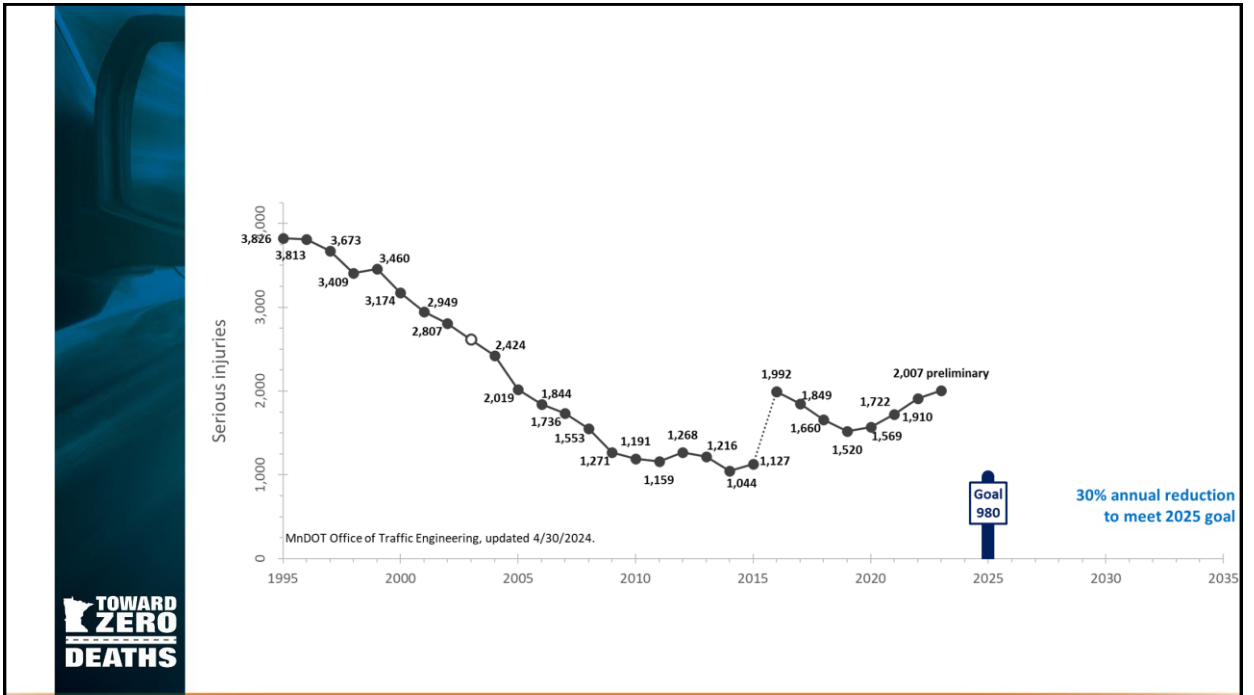
Source: MnDOT 1/12/2024



**TOWARD
ZERO
DEATHS**



**TOWARD
ZERO
DEATHS**



**TOWARD
ZERO
DEATHS**

THANK YOU!



Jessica Schleck
507.696.8435
Jessica.schleck@state.mn.us



Local Innovative Engineering Solutions



*Mark Schoenfelder, PE
Transportation District Engineer
MnDOT District 6*



I-35 Workzone Safety Improvements



2023:

- Replaced Static Queue Detection Signs w/PCMS
- Added Transverse Rumble Strips

2024:

- Improved Transverse Rumble Strips
- Added PCMS (Queue Detection) in the Median

TIM Meetings: I-35 Crashes



- State Patrol
- Rice County Sheriff
- City of Faribault Police & Fire Dept
- EMS, Air Ambulance
- Steele County
- Rice County
- TZD, RTMC, TSMO, Maintenance
- Construction



