

# VISION ZERO

Zero fatalities. Zero excuses.

## PRESENTATION & TRAINING OPPORTUNITIES



**Vision Zero Overview**  
What? Who? Why? How?



**Priority Emphasis Areas**  
Targeted Prevention Strategies



**Business/Organization Focused**  
Tailored Roadway Safety



**Impact Teen Drivers ©**  
Evidence-Based Education  
K-12 Curricula & Resources  
Coach/Athlete Program  
Parent Workshops



**Buckle Up with Bucky**  
Elementary School Program



**Vision Zero Schools**  
Peer to Peer Traffic Safety Program  
Student Leadership Opportunities



**Data & Statistics Review**  
Local, State, and/or National



**Buckle Up. Phone Down.**  
Positive Driver Behavior Challenge

### VISION

Establish a culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated.

### MISSION

Eliminate fatalities and serious injuries caused by motor vehicle crashes.

[VisionZero.ND.gov](http://VisionZero.ND.gov)



# INTERACTIVE & EDUCATIONAL TOOLS



## Alcohol Goggles

The Fatal Vision® Alcohol Goggles deliver memorable lessons by altering the wearer's vision to display behaviors that are typical of individuals impaired by alcohol at various BAC levels.



## Pedal Cart

The Drunk Buster Pedal Cart is used to demonstrate the dangers of riding with an impaired driver or driving while impaired to reinforce strategies to make safe decisions.



## Driving Simulator

One Simple Decision® is the world's first simulation-based impaired & distracted driving program designed to reduce destructive, reckless, and distracted driving behaviors.



## SIDNE

The Simulated Impaired Driving Experience® (SIDNE®) is a go-kart that allows drivers and passengers to experience what can happen when they operate a vehicle under the influence of alcohol.



## Drowsy and Distracted Goggles

Fatal Vision® Drowsy and Distracted Goggles are used in conjunction with activities that highlight the risks associated with drowsy and distracted driving.



## Rollover Simulator

The Rollover Simulator, operated by the North Dakota Highway Patrol, simulates a rollover crash at approximately 30 mph. The rotating vehicle displays the importance of wearing a seat belt.



## Mini-Seat Belt Convincer

The Mini-Seat Belt Convincer is a basic car and ramp visual-aid tool used to display the benefits and value that a seat belt can provide in a motor vehicle crash.



## Distract-A-Match

Distract-A-Match® is an engaging game created to demonstrate the impact of distractions on our reaction time and judgment. The game extends the lesson to the dangers of distracted driving.

# REGIONAL OUTREACH COORDINATORS

Vision Zero Regional Outreach Coordinators serve as points of contact for community leaders and the public. To schedule a presentation or interactive tool, learn more about the Vision Zero message, or request a Vision Zero presence at a local event, please contact the Coordinator in your region.

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