

# SAFE

Communities Coalition  
*Otter Tail County*



Coalition Coordinator: Emily Frustol



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# How are you feeling today?



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What is a top traffic safety priority in your community?



# WHO WE ARE

## What is the OTCSCC?

Local group carrying out efforts of Minnesota's statewide Toward Zero Deaths (TZD) traffic safety program.



## Mission

Drive Otter Tail County, Minnesota towards zero deaths on our highways.

## Vision

Educate and empower everyone to make safe choices while driving.

# Coalition Representation

- OTC Public Health
- OTC Sheriff's Office
- OTC Highway Dept
- OTC Human Services
- OTC Attorney's Office
- OTC Dispatch
- OTC DNR
- Fergus Falls Fire Dept.
- Fergus Falls Police Dept.
- Lake Region Healthcare
- Perham Health
- Minnesota State Patrol
- Minnesota Office of Traffic Safety
- MnDOT
- Perham EMS
- Ringdahl EMS
- Sanford Airmed
- LifeLink III
- Henning Police Dept.
- Pelican Rapids Police Dept.
- ISD 544
- AAA of ND/MN
- United Way of Otter Tail and Wadena Counties
- MADD
- Otter Tail County DWI and Drug Court
- Community members
- Individuals with lived experience



## Coalition Goals



Goals are based on local county data and data from the state. Goals are also based on coalition priorities.

- Partner with community businesses to promote traffic safety messaging
- Outreach and educate at community events
- Support enhanced enforcement efforts with communication campaigns
- **Reduce the number of fatal and serious injury crashes in the county**

# Coalition Priorities



Based on review of crash data and coalition discussions.

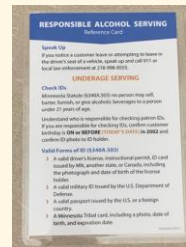
- Seat belt use
  - Click it for Coffee
  - Child restraints
- Impaired driving
  - Promote server training
  - Impact speakers
  - Lake signage
- Distracted driving
  - Gas station advertisement toppers
- Motorcycle safety
  - OTC hosts two major rides a year
- Speeding
- Pedestrian and Biking Safety
  - Roundabout infrastructure tour
  - Hands on education with school-aged students
  - Crosswalk events
- Older adults and driving
  - Driving seminars and presentations



# Coalition Activities

## 1 Summer Activity

## 2 Impaired Driving Outreach





# Coalition Activities

- 1 OTC County Fairs
- 2 Crosswalk Safety Event
- 3 Car Seat Check Up Clinic



# Coalition Activities

- 1 Click it for Coffee
- 2 Older Adults and Driving Education



**SENIOR DRIVING CLASSES**

People 55+ who complete this course are eligible to receive a 10% **DISCOUNT** for three years on their auto insurance.




**Media Outreach**

★ ★ ★ ★ ★  
 SCC social media over 1700 likes/followers  
 Sheriff's Office over 19k likes/followers

★ ★ ★ ★ ★  
 Positive messaging: May Seat Belt Post  
 Reach: 1,147 Likes: 59 Shares: 4

**Media Outreach**

Social media post resources from NHTSA and OTS

Press releases and local media pick up



Traffic fatalities and serious injuries are preventable. Join us in inviting community members to make personal changes to model safe behaviors on the road. **It all starts with us!**

**THANK YOU!**