Highway 60 Motorcycle Improvements

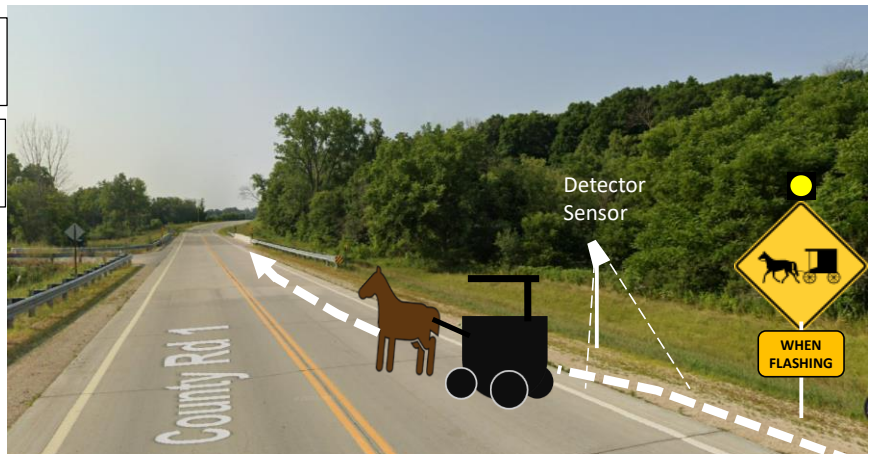


TOWARD ZERO DEATHS

Amish Buggy Alert System

D6 has seen an increase in Amish Buggy Crashes

- Majority are Fatal or Severe Crashes
- Amish Population has grown
- Traffic & Speeds have increased
- Partnering w/ Fillmore County



TOWARD ZERO DEATHS

At Night and at high-speeds, it's hard to avoid rear-ending a buggy because they typically do NOT have any lighting

Strategic Highway Safety Plan Minnesota Needs YOU!



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DEATHS**

*MnDOT Staff and
Alliant Engineering*



The 2025–2029 Strategic Highway Safety Plan

Southeast Minnesota Toward Zero Deaths Regional Workshop

May 8, 2024

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20

Introductions



Derek Leuer
State Traffic Safety
Engineer

DEPARTMENT OF
TRANSPORTATION



Whitney Mason
Statewide Multimodal
Transportation Plan Coordinator

DEPARTMENT OF
TRANSPORTATION



Hannah Johnson
Professional
Transportation Planner

ALLIANT



Nick Grage
Associate Traffic
Engineer

ALLIANT



What is the Strategic Highway Safety Plan (SHSP)?

What is the SHSP?

The Minnesota **Strategic Highway Safety Plan** (SHSP)

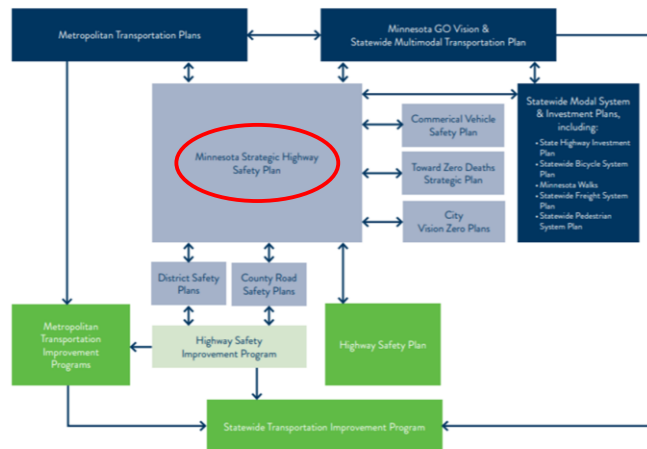
- Sets statewide direction to reduce traffic *fatalities and serious injuries* for all roadway users
- Recognizes that a single crash can have multiple contributing factors
- Promotes partnerships to positively impact safety
- Is informed by data *and* input from traffic safety professionals and advocates from many disciplines
- Is required by federal law and updated every 5 years



What is the SHSP?

