



MARCH 2023

NAWHSL

NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS



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2023 WINNERS: NATIONAL YOUNG WOMEN'S SCHOLARSHIP IN TRAFFIC INJURY PREVENTION

The National Association of Women Highway Safety Leaders is pleased to announce recipients of the National Young Women's Scholarship in Traffic Injury Prevention. We have two winners this year, due in part to missing a year during the pandemic. Winners are: Anna Busler and Gabriella De Oliveira. Both of these young ladies are well prepared for careers in injury prevention. They hold Bachelors of Science in Public Health from Rutgers University, the State University of New Jersey which is a leading comprehensive public research university. They are pursuing higher degrees in public health concentrations. Congratulations Anna and Gabriella! Welcome to the field of injury prevention. We are proud of the work you have done and look forward to great accomplishments in your future.

I also wish to thank the members of the Scholarship Review Committee: Dr. David Sleet and Natalie Draisin. Dr. Sleet retired from the CDC Division of Injury Prevention and initiated this scholarship to attract more young women into leadership positions in traffic safety. Natalie is Director of the North American Office and UN Representative for the FIA Foundation, an international charity whose objective is safe and healthy journeys for all. Thank you, friends, for your thoughtful consideration of all our applications.

Kay H. Brodbeck, NAWHSL Scholarship Chair



NATIONAL YOUNG WOMEN'S SCHOLARSHIP IN TRAFFIC INJURY PREVENTION



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I AM PROUD OF WHAT I DO AND ITS IMPACT ON THE COMMUNITY

————— Gabriella De Oliveira

Gabriella's experience with the program has empowered her to grow as a leader and build upon interpersonal skills to educate children on highway safety and fall prevention and ultimately keep them out of the emergency room. Gabriella offers a special thank you to her mentor Diana Starace and the RWJ Trauma team for supporting her in this critical work. She is proud to accept this scholarship and share her passion for safety with NAWHSL as a presenter in August.

GABRIELLA DE OLIVEIRA

Since she was young, Gabriella De Oliveira knew she wanted to help people, and that is exactly what she does at Robert Wood Johnson University Hospital. Her role as Safety Ambassador Coordinator allows her to give back to the community in a way she did not even know possible.

The Safety Ambassador Program recruits 11th and 12th-grade students to educate 1st and 2nd graders about four areas of injury prevention; Safety in and around cars, pedestrian safety, wheeled sports safety and sports safety, and falls prevention.



Gabriella De Oliveira with Jackson Memorial Safety Ambassadors, High School Advisor, Trauma Intern, and Elementary Principal.

NATIONAL YOUNG WOMEN'S SCHOLARSHIP IN TRAFFIC INJURY PREVENTION



ANNA BUSLER

Anna Busler serves as a Public Education Coordinator for the Brain Injury Alliance of New Jersey. Based on data showing that college aged drivers are over-represented in crash data, Anna developed and implemented a new program for this age group. The project is College Roads And Safety Habits (CRASH) which uses the peer-to-peer approach to influencing behavior among young adults. The CRASH program was launched just this school year and empowers students to



develop safety campaigns focusing on driving, walking, bike/wheeled sport safety in and around campus. Anna developed the presentation and recruited colleges to join the project. While they planned to reach three colleges, four accepted their invitation. Her supervisors credit Anna's enthusiasm for the work for the success of this pilot program.

Anna has work experience in health outreach promotion and education and is pursuing a Masters of Public Health, with a concentration in Social and Behavioral Health Sciences.

SAVE THE DATE!



2023 NAWHSL ANNUAL MEETING AUGUST 10 - 12

LOCATION:

MARRIOTT MARQUIS,
NEW YORK, NEW YORK

ENGAGING COMMUNITITES AND
EMPOWERING THEIR LEADERS

Contact us at www.NAWHSL.org

SAINT PATRICKS DAY

This year, St. Patrick's Day — March 17, 2023 — falls on a Friday. The celebratory day is one of the biggest drinking occasions of the year, and this, unfortunately, means more drunk drivers on the roads. With the holiday falling on a Friday, we can expect a fairly dangerous weekend for drivers and passengers alike. If you plan to drink, make sure you refrain from driving and make a plan to get home safely. Review these facts and share the word about the dangers of drunk driving so you can continue merry-making for all the St. Paddy's Days to come.

- St. Patrick's Day is one of the deadliest times on our nation's roads. During the 2016-2020 St. Patrick's Day holiday period (6 p.m. March 16 to 5:59 a.m. March 18), 287 lives were lost in drunk-driving crashes. In 2020, more than 11,000 people in our country died in drunk-driving crashes, and every single one of those deaths was preventable. Do your part this St. Patrick's Day: Plan for a sober driver to ensure you get home safely.
- In 2020 alone, 37 people were killed in drunk-driving crashes over the St. Patrick's Day holiday period (6 p.m. March 16 to 5:59 a.m. March 18).
- Between the hours of 6 p.m. and 5:59 a.m. over the St. Patrick's Day holiday period in 2020, 31 crash fatalities involved a drunk driver.



NEW NAWHSL MEMBERS



MANDIE DELL WASHINGTON

Mandie Dell is a traffic safety professional that has been employed at the Washington Traffic Safety Commission (WTSC) since 2017. Her professional background includes over a decade of public service at both the local and state level. Mandie currently manages the Occupant Protection Program and co-manages the Target Zero Manager Network. She graduated with a Bachelor of Arts Degree in Communication from Washington State University. In her spare time, Mandie enjoys running, gardening, music, travel, and spending time with her husband and three daughters. Mandie has recently been appointed as the NAWHSL State Representative for Washington State.

