



Allison Nicolson

Head Coordinator

- ▶ Community contact for education
- ▶ Education & classroom coordinator
- ▶ Curriculum creation and upkeep
- ▶ Injury Prevention Specialist & Educator
- ▶ Grant reporting



Amanda Schafter

Co-Coordinator
Social Media Manager

- ▶ Social media design and planner
- ▶ JOYRIDE program coordination
- ▶ Educator & classroom support
- ▶ Grant bookkeeping
- ▶ *Funded Position



Kaitlin Schaumburg

Co-Coordinator
Technology Manager

- ▶ Web and networking design
- ▶ Technical support
- ▶ Curriculum creation & upkeep
- ▶ Grant bookkeeping
- ▶ *Funded Position





OVERVIEW

TZD SAFE ROADS COALITION GRANT GOALS

TZD Coalition



- ▶ **Began Meeting**
 - ▶ December 2008
 - ▶ Started receiving grant funding through OTS October 2010
 - ▶ In 2013 have had grant funding for coalition coordinator positions
- ▶ **Fiscal Agent**
 - ▶ Proctor School ISD 704
 - ▶ In 2025, first time asked for % of grant to reimburse fiscal agent

Applying & Reporting

- ▶ **Applying for Grant & Reporting Quarterly** – done in egrants by coalition coordinators
- ▶ **Fiscal Report** – done in egrants by fiscal agent

D4SC Mission

- ▶ The mission of the Driving 4 Safe Communities Coalition is to move Carlton and Southern St. Louis Counties Toward Zero Deaths on our roads through education, enforcement, engineering, and emergency medical services. By using a multi-disciplinary approach, we will employ our resources of time, experience, and expertise to address the driver behavior issues of impairment, non-use of seat belts, speed and distracted, driving to improve traffic safety and decrease fatal and serious injury crashes in our region.



Innovative Goals

- ▶ **JOYRIDE Program** – partner with Lyft
 - ▶ Increase ridership
 - ▶ Decrease DWI
- ▶ **SEATBELT USE** – 1 or 2 events with focus on seatbelt use
 - ▶ Partner with most vulnerable populations
 - ▶ Use social media
 - ▶ Increase seatbelt use

Victim Impact

- ▶ **Impact Speaker** – Partnering with Julie Vena
 - ▶ 1-2 events at local high schools
- ▶ **Think First Program** – Partner with impact speakers
 - ▶ 60+ classes; 2000 students

Sober Cab Transportation

- ▶ **Continue with JOYRIDE**
 - ▶ Add 2-5 breweries
 - ▶ Increase ridership
 - ▶ Write articles
 - ▶ Increase social media

Workplace Safety

- ▶ **Help Southern Coalition Start** – Partnering with Virginia & Hibbing
- ▶ **Lunch-N-Learns**
 - ▶ 1-2 in grant cycle
- ▶ **Events on Traffic Safety**
 - ▶ 2-5 in grant cycle

Pedestrian Safety

- ▶ **1-2 Events**
- ▶ **Teach 5-10 Driver's Ed Classes**



2024 TZD Safe Roads



OVERVIEW

TZD SAFE ROADS COALITION ACTIVITIES

Adult Education

- ▶ **Lunch N Learns** – 7 Safety Topics
- ▶ **JOYRIDE** – Sober Ride Home Program
 - ▶ LYFT Partnership
 - ▶ Festivals
 - ▶ UMD Hockey
 - ▶ Duluth Huskies
 - ▶ Beer Wholesaler Partners
- ▶ **Tabling @ Events and Local Partnerships**

School Age Education

- ▶ **Teen Choices** – Behind the Wheel Safety
- ▶ **Impact Speaker** – Partnering with Julie Vena
- ▶ **Think First Program** – Partner with impact speakers
- ▶ **Driver's Education** – Pedestrian Safety
- ▶ **In-Class & Virtual Education** –
 - ▶ Pedestrian & Bike
 - ▶ In & Around Cars
 - ▶ ATV Safety on the Road
 - ▶ Railroad

Engagement

- ▶ **Social Media**
 - ▶ Facebook & FB Reels
 - ▶ Instagram
- ▶ **Safety Sites**
 - ▶ High School
 - ▶ Elementary
- ▶ **Coalition LinkTree**
- ▶ **Paul & Babe**



LUNCH & LEARNS

OUR SAFETY TOPICS:



Seat Belt Use



Speed Safety



Distracted Driving



Impaired Driving



Pedestrian/
Bicyclist Safety



Motorcycle/
Recreational Vehicle Safety



Car Seat Safety



LUNCH & LEARNS

Behind The Wheel
Lunch & Learns

Come join us!
Only 30 minutes!