The Minnesota **Strategic Highway Safety Plan** (SHSP)

- Federally required – but not just a checkbox for Minnesota
- Sets spending priorities for HSIP and HSP
- Relevant for all traffic safety partners: *state, county, local, tribal*
- Helps feed traffic safety elements of other plans



What is the SHSP?

What's inside the current SHSP?

- Crash Data and Trends
- Engagement Results
- Focus Areas
- Priorities
- Action-Oriented Strategies to Reduce Crashes

ACTION ORIENTED STRATEGIES: CORE FOCUS AREAS

| IMPAIRED ROADWAY USERS | |
|------------------------|--|
| TIMEFRAME | TACTIC |
| STRATEGY 1 | INCREASE PUBLIC AWARENESS TO REDUCE IMPAIRED DRIVING |
| ON-GOING | T1.1 Increase public awareness of the dangers of impaired driving through media campaigns targeting issues and high-risk driver groups. Use crash data analysis and market research to identify high-risk driver groups. Use full range of print, digital, broadcast and electronic material distribution methods for public awareness purposes. |
| ON-GOING | T1.2 Tailor messaging to emphasize personal responsibility so all drivers know that even a little impairment can be dangerous. |
| ON-GOING | T1.3 Include evidence-based information about the effects of drugs other than alcohol on driver impairment. Improve data collection and analysis for impaired driving offenses related to drugs other than alcohol. |
| YEARS 1-2 | T1.4 Develop a uniform public complaint reporting form for use in a "See Something, Say Something" initiative to identify suspected habitually impaired drivers and to identify alcohol retailers that serve underage persons. |
| STRATEGY 2 | SUPPORT COMMUNITY-BASED INITIATIVES TO KEEP IMPAIRED DRIVERS OFF THE ROAD |
| ON-GOING | T2.1 Promote expansion and use of safe ride home options. |
| YEARS 1-2 | T2.2 Implement best practice models of privately-sponsored public transit safe ride programs. |
| YEARS 1-2 | T2.3 Develop a template for community-based Place of Last Drink data collection and analysis. ✓ |
| YEARS 1-2 | T2.4 Identify and implement successful approaches to partnering with alcohol retailers and servers to prevent over-serving and to reduce alcohol sales to underage persons. Increase community-based efforts to prevent alcohol consumption by underage persons. |
| YEARS 1-2 | T2.5 Expand availability of Responsible Beverage Server Training to all counties. ✓ |
| YEARS 3-5 | T2.6 Identify and pilot test best practice models of effective, cost efficient alcohol retailer-based safe ride home programs. |

What is the SHSP?

What's new in the 2025-2029 SHSP?

- Includes a review of best practices around the country
- Incorporates the Safe System Approach
- Elevates equity and the needs of vulnerable populations
- Embraces positive social norming and behavior change
- Includes customized reports for regions around the state



SHSP Combines Crash Data and Stakeholder Input



Advisory Council on Traffic Safety (TZD Leadership Team)



TZD Conferences and Regional Workshops (2023 & 2024)



Meetings with Tribes, MPOs, Cities, Counties, ATPs, Etc.



Equity-Focused Outreach Meetings



Vulnerable Road User Safety Assessment



Online Public Engagement (Surveys, Etc.)

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Elevating Equity in the 2025-2029 SHSP

MnDOT's Equity Commitment

MnDOT is committed to creating an equitable transportation system.

Transportation equity means the benefits and burdens of transportation systems, services and spending are fair and just, which historically has not been the case. Transportation equity requires ensuring underserved communities, especially Black, Indigenous and People of Color, share in the power of decision making.

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29

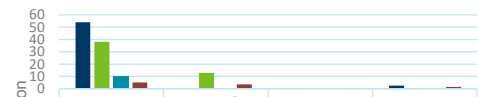
Crashes by Demographic Inputs: BIPOC Communities + Low Income



Areas with high poverty rates have **3.9 times** as many fatal and injury pedestrian crashes per square mile as high income/low poverty areas.



