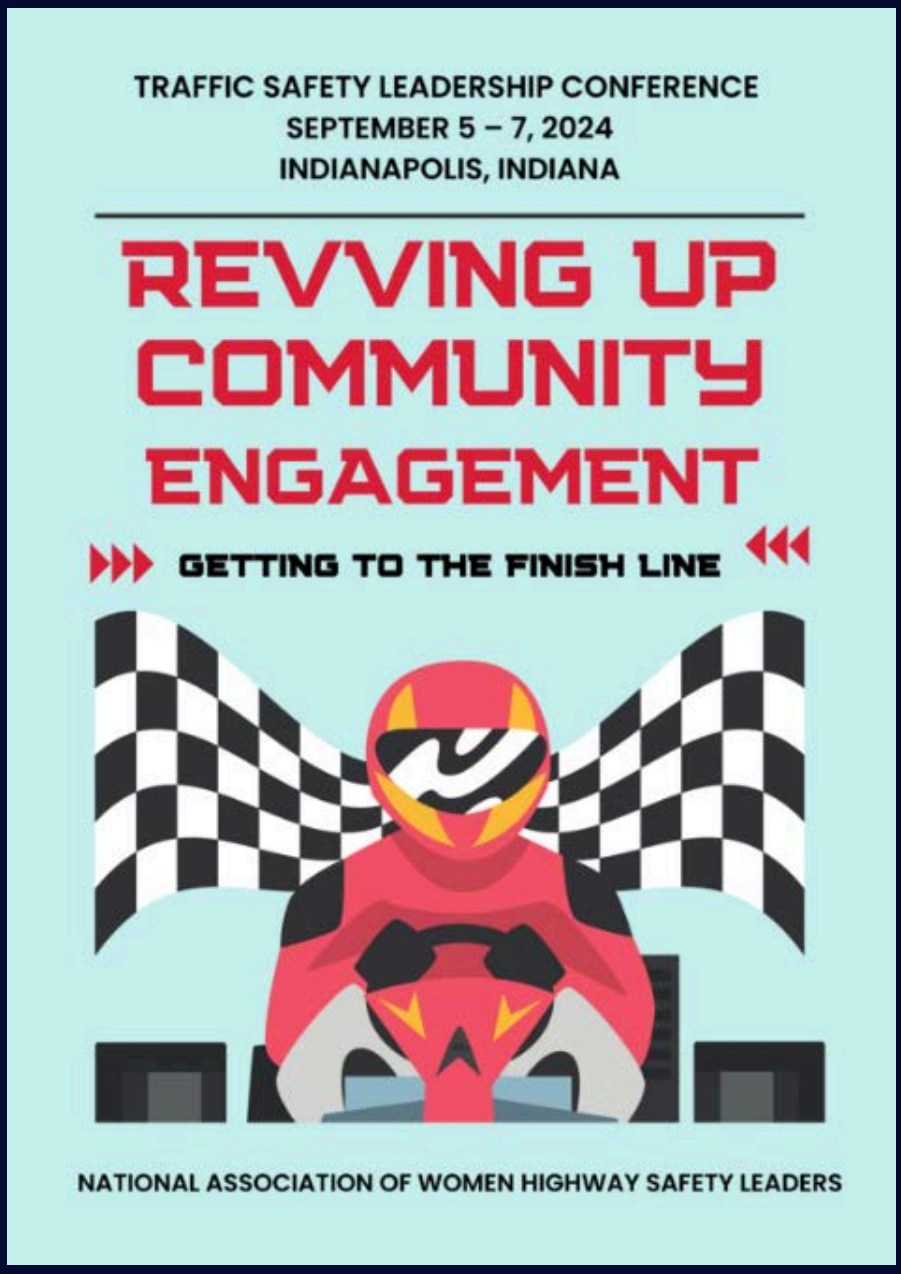
June 2024

NAWHSL

NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS

IN THIS ISSUE:

- 2024 NAWHSL Conference
- New NAWSHL State Representative - New Jersey
- Program Highlight - Maine Drivers Education Summit
- NAWHSL Advisory Board Spotlight
- June is National Safety Month



REGISTRATION IS OPEN!

September 5 - 7, 2024
Indianapolis, IN

You can expect to be informed and invigorated! Sessions include Indiana legislators, Vision Zero, coalition building, vulnerable road users, Indiana and Regional MADD programs and progress, Occupant Protection, DRE and more.

Registration information is now available on the NAWHSL website.

We hope you will plan to join us!

