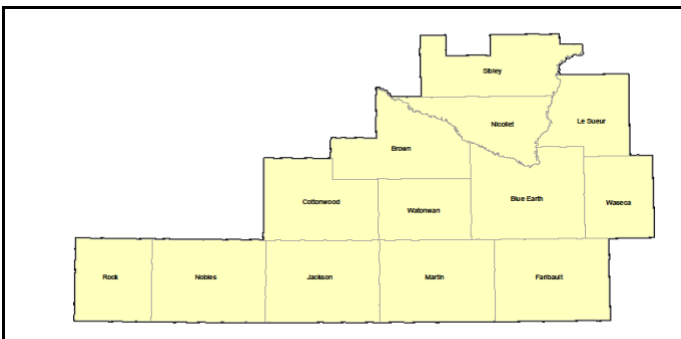


Mission

To create a culture in which traffic fatalities and serious injuries are no longer acceptable through the integrated application of education, engineering, enforcement and emergency medical and trauma services. These efforts will be driven by data, best practices and research.

Values

- ❖ Continuous improvements
- ❖ Engage partners
- ❖ Evidence-based approaches



The South Central Minnesota Toward Zero Deaths (TZD) program began in 2011. The counties involved include: Blue Earth, Brown, Cottonwood, Faribault, Jackson, Le Sueur, Martin, Nicollet, Nobles, Rock, Sibley, Waseca and Watonwan.

The South Central Minnesota Toward Zero Deaths program is led by a Steering Committee comprised of the "4 Es:"

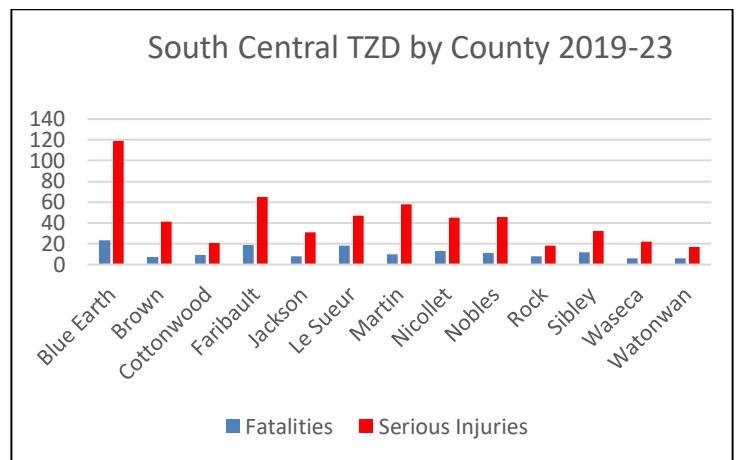
- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ EMS / Emergency Medical & Trauma Services

South Central Traffic Information

The leading cause of deaths and severe injuries in south central Minnesota include:

- ❖ **Lack of Seatbelt Use**
*2023 South Central Minnesota regional seat belt usage survey results: **88** percent—the 2022 seat belts rate was 89.3. This slight decrease is not statistically significant.*
- ❖ **Impaired Driving**
- ❖ **Speed and Aggressive Driving**
- ❖ **Inattentive Driving**

South Central Minnesota Fatalities and Serious Injuries by County (2019-2023*)



*Data are Preliminary

The leading type of crash resulting in deaths and severe injuries include:

- ❖ **Careless/Negligent Driving**
- ❖ **Failure to Yield**

South Central Minnesota TZD Leadership Contacts

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