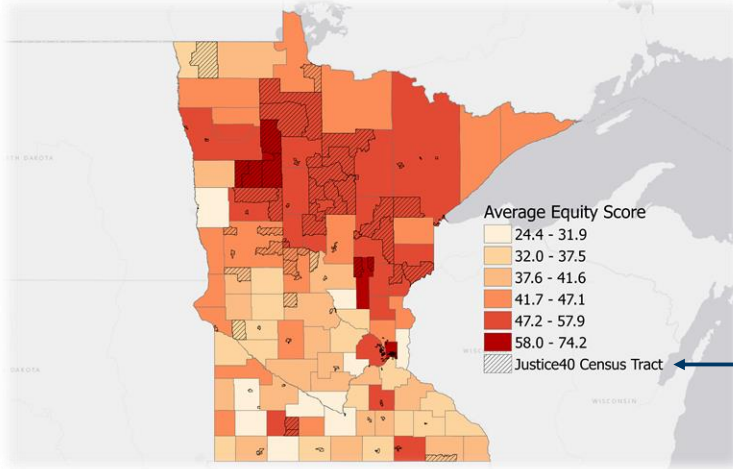
Areas where a majority of residents are Black, Indigenous, and People of Color have almost **9 times** as many fatal and injury pedestrian crashes per square mile as majority white areas.



| Demographic Category | METRO | METRO - GREATER MN | RURAL | RURAL DOWNTOWN |
|--|-------|--------------------|-------|----------------|
| At least 40% low income - At least 50% POC | 53.89 | 0.00 | 0.02 | 2.44 |
| At least 40% low income - Less than 50% POC | 38.19 | 12.84 | 0.01 | 0.44 |
| Less than 40% low income - At least 50% POC | 10.00 | 0.00 | 0.00 | 0.00 |
| Less than 40% low income - Less than 50% POC | 5.08 | 3.41 | 0.02 | 1.56 |

30

Crash Data Analysis - Equity



Justice40 Census Tracts are federally recognized as disadvantaged communities and include all Federally Recognized Tribes (regardless of land ownership)

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Traffic Safety Focus Areas

Focus Areas

Minnesota's traffic safety focus areas are

crash types

or

factors that contribute to crashes

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Focus Areas

Inattentive drivers

Drivers who are not focusing on the task of driving because of distractions, such as talking on the phone or texting.



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Focus Areas

Impaired roadway users

Persons using the road who are under the influence of alcohol, illicit drugs or prescription drugs.



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Focus Areas

Unbelted vehicle occupants

Drivers or passengers who are not restrained in the appropriate fashion based on age or weight.



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Focus Areas

Unlicensed drivers

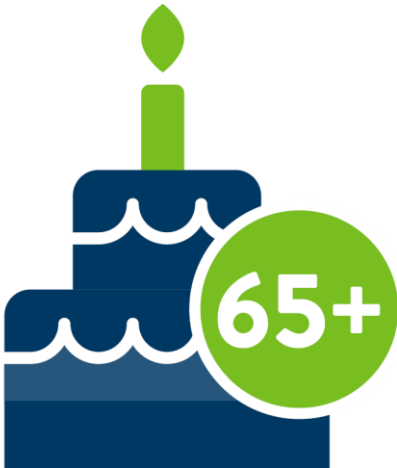
Drivers who are without a license or with a license that has been suspended, revoked, expired, or canceled.



Focus Areas

Older drivers

Drivers who are 65 years of age or older. The number of older drivers will continue to increase as the “baby boom” generation ages and continues to drive.



Focus Areas

Younger drivers

Drivers who are under 21 years of age. Newly licensed drivers with less than a year's experience are particularly vulnerable to crashes. A lack of driving experience and a tendency toward risk taking also contribute to crashes involving younger drivers.



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Focus Areas

Speed

Drivers who are driving aggressively, over the posted speed limit or too fast for conditions. The probability of death or serious injury grows with higher speed at impact.



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Focus Areas

Pedestrians

All persons walking, exiting from vehicles or operating a mobility assistance device (e.g., wheel chair) on public roadways who are struck by a motor vehicle.



