



NAWHSL

NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS



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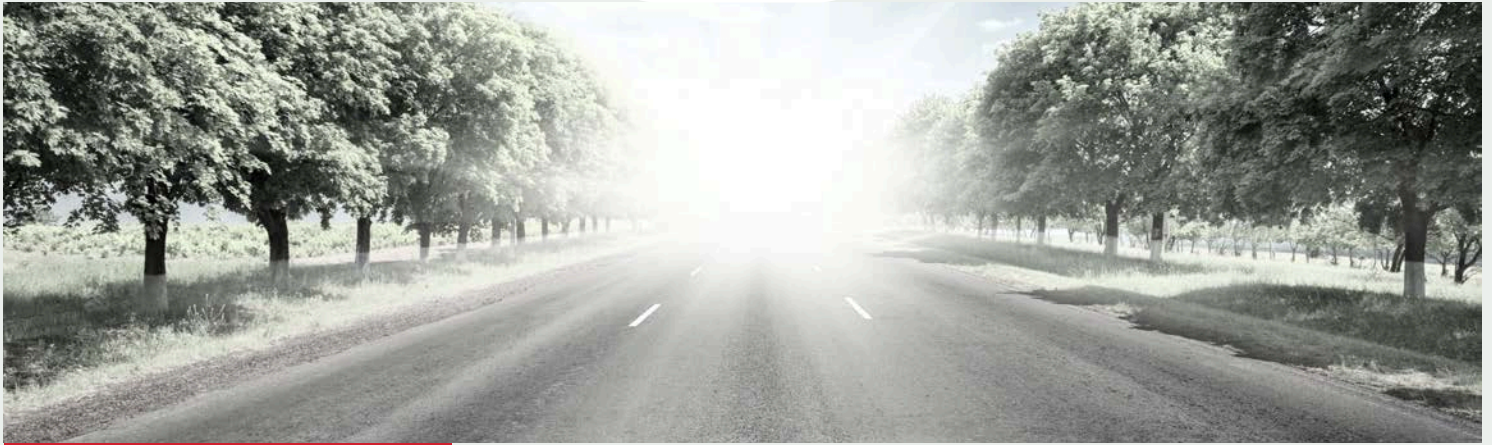
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With the Christmas season in full swing, the holiday rush can sometimes lead to stress and impatience on the roads. However, it's important to remember that the best gift you can give your loved ones this holiday season is your safe arrival. NHTSA wants to remind everyone that a safe driver is a responsible driver. By making small changes, such as not speeding, staying alert, and not being distracted, we can help ensure the holidays are a time of joy and not sorrow.

When it comes to holiday events, make your celebrations more inclusive by offering mock-tails and non-alcoholic beverages. By making thoughtful choices, you help ensure that everyone can celebrate responsibly. Three ways to make the holidays safer:

- Mocktails & Non-Alcoholic Beverages (Fun recipes listed on Page 2)
- Securing a Safe Ride Home
 - Designate a Driver - Before the party, choose a designated driver who will drink no alcohol
 - Use a Ride-Sharing Services - Apps like Uber, Lyft, or other ride-sharing platforms make it easy to get home safely. Split the cost with friends
 - Have a Backup Plan - Did your DD drink? Have a backup plan ready - whether it's a friend to call or another transport option



- Watch out for Others
 - Check in with Friends Before they Leave - Before you or others head out, make sure everyone has a safe ride home. Ask about their plans and offer to help arrange a ride.
 - Use a “Buddy System” - Encourage people to travel in pairs or groups when leaving the party, especially if they’re walking or using public transportation.

Share this vital message of safety with your family, friends, and coworkers. Stay safe, stay sober, and let’s keep the roads merry and bright!



Fun Mocktails



- Holiday Cranberry Spritzer
 - Cranberry Juice, Sparkling Water and a Touch of Lime
 - A festive refreshing drink that’s perfect for toasting the season
- Non-Alcoholic Eggnong
 - Creamy, smooth, and rich with nutmeg, this classic holiday drink can be enjoyed by everyone, with none of the alcohol



PRESIDENT'S MESSAGE



Yours in Safety,

Kay H. Brodbeck

Best wishes for a wonderful holiday. Remember, the gift of happiness belongs to those who unwrap it!

On my desk, I have a small book of daily quotes. They are inspirational and cause me to chuckle or do some introspection. While 2024 is running out, there's one that I keep as a daily reminder:

Remember that you are needed. There is at least one important work to be done that will not be done unless you do it. — Charles L. Allen

When you work in traffic safety, there is always work waiting for us. We can learn from others, as our NAWHSL conferences introduce us to approaches in other states. We also have to be innovative to capture the attention of the driving public.

