**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 five-year average of 30 fatalities and 101 serious injuries (2019-2023).

**Objectives**

1. To continuously increase regional seatbelt use rates. Southwest Region rate was **87.1% in 2023**, which is down from **90.5% in 2021**. As a region, our long-term goal is to achieve a 100% usage rate. Our short-term goal is to see an increase in the usage rate each year.

Table

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1. To examine the characteristics of the unbelted fatalities and serious injuries. The 2019-2023 5-year average in Southwest Minnesota was 10 unbelted fatalities and 19 serious injuries.
2. To continuously decrease the following:

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\*Data are Preliminary

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

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**Region Goal 2 – TZD Partnership Goals**

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

1. Establish the vision of TZD as a priority for all region, county, city (government agencies)
2. Engage local government involvement in TZD steering committee and workshops
3. Educate/promote traffic safety awareness of city/county officials
4. 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)

1. Create and strengthen partnerships in the region
   1. Engage stakeholders
   2. Develop networking relationships
   3. Recruit membership of the TZD partnership

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

1. Promote and implement effective traffic safety initiatives in the region
   1. Develop and distribute resource materials
   2. Provide enforcement wave support in community
   3. Promote evidence based countermeasures
   4. Collect data and statistics within region
   5. 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)