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Focus Areas

Bicyclists

All persons riding a bicycle on a street, trail, bike lane or sidewalk who are struck by a motor vehicle.



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Focus Areas

Motorcyclists

Drivers and passengers on motorcycles.



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Focus Areas

Commercial vehicles

Vehicles weighing over 10,000 pounds, including any commercial vehicle or bus.



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Focus Areas

Trains

Motor vehicle crashes involving trains.



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Focus Areas

Intersections

Crashes that occur where two or more roadways intersect.



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Focus Areas

Lane departure

Crashes that involve vehicles leaving their original lane of travel. This includes **run-off-the-road** and **head-on** crashes.



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Focus Areas

Work zones

Crashes occurring in, or related to, a roadway work zone.



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Focus Areas

EMS & trauma systems

All response and emergency treatment systems involved in caring for victims of traffic crashes.



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Focus Areas

Vehicle safety enhancements

Vehicles features that can be added or optimized to provide increased safety for vehicle occupants. These may include airbags, stability control or lane departure alert as well as emerging connected and automated vehicle technology.



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50

Focus Areas

Data management

Fundamental data and systems used to evaluate traffic safety. This includes crash, vehicle, driver, roadway, citation/adjudication, and injury surveillance data.



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Focus Areas

Management systems

Management systems encompass the policies, processes and management approaches that integrate engineering, education, enforcement, emergency services and other disciplines and organizations.



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52

Focus Areas

Traffic safety culture

This is an overarching focus area, fostering a culture of traffic safety in Minnesota supports all focus areas.

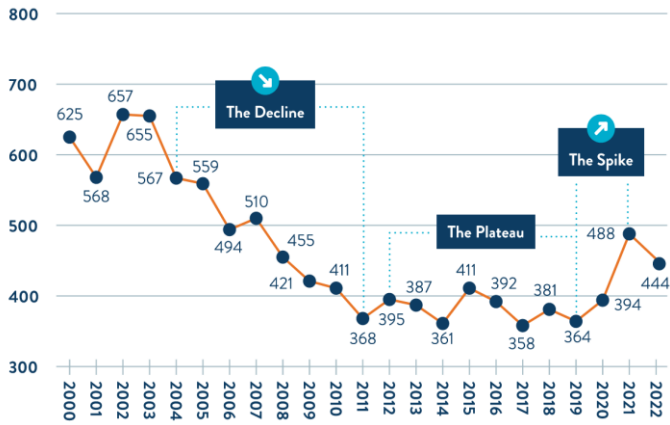
Traffic safety culture is the shared belief system of a group of people that influences their choice of behavior and actions that affect traffic safety.



Crash Data Overview

Crash Trends

Minnesota Traffic Deaths: 2000-2022



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Statewide Progress Toward SHSP Goal

2023 crashes preliminary as of 03/25/2024

Minnesota Regional Progression to 225 in 2025



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56

Statewide Crash Data – Focus Area Ranking

Fatal and Serious Injury Crashes = 8,188 over 5 years (2014-2018)

| | | | | | | | | |
|----------|---------------------------------|-----|-----------|--------------------|-----|-----------|---------------------|------|
| 1 | Intersections | 47% | 6 | Motorcyclists | 17% | 12 | Head-On | 11% |
| 2 | Single Vehicle Run off the Road | 31% | 7 | Unbelted Occupants | 16% | 13 | Commercial Vehicles | 9% |
| | | | | Younger Drivers | 16% | | | |
| 3 | Impairment | 25% | 9 | Unlicensed Drivers | 14% | 14 | Bicyclists | 4% |
| 4 | Speed | 20% | 10 | Inattention | 13% | 15 | Work Zones | 2% |
| 5 | Older Drivers | 18% | 11 | Pedestrians | 12% | 16 | Trains | 0.4% |