AAA Foundation just published the results of their annual Traffic Safety Culture Index which identified five distinct driver profiles. The survey asked drivers about their perceived level of danger for driving behaviors such as speeding, distracted and aggressive driving. Drivers were also asked if they did these risky actions within the previous 30 days. Can you guess? While drivers know actions are dangerous, so many still do them. AAA stated, “..the threat posed by risky driving behaviors remains alarmingly high.” They intend for the survey to help us create “targeted solutions that make a real difference in reducing traffic crashes and fatalities.” Jake Nelson of AAA recommends prioritizing speed enforcement since most risk-taking drivers also speed.

With the resources we have, we must prioritize. Find more information at <https://aaafoundation.org/category/driver-behavior-performance/>



The DADSS Program: Inventing a World Without Drunk Driving

It's been a long road but the DADSSlab has done it! They have developed technology that can measure a driver's precise BAC in less than a second and prevent the vehicle from starting. Participants at NAWHSL's 2024 Traffic Safety Leadership Conference were fascinated with this technology. Describing the research and application was Kristin Kingsley, Director of Program Development and Outreach for the Automotive Coalition for Traffic Safety (ACTS), an organization supported by the world's leading vehicle manufacturers.

ACTS partnered with the National Highway Traffic Safety Administration (NHTSA) to invent, test and deploy the technology. Work on the project, Driver Alcohol Detection System for Safety (DADSS), began in 2008. With a continuing loss of life on America's roads due to alcohol, consistently at 10,000 each year, just think what this technology can do! It is possible that 9,000 lives can be saved EACH year when DADSS is deployed in all vehicles, according to a study by the Insurance Institute of Highway Safety. ACTS President and CEO, Robert Strassburger stated, "DADSS technology will be a game changer in the fight to eliminate drunk driving...and is a true feat of biomedical and vehicle engineering." (Continued)

Kristin Kingsley, ACTS, and Kay Brodbeck at the 2024 NAWSHL Conference





The DADSS Program: Inventing a World Without Drunk Driving

The DADSS technology can measure and precisely quantify a driver's blood alcohol concentration (BAC) and if it is at or above the legal limit, 0.08 in most states, it will prevent a vehicle from moving. It is designed to be fast, accurate, reliable and affordable without affecting normal driving behavior. The Breath System measures alcohol presence in a passive, non-invasive way and can distinguish between the driver's breath and any passengers. The Touch System takes multiple accurate readings in a few seconds, using tissue spectroscopy to measure blood alcohol levels under the skin's surface by shining an infrared-light through the fingertip or palm of the driver on vehicle controls such as the gear shift, start button or steering wheel.

Real-world testing began in 2018 when the Virginia Department of Motor Vehicles joined the program. Maryland and Connecticut have since become partners in testing. Schneider trucking firm also joined with DADSS to conduct a pilot with a fleet of trucks. Testing was on seven trucks, operated by 10 different drivers who logged 206,634 miles, producing over 89,689 samples at vehicle start-up. Driver feedback led to some of the most profound findings of the program: the location of sensors relative to the position of the driver and the products that can yield a false positive alcohol reading, such as energy bars and vaping products. For their part in the testing, Schneider was a finalist for a National Safety Council Green Cross for Safety Award in 2023.



Check out the rigorous testing on DADSS at this YouTube link:

<https://www.facebook.com/DADSSTech/posts/pfbid02rvk2bEMXJmjHB5SD6vp58bAUBuha44ECzrhZJmfLtaHcoxFpqnzsfuTx6oyz35S SI>

Sources: Kristin Kingsley, www.DADSS.org,
www.Actsautosafety.org, www.nsc.org

Light Trucks and the Role of Direct Vision in a Safety System

Light trucks – SUVs, vans, and pickup trucks – now comprise about three-quarters of new vehicle sales in the United States, and their size has steadily increased. As consumers embrace these vehicles with the assumption that bigger means safer for themselves, larger vehicles pose particular dangers to other road users. One of the reasons for this increased hazard is related to direct vision, or what drivers can see from where they're seated without the aid of additional cameras or mirrors. And the higher the hood, and the longer the front end, the larger the blind zone. Studies have shown that the front blind zone of a typical full-sized pickup truck can be up to 11 feet longer than that of a sedan, which can cause smaller pedestrians – such as entire groups of young children – to effectively vanish from the driver's view, with potentially tragic consequences. This has a disproportionate impact on women pedestrians, whose average height is smaller than that of men.

