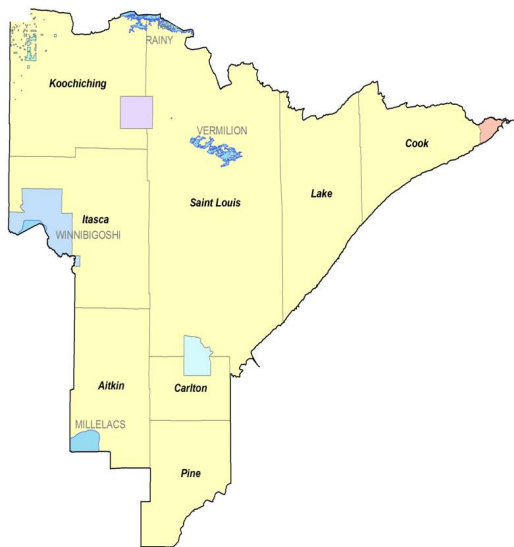


## Mission:

To create a culture for 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:

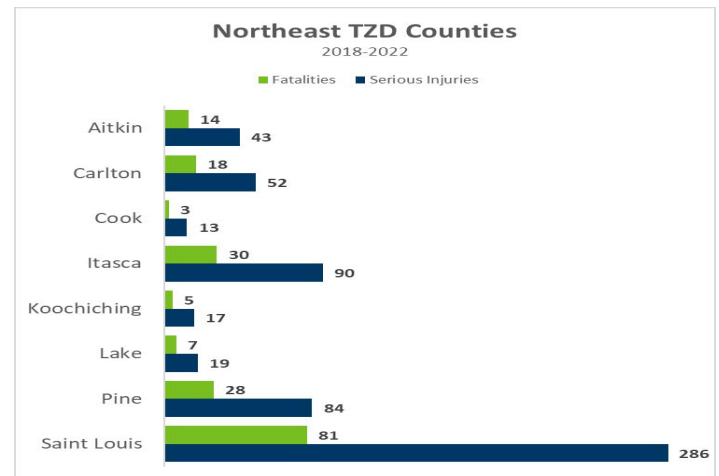
- ❖ Continuous improvements,
- ❖ Engage partners and
- ❖ Evidence-based approaches.



The Northeastern Minnesota Toward Zero Deaths (TZD) program began in 2010. The counties involved include: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Pine, St. Louis

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

- ❖ **Alcohol**,
- ❖ **Distraction**,
- ❖ **Speed** and
- ❖ Lack of **Seatbelt** use.



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

- ❖ **Careless/negligent driving**
- ❖ **Failure to keep in proper lane**

The Northeastern Minnesota TZD program is led by a steering committee comprised of the "4 Es:"

- ❖ Enforcement
- ❖ Engineering
- ❖ Education
- ❖ Emergency Medical and Trauma Services

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