58

Statewide Crash Data – Trends

Fatal and Serious Injury Crashes = 8,930 over 5 years (2018-2022 - Preliminary) – Up 9% over previous 5 years

| | | | | | | | | |
|----------|---------------------------------|------------|-----------|---------------------------|------------|-----------|----------------------------|------------|
| 1 | Intersections | 49% | 6 | Older Drivers | 18% | 11 | Head-On | 11% |
| 2 | Single Vehicle Run off the Road | 32% | 7 | Motorcycles | 17% | 12 | Commercial Vehicles | 9% |
| 3 | Impairment | 28% | 8 | Younger Drivers | 16% | 13 | Inattention | 8% |
| 4 | Speed | 23% | 9 | Unbelted Occupants | 15% | 14 | Bicyclists | 4% |
| 5 | Unlicensed Drivers | 20% | 10 | Pedestrians | 12% | 15 | Work Zones | 2% |
| | | | | | | 1 | Trains | 0.2% |

6

59

SHSP Activity: Focus Area Prioritization

Crazy 8's

- Let's Play Crazy 8's ... MnDOT's version!



Round 1: Identify your group's top 8 focus areas

- Inattentive drivers
- Impaired roadway users
- Unbelted vehicle occupants
- Unlicensed drivers
- Older drivers
- Younger drivers
- Speed
- Pedestrians
- Bicyclists
- Motorcyclists
- Commercial vehicles
- Trains
- Intersections
- Lane departure
- Work zones
- EMS & trauma systems
- Vehicle safety enhancements
- Data management
- Management systems
- Traffic safety culture

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62

Round 2: Narrow down to 6

- Of your top 8, which 2 are less important to focus on?
- Why?



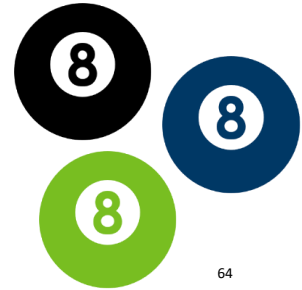
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Round 3: Narrow down to 4

- Of your top 6, which 2 are less important to focus on?
- Why?



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Round 4: Narrow down to 2

- Of your top 4, which 2 are less important to focus on?
- Why?



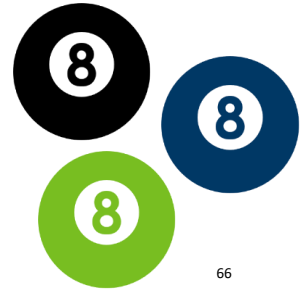
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Round 5: Narrow down to 1

- Of your top 2, which 1 is the most important?
- Why?



Crazy 8's Report Out

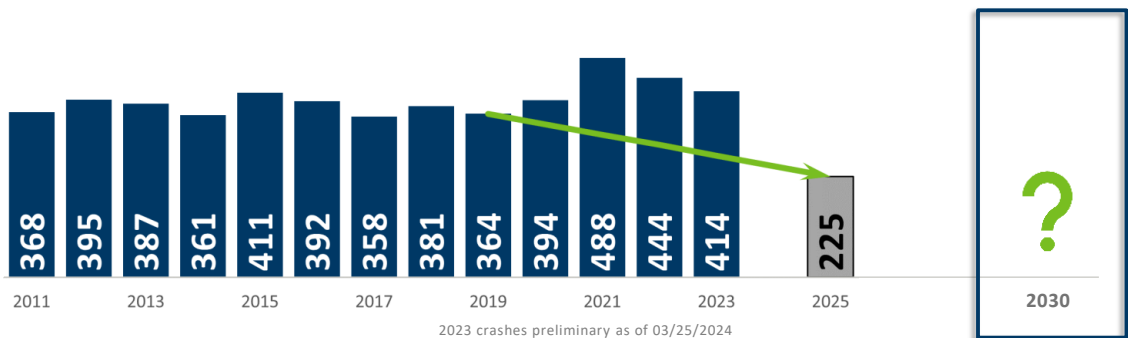


2030 Traffic Safety Goal

What should the 2030 goal be for Statewide fatalities?