JESSIE KNUDSEN WASHINGTON

Jessie joined the Washington State Traffic Safety Commission as the Manager of the Non-motorized program in 2021. Her professional background includes a decade of experience in the field of traffic safety providing strategic communications for agencies such as the Alaska Department of Transportation & Public Facilities, the Washington State Department of Licensing, and the Thurston County District Attorney's Office. Jessie graduated with a Bachelor of Arts Degree in Public Relations from Western Washington University and earned a Master of Arts Degree in Communication from the University of Washington. She is a passionate fundraiser for Thurston County therapeutic court programs and active with Big Brothers Big Sisters of Southwest Washington, Junior League of Olympia and the Strophy Foundation.



NAWHSL NEWSLETTER CO-EDITORS

Mandie and Jessie have also recently accepted the role of newsletter co-editors. This is the first issue they have compiled and they thank Kay Brodbeck and Cindy McKay for their guidance in getting started.

WORK ZONE SAFETY

Every spring, traffic safety partners sponsor National Work Zone Awareness Week (NWZAW) to bring attention to motorist and worker safety and mobility issues in and around work zones. As roadways are built, maintained, and upgraded, it is essential that construction and maintenance zones are safe for workers.

Unfortunately, the rate of fatalities from all causes nationally has not substantially improved over the last ten years, including a 21% increase in work zone fatalities involving persons on foot and bicyclists between 2020 and 2021.

NWZAW is an excellent opportunity to call attention to how work zones contribute to the overall national crash statistics that we all want to see decrease. Access campaign resources and data at <https://www.fmcsa.dot.gov/ourroads/work-zone-safety-shareable-material>.



PA PROJECTS PRIORITIZE CONNECTION TO UNDERSERVED COMMUNITIES

The Pennsylvania Department of Transportation's (PennDOT) Highway Safety & Traffic Operations Division (HSTOD) awarded half a million dollars in grant funds to Community Traffic Safety Projects (CTSP) in local municipalities statewide. In total, eighteen partners received funding to execute projects in 2023.

Community Traffic Safety Projects are funded annually to provide highway safety programming and messaging to address the unique traffic safety challenges faced by Pennsylvania communities on a local level. CTSP recipients share the HSTOD's vision of saving lives and preventing injuries caused by traffic related issues and their associated costs to society.

This is the first year that additional funding will be used to support CTSP outreach in underserved communities.



HSTOD will support grantees throughout the planning and implementation of roundtable events, where community-leaders are invited to join as partners and assist project staff with reaching underserved communities with highway safety programming and messaging. National Highway Traffic Safety Administration representatives will attend roundtable events and facilitate individualized data analysis to assist project staff in identifying historically disadvantaged communities.

SPRING INTO SAFETY:

BIKE AND PEDESTRIAN FOCUS

Spring weather draws out droves of active transportation users, providing a timely opportunity to remind drivers to be aware of the presence of pedestrians and pedalcyclists on the roads.

A Troubling Trend

While the national motorist fatality rate saw a welcome decline in 2022, pedestrian deaths continue to trend in the wrong direction. Among children, the rate of fatal pedestrian crashes that involved a speeding driver more than doubled between 2018 and 2020. National Administration of Highway Safety (NHTSA) data show that the majority of crashes that involve children occur on weekdays during daylight hours, when they typically travel to and from school and activities.

With Power Comes Responsibility

While drivers and pedestrians share the responsibility of keeping roadways safe, when a crash occurs between a vehicle and a pedestrian or bicyclist, it's the latter who is most likely to be injured or killed. Behaviors such as speeding, distracted driving and impairment have greater potential to cause harm when conducted behind the wheel of a 4,000-pound machine.

Know the Basics—Pedestrian and Bicyclist Safety

Pedestrians and pedalcyclists can take measures to increase personal safety by wearing properly fitted safety gear, following the rules of the road, and yielding the right of way when required by law. As with drivers, impairment and distraction are commonly reported by law enforcement as active transportation user causation factors in fatal crash scenarios.

Promoting Safe Behavior

No matter where you live, work and travel, progress remains in the effort to address the crisis on our nation's roadways. Join us in urging everyone to do their part in keeping roadways safe, especially for vulnerable road users. NHTSA resources and data for spring pedestrian and pedalcyclist safety campaigns are available at: www.nhtsa.gov/road-safety/pedestrian-safety and www.nhtsa.gov/road-safety/bicycle-safety

1/4
PEDESTRIANS
KILLED IN
2022 WERE
STRUCK BY
HIT-AND-RUN
DRIVERS.

NATIONAL ADMINISTRATION
OF HIGHWAY TRAFFIC
SAFETY (2023)



NAWHSL

NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS



REGIONAL DIRECTORS

- 1: Lauren Stewart
- 2: Juliet Little
- 3: Tiffany Duvall
- 4: (vacant)
- 5: Shannon Ryder
- 6: Kay Brodbeck
- 7: (vacant)
- 8: Carrie Silcox
- 9: Cil Javier
- 10: Cindy McKay

BOARD OF ADVISORS

Natalie Draisin- FIA Foundation
Sandy Spavone - FCCLA
Terecia Wilson - Clemson University
Robert Beaton - Liaison with NTSB

EXECUTIVE COMMITTEE

President: Juliet Little (CT)
First Vice President: (vacant)
Second Vice President: (vacant)
Secretary: Christy Timbrell (PA)
Treasurer: Cynthia McKay (WA)
Immediate Past President: Kay Brodbeck (MS)

OUR MISSION

To promote safe behavior among high-risk populations and to assure vigorous, effective public policy and programs to reduce highway crashes and crash severity.