We will chat about our safety topic and:

- Learn general knowledge.
- See why it happens.
- Review Minnesota road data.
- Take a look at our current Minnesota laws & penalties.
- Explain what you can do to keep yourself safe.
- Ask us questions!

SEAT BELT USE

- Understand the importance of wearing your seat belt in vehicles, every time.
- Watch our 30-second video.

SPEED SAFETY

- Speeding is the most frequent driving behavior that leads to traffic fatalities.
- Review Minnesota road data.

DISTRACTED DRIVING

- Learn what you can and can't do while driving under the current laws.
- See how easy distractions can happen.

IMPAIRED DRIVING

- Officers are seeing both alcohol and drugs behind the wheel. Ask us about it.
- Hear about our local sober ride home options.

PEDESTRIAN & BICYCLIST SAFETY

- Understand how to safely share the road with pedestrians and bicyclists.
- Find out what responsibility is a driver's.

MOTORCYCLE & RECREATIONAL VEHICLES

- Hear why helmets for motorcyclists and other safety gear should be used and how to keep in mind when buying gear.

CAR SEAT SAFETY

- Watch the video together to join the fun!
- Get information on the different types of car seats and how to use them when they should be used!

If your company or business would enjoy our program, please contact us for all of the details listed below.

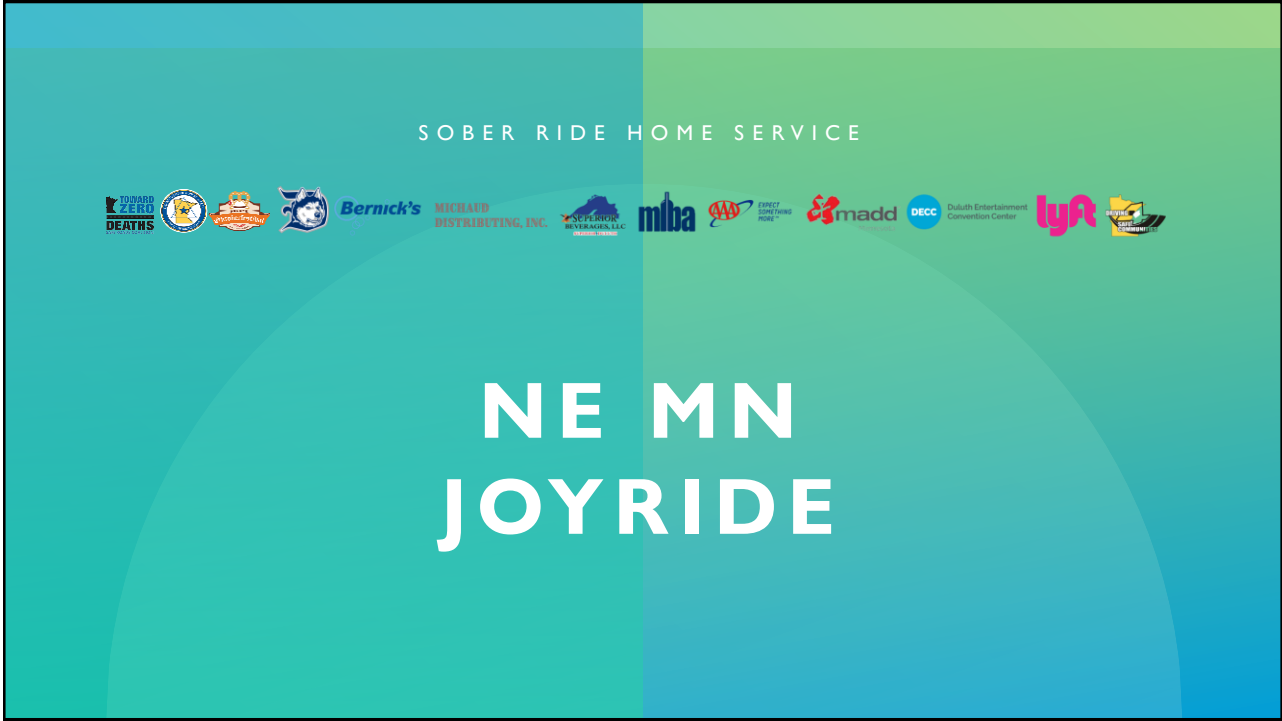
MINNESOTA DEPARTMENT OF HEALTH
katie.schaumburg@state.mn.gov

MINNESOTA DEPARTMENT OF TRANSPORTATION
ashaffer.p@dot.state.mn.gov


Provided to local agencies & teen groups.