The ultimate goal is 0 fatalities. We can't get there right away and want a realistic yet aggressive benchmark for 2030.

Minnesota Regional Progression to 225 in 2025



Break



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SHSP Activity #2: Focus Area Strategies



MnDOT Staff and Alliant Engineering

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SHSP Activity: Focus Area Strategy Review

Review Strategies from the 2020-2024 SHSP

Focus Area

Strategies & Tactics

| INATTENTIVE DRIVERS | |
|---------------------|--|
| TIMEFRAME | TACTIC |
| STRATEGY 1 | IMPROVE EDUCATION AND AWARENESS ABOUT INATTENTIVE DRIVING |
| ON-GOING | T1.1 Increase education about inattentive driving and provide background data and statistics that highlight the dangers of inattentive driving. Educate on other distractions in addition to cell-phone use related to inattentive driving. Provide education to people of all ages (not just teen drivers). |
| ON-GOING | T1.2 Increase education on drowsy driving and provide background data and statistics on the dangers of drowsy driving. Describe in education materials the warning signs of drowsy driving and offer prevention tactics to avoid drowsy driving. |
| YEARS 1-2 | T1.3 Increase funding to create and distribute messaging and resources for education on inattentive driving. |
| STRATEGY 2 | PROVIDE MORE ENFORCEMENT AND LEGISLATIVE ACTIONS TO LOWER INATTENTIVE DRIVING RATES |
| YEARS 1-2 | T2.1 Increase the use of enhanced high-visibility law enforcement presence to target distracted drivers. Evaluate funding levels and provide more funding for enforcement efforts if appropriate. |
| YEARS 1-2 | T2.2 Encourage judges to reduce leniency in sentencing distracted driving offenders. |
| YEARS 1-2 | T2.3 Support legislation that would update distracted driving penalties for crashes involving serious injury or death. |
| STRATEGY 3 | SUPPORT THE ADVANCEMENT OF TECHNOLOGY IMPROVEMENTS AND ROAD DESIGN TO REDUCE THE IMPACT OF INATTENTIVE DRIVING |
| ON-GOING | T3.1 Encourage use of cell phone settings and apps that limit incoming distractions while driving. Encourage insurance companies to offer incentives for drivers to use these settings or apps. |
| ON-GOING | T3.2 Encourage the use of existing motor vehicle technology designed to reduce distracted driving crashes, such as lane departure warning alerts, forward collision warning alerts, and automatic braking. |
| YEARS 1-2 | T3.3 Incorporate shoulder, edge line, and centerline rumble strips in road designs to alert drivers of lane-departing vehicles. Incorporate physical barriers into road designs to prevent collisions. |
| YEARS 3-5 | T3.4 Support the transition to autonomous vehicles and other emerging motor vehicle technology to reduce human error, including in interactions with people walking, rolling, and bicycling. |



= priority to work on over first year (2020)



= priority to work on over first five years (through 2024)

Mark each page up – what would you change?



Add a “Yes” sticker to strategies & tactics that should be included in the 2025-2029 SHSP



Add a “No” sticker to strategies & tactics that should not be included in the 2025-2029 SHSP
(*already complete, not useful, etc.*)



Share your thoughts!

- *Add your ideas for new strategies recommendations*
- *Edit strategies from the old plan*
- *Write why a strategy works or doesn't work*

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76

Crash Reconstruction Using Drone Technology



Trooper Josh Kuisle, Minnesota State Patrol

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TOWARD
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DEATHS



Understanding Grief – What to Say, What to Do, How to Help


*Randy Stocker, speaker and
author of “Hugs Help; Our story
of Tragic Loss, Survival and
Helping Others”*



Lunch and Networking


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YOUTUBE MUSIC PLAYLISTS
Looking for a way to make your rides more chill? We've got some playlists to help you vibe out for your next commute. Check 'em out below!




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STRESSED BEHIND THE WHEEL?

