Southwest Minnesota Toward Zero Deaths Regional Strategic Plan

Mission

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

Goal 1 – Reduce TZD Fatality and Serious Injuries

To continuously decrease traffic related fatalities and serious injuries in southwest Minnesota from the past **5-year average** of 26 fatalities and 93 serious injuries (in 2017-2021). Note: New injury definitions were introduced in 2016 and may have contributed to a higher reported number of serious injuries.

Objectives

A. To continuously increase regional seatbelt use rates.
The statewide average was 94.2 percent in 2023, up from 93.3% in 2022.
The regional seat belt rate **was 90.5% in 2021**, up from 86.9% in 2020**.**

B. To examine the characteristics of the unbelted fatalities and serious injuries. The 2017-2021 5-year average in Southwest Minnesota was 9 unbelted fatalities and 19 serious injuries.

C. To continuously decrease the following:

5-year average (2017-2021*) in Southwest Region

Contributing Factors:

	Alcohol	Speed	Distraction	Total
Fatalities	9	6	1	26
Fatal Crashes	8	6	1	24
Serious Injuries	22	24	11	93
Serious Injury Crashes	19	19	10	76

Average Annual Number of:

*Data are Preliminary

Note: a crash may have more than one of the above listed or additional contributing factors

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Total Southwest Region (2021: Data are Preliminary)

	Fatalities	Fatal Crashes	Serious Injuries	Serious Injury Crashes
2021 Total	30	29	118	94
2017-2021 Total	132	119	464	381

Region Goal 2 – TZD Partnership Goals

To continuously increase TZD awareness and partnerships across southwest Minnesota for both the general public and traffic safety professionals.

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
   - A. Engage local government involvement in TZD steering committee and workshops
   - B. Educate/promote traffic safety awareness of city/county officials
   - C. Promote city/county employee education/policies that facilitate the TZD vision

(Activities: Recruitment of city and county to attend TZD event, giving TZD presentations to boards/councils, mailings/connections to Network of Employers for Traffic Safety (NETS))

2. Create and strengthen partnerships in the region
   - A. Engage stakeholders
   - B. Develop networking relationships
   - C. Recruit membership of the TZD partnership

(Activities: EMS Conference booth/presentation, regional workshop, web, calendar, statistics, workshop, orientation)

3. Promote and implement effective traffic safety initiatives in the region
   - A. Develop and distribute resource materials
   - B. Provide enforcement wave support in community
   - C. Promote evidence based countermeasures
   - D. Collect data and statistics within region
   - E. Implement best practices within region

(Activities: web, brochure, one-pagers, presentations, news advisories, workshop, seatbelt observational survey and omnibus survey, media messaging and media events, news releases re: activities woven into existing messages, worksite education and policy development, parent component to drivers education, sober cab development, youth enforcement and education activities)

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Region Goal 3 – **With implementation of the safe system approach, TZD will integrate services to strengthen EMS capabilities focusing on post-crash care to significantly reduce fatalities.**

1. Integrate information systems and highway safety activities:
   a. Fatal and serious injury review committees
      i. EMS agencies collect and share pertinent information about the scene including areas such as road conditions, environment, contributing elements, interagency communication and other areas that impacted the patient and the outcomes.
      ii. Assist in development of the fatal and serious injury action plan to address and prevent future crashes.
   b. Implementation of Traffic Incident Management (TIM) into coalitions and provide TIM training as needed to first responders.
   c. Public service announcement (PSA) campaign to specifically address the issue of emergency responder safety at crash scenes. Participate in crash responder week in November and throughout the year.
   d. To Advocate for and promote National Ambulance Safety and EMS Education Standards, with a focus on Post-Crash Patient Transport (Adults and Pediatric populations).
   e. Partner agencies to integrating post-crash care into the strategic highway safety plan.

2. Integrate EMS systems into safe roads coalitions
   a. Safe roads will work with EMS on prevention efforts to provide education and outreach to help reduce crashes around the state. EMS can also assist in injury-prevention projects in underserved/diverse areas.
   b. Assist in action planning with the local coalitions/steering committees.
   c. Assist with Stop the Bleed (STB) educational initiatives. Provide STB education to communities to include but not limited to community organizations, schools, law enforcement, MnDOT Districts, and other agencies.

3. Providing timely on-scene care and reduce the time from injury to appropriate trauma level care.
   a. Post crash care - Trauma-related improvements will help save more lives on the roadways.
      i. Auto lunch - Support the role of air ambulance services as an adjunct to ground ambulance services, especially in rural regions with documented response time delays.
      ii. Telemedicine to assist EMS with connection to trauma units. This will support ground ambulance services, especially in rural regions with limited resources. (Pilot project in SC region- Cottonwood, Jackson, Nobles and Rock Counties, SW region – all counties and NE region – all but Pine County.)
      iii. Sharing of crash data and telemedicine data/results. (Pilot project in SC, SW and NE region)

* Please note that results involving trauma are a complex issue – dependance on volunteers for emergency response, capacity and capabilities of hospitals and trauma centers, and other factors can impact the outcomes of traumatic situations. It is our hope that with the use of telemedicine will be able to assist in improving outcomes from crashes.

** Resources for Goal 3:

[Section V - Description of Strategies | A Guide for Enhancing Rural Emergency Medical Services | The National Academies Press](#)

[EMS, Highway Safety & Post-Crash Care | EMS.gov](#)