- ▶ 20 to 30-minute safety topic specific presentations.
- ▶ Currently 3-5 employee partners
- ▶ **Our programming includes:**
 - ▶ Give quick education points on the topic.
 - ▶ Show visuals & videos to accommodate all learners.
 - ▶ Go over Minnesota statistics & laws.
 - ▶ Explain how to prevent & keep you and your family safe!
 - ▶ Answer any questions.
 - ▶ Give out coalition resources & contacts information.





JOYRIDE







Currently serving:




- ▶ Total bars; 17
- ▶ All Cloquet, MN area bars
- ▶ Select establishments in Duluth, MN
- ▶ Select DECC & Duluth Huskies events
- ▶ 3 local festivals

How we support our participating establishments:

- ▶ Tickets for local ride & LYFT services
- ▶ How-to program guide & marketing materials
- ▶ Social media advertisement and support
- ▶ Coalition contact and ongoing program check in





JOYRIDE



The flyer features a background image of a hand holding a beer glass. The text reads: "Friends Don't Let Friends DRIVE DRUNK". Below this is a QR code labeled "SCAN ME". At the bottom, it says "\$10 OFF A SOBER RIDE HOME TO A RESIDENCE!" and "Ask an employee for a voucher." The flyer also includes four circular icons representing the steps: "ASK FOR A RIDE.", "GET A TICKET.", "TAKE THE TICKET.", and "REDEEM IT!". Logos for various partners are listed at the bottom.

▶ **New Summer of 2024:**

- ▶ **Essentia Health Research Program Case Study:**
 - ▶ Completed in 2022 showed the use of the Joyride program in Cloquet during years of 2018 and 2019 (when Joyride was used at its highest) a decrease in DWI
- ▶ Cloquet grant applied through the City of Cloquet
- ▶ Grant funded through Office of Traffic Safety
- ▶ All Joyride tickets covered through grant up to a certain dollar amount
- ▶ Grant specifically covers cost of ticket

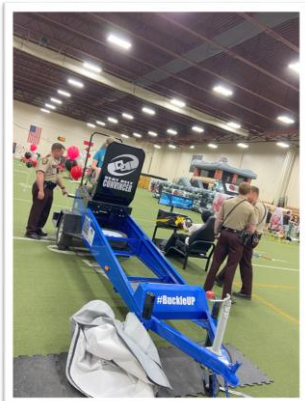




LET'S TALK ABOUT IT!

EVENTS & PARTNERSHIPS

EVENTS



Yearly events we attend:

- ▶ EMS Conference
- ▶ All-Night Graduation Parties
- ▶ Bridges to Wellness
- ▶ National Night Out
- ▶ Transportation Night



SCHOOLAGE EDUCATION

WHAT WE DO!

LET'S TALK ABOUT IT!

TEEN EDUCATION

TEEN EDUCATION

Teen Choices Program

- ▶ 9th-12th Grade
- ▶ Currently serving 4 High Schools, 950 students
- ▶ **Our programming includes:**
 - ▶ Discussion about behind the wheel safety topics
 - ▶ Positive social norming approach
 - ▶ Distracted driving demonstration
 - ▶ State Patrol available to answer questions and discuss impairment
 - ▶ Hands-on activity time

Impact Speaker

- ▶ 9th-12th Grade
- ▶ Currently serving 3 High Schools, 600 students
- ▶ Partnering with Julie Vena
- ▶ **Our programming includes:**
 - ▶ Julie telling her impactful story about alcohol & drug addiction
 - ▶ Very honest, open discussion & questions

Driver's Education Program

- ▶ 10th-12th Grade
- ▶ Currently serving 2 High Schools, 80 students
- ▶ Pedestrian Safety for drivers
- ▶ **Our programming includes:**
 - ▶ Pilot Program with People Friendly Drivers
 - ▶ Detailed instruction on pedestrian safety and driver's responsibility on the road.
 - ▶ MN road rules and regulations.
 - ▶ Video and discussion on different crossing scenarios.