We've all been there!
Anxiety and stress can
have you running in
circles, especially
behind the wheel.
FDOT collected some
resources to **help make
drive time YOU time.**



Roadside Testing for Cannabis and Other Drugs – Through Saliva!



Sgt. Eric Bormann, Minnesota State Patrol

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DEATHS**

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Innovative Strategies that can be used to Address Traffic Safety Issues in Your Community

- **Hot or Not: How to Spot Minnesota Compliant Cannabinoid Products!**
 - *Brenda Pohlman, Fillmore County Toward Zero Deaths coordinator*
- **Working Together to Keep Everyone Safe on our Roadways and ATV Trails**
 - *Sgt. Phil George, Department of Natural Resources*
 - *Chris Conroy, ATV Minnesota Safety Committee, South Metro ATV, DNR Youth Safety instructor, DNR Trail ambassador*
- **Responsible Beverage Service Training (RBST) Now Includes Cannabis Education!**
 - *Cleven Duncan, Responsible Beverage Service liaison, Minnesota Department of Public Safety, Alcohol & Gambling Enforcement*

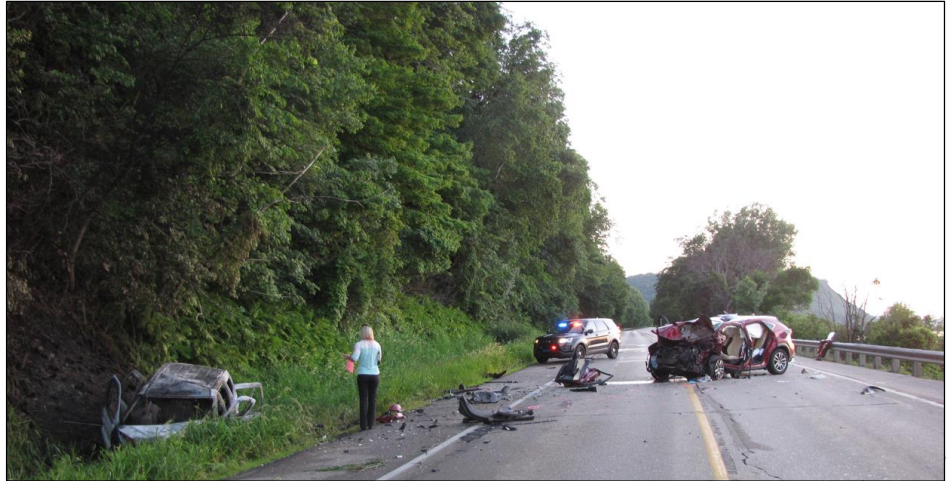
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SHSP Report Out



TOWARD
ZERO
DEATHS

Wrap up

Capt. Brian Buck,
*State Patrol
Commander, District
2100, and Southeast
TZD Regional
co-chair*



TOWARD
ZERO
DEATHS



Year-to-Date Traffic-Related Deaths

As of May 7, 2024, there have been **114** traffic-related deaths on Minnesota roads, compared to **81** deaths this time last year.



TOWARD
ZERO
DEATHS

Can We Get to Zero?

Zero is attainable — but it will take all of us working together to get there!



TOWARD
ZERO
DEATHS

How can YOU get involved?

- SE TZD Steering Committee
- TZD Safe Roads Coalitions
- Toward Zero Deaths Statewide Conference Oct. 22-23, 2024 – St. Cloud



**TOWARD
ZERO
DEATHS**



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DEPARTMENT
OF HEALTH

Call for Nominations: 2024 Toward Zero Deaths Awards

Do you know someone or an organization that has went above and beyond?

Nominate them for a TZD award!

Go to the TZD website for more info:

<https://www.minnesotatzd.org/about/awards>

Submissions are due Wednesday,
June 27, 2024, by 5 p.m. CDT.



**TOWARD
ZERO
DEATHS**

Thank you for attending
today's regional workshop.



Please complete the
evaluation survey.