The Road to Zero Coalition, an initiative of the National Safety Council, brings together organizations from across the country to share best practices with the goal of eliminating traffic fatalities. RTZ's Vehicle Design Working Group released the report [Massive Hazards: How Bigger, Heavier Light Trucks Endanger Lives on American Roads](#) in October 2024. This report brought together decades of academic and professional research and found that direct vision improvements are crucial to creating a truly "Safe System" in which deadly crashes can be effectively prevented at a large scale through better design. This presentation will cover the facts about direct vision and light trucks, how vehicle design factors into wider roadway safety strategies, and solutions that can keep all road users safe.

For more information contact Julie Kite-Laidlaw at julia.kite-laidlaw@nsc.org



The Missouri Coalition for Roadway Safety: A Model for Other States

At the 2024 NAWHSL Conference, Jon Nelson, State Highway Safety and Traffic Engineer for the Missouri Department of Transportation (MoDOT) presented on the roadway coalition developed in Missouri to address traffic safety issues in the state.

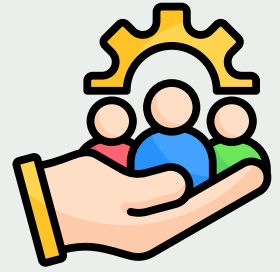
The Missouri Coalition for Roadway Safety is a partnership of safety advocates throughout the state who have come together for a common purpose: to end traffic fatalities and serious injuries on public roadways. Missouri's Strategic Highway Safety Plan, Show-Me Zero, outlines the state's plan for achieving success by implementing strategies most effective at mitigating the behaviors and issues most commonly associated with fatal and serious injury crashes in Missouri. Zero fatalities is our goal. Anything else is simply unacceptable.

There are seven (7) regional coalitions throughout the state that encompass the 114 counties (plus St. Louis City). The coalitions include traffic safety professionals, community organizations, law enforcement, academic institutions, health care, and other entities focused on reducing fatalities and serious injury crashes on our roadways. Members of the coalitions are able to apply for grant funding to enhance their activities in numerous areas related to the Missouri Strategic Highway Safety Plan.

You can learn more about the coalitions and their activities by visiting the savemolives.com website. You can find the focus areas, regional information, and you can visit the Traffic Crash and Highway Safety Dashboard.



Resources



New Website: National Database of EMS Legislation

NHTSA and the National Conference of State Legislatures (NCSL) have created an online resource called the EMS Legislative Database, which provides up-to-date, real-time information about enacted EMS legislation in all 50 states, the District of Columbia and US Territories.

www.ncsl.org/health/ems-legislative-database

Discussions Advancing Research in Transportation Safety (DARTS) Annual Meeting

January 9 - 11, 2025 Washington, D.C.

<https://www.dartsm meetings.com/>

Clearinghouse for Older Road User Safety (ChORUS)

The Clearinghouse for Older Road User Safety (ChORUS) is a project of New Editions Consulting, Inc. and the Roadway Safety Foundation funded by the U.S. Department of Transportation's Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA), with additional development and guidance supplied by a panel of Subject Matter Experts.

<https://roadsafeseniors.org/>

HAPPY
HOLIDAYS

Bridging the Gap: Connecting Traffic Safety to Everyone



Save the Date!

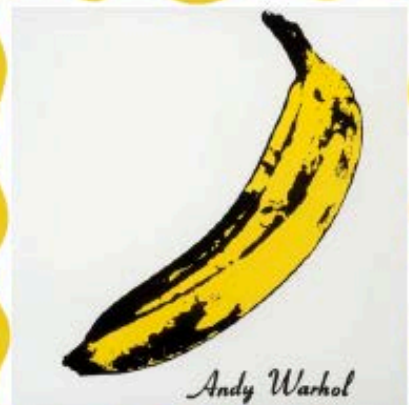
National Association of Women
Highway Safety Leaders
National Conference
August 21-23, 2025
Pittsburgh, Pennsylvania



The Frick Pittsburgh



PNC Park



Andy Warhol Museum

NAWHSL

NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS



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OUR MISSION STATEMENT

To serve as a resource to all who are dedicated to creating a culture for which traffic fatalities and serious injuries are no longer acceptable. NAWHSL was founded by women, with a goal of serving and empowering all.

www.NAWHSL.org

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