TEEN EDUCATION

Think First Program

- ▶ 9th-12th Grade
- ▶ Currently serving all area High Schools; 60+ programs; 2000+ students
- ▶ **Our programming includes:**
 - ▶ National Program
 - ▶ Use impact speaker's story
 - ▶ Teach anatomy of brain and spine
 - ▶ Positive social norming approach
 - ▶ Discussion about behind the wheel safety topics
 - ▶ Hands-on activity time



LET'S TALK ABOUT IT!

HELMET HERO PROGRAM

HELMET HERO - BIKE



How to Fit Your Helmet



EYES

Place two fingers above your eyebrows. Your top finger should touch the bottom of your helmet.



EARS

Strap sliders should be moved right under your earlobes. The straps should look like a "V" or "Y" shape.



CHIN

You should not be able to fit more than two fingers under your chinstrap.

Bike Safety Education

- ▶ Currently serving 4 grant school per year, 850+ students. 57% of 4th grade students
- ▶ Train the Trainer Course is also available for educators who want to teach their own students
- ▶ **Our programming includes:**
 - ▶ How to ride and signal on the road
 - ▶ A-B-C Quick Check for your bike!
 - ▶ Helmet and brain education



HELMET HERO - BIKE



LET'S TALK ABOUT IT!

IN CLASS & VIRTUAL EDUCATION

IN CLASS EDUCATION



Available to any school that requests!

- ▶ In classroom education and activities
- ▶ Currently serving; in 2023 educated 14,077
- ▶ **Our programming options include:**
 - ▶ Pedestrian Safety
 - ▶ Bike Safety
 - ▶ In & Around Car Safety
 - ▶ Railroad Safety
 - ▶ ATV on the Road Safety
 - ▶ Think First
 - ▶ Teen Choices



VIRTUAL EDUCATION



Elementary & High School Online Safety Sites

- ▶ The pandemic pushed us to create a virtual way of getting our education to students
- ▶ Created through Google Sites
- ▶ **Our programming includes:**
 - ▶ Road & behind the wheel safety content
 - ▶ Video content for each topic
 - ▶ Online activities & downloadable checklists and activities



ENGAGEMENT

WHAT WE DO

LET'S TALK ABOUT IT!

SOCIAL MEDIA

SOCIAL MEDIA

Facebook
528 Followers

Instagram
182 Followers

NE MN Joyride
387 likes • 423 followers

SAFE ROADS DRIVING COALITION
Driving 4 Safe Communities
Northeastern, MN

WELCOME TO D4SC NORTHLAND

5 VEHICLE SAFETY TIPS FOR SUMMER DRIVING

IN 2022, SPEEDING KILLED 12,181 PEOPLE. SPEED LIMITS ARE PUT IN PLACE TO PROTECT ALL ROAD USERS

ZERO DEATHS

LET'S TALK ABOUT IT!

PAUL & BABE

PAUL & BABE



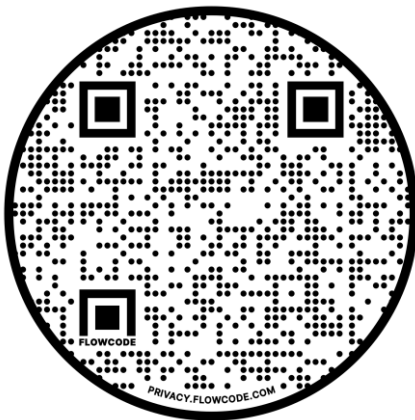
*Created and written by coalition member [Russell Habermann](#)!



LET'S TALK ABOUT IT!

COALITION LINKTREE

COALITION LINKTREE



Resources

- ▶ There is a free version of Flowcode
- ▶ Houses information for D4SC and for Safe Kids NE MN
- ▶ Car Seat Event information
- ▶ New Law Information
- ▶ Event Information
- ▶ Our social media, websites, coalition created videos & resources
- ▶ Coalition contact & how to join



THANK YOU!

ARE THERE ANY QUESTIONS?