TAMEKA FOGG
NEW JERSEY

Tameka Fogg is a traffic safety specialist with the New Jersey Division of Highway Traffic Safety (NJHTS). She, her husband and 4 children live in Ewing Township, NJ.

Her professional background includes over 2 decades of public service with the State of NJ. At NJHTS, Tameka's area of concentration is Child Passenger Safety (CPS) and Teen Driving.

She avails herself yearly to judge Brain Injury Alliance's "U Got Brains Champion Schools Program," NJM's "Just Drive PSA Contest" as well as the "PSA Awards Contest" for Middlesex County's high schools. Her passion for young people stems from the love she has for her own children and the desire for all children to be safe.

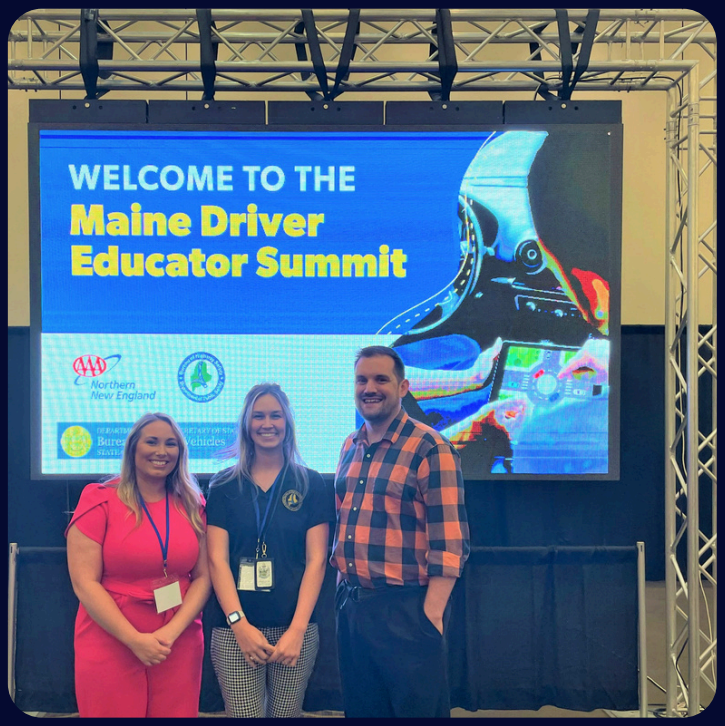
Tameka most recent endeavors includes becoming a member of the Equity Peer Exchange planning committee where she hopes to unite with the members and establish best practices in public participation and community engagement. In addition, she has joined the Law and Public Safety's Diversity Council and she is the Equal Employment Opportunity Coordinator for her office. These memberships are indicative of Tameka's commitment to the most equitable distribution of resources for all people.

She is honored to be a new member of NAWHSL and looks forward to serving alongside women all over the country.

PROGRAM HIGHLIGHT
MAINE - DRIVERS EDUCATION SUMMIT

Later this year Maine will be holding a Drivers Educator Summit that is being coordinated with AAA Northen New England. The purpose of the summit is to educate, meet with, and gather feedback from the driver's educator community. Last year the event was attended by over 170 people and included nationwide speakers. As this will be the third year of the summit, and we have received positive responses from the previous summits, we do anticipate more people attending the event. Details on the summit will be released later.

Content provided by Lauren Stewart, Maine Highway Safety Director



NAWHSL ADVISORY BOARD SPOTLIGHT

Natalie Draisin

During International Women's Month, we began recognizing the women on NAWHSL's Advisory Board. This is the second in the series. We are so fortunate to have strong women serving as advisors. Please meet Natalie Draisin.

Natalie Draisin
Director, North America Office & United Nations Representative, FIA Foundation
Advisor, Health & Safety Hub, International Transport Forum & World Health Organization
DADSS Deployment Strategist, Automotive Coalition for Traffic Safety

Natalie is honored to serve on the NAWHSL Board of Advisors alongside leaders who inspire and lead by example. At the FIA Foundation, she leads global efforts to advance evidence-based solutions that improve public health through safe, sustainable mobility and fills gaps in the field.

To revolutionize the role of the private sector in road safety, Natalie is working with the International Transport Forum and World Health Organization to develop a road safety index akin to the carbon footprint model. The index has been recognized as a USDOT first mover.

Leading road safety advocacy at the United Nations, she has engaged with over one hundred Missions and secured safe mobility as part of the Sustainable Development Goals. She supported the creation of the first United Nations internal road safety strategy. To encourage the World Bank to require stronger safety measures in their five billion USD of road safety funding, she garnered support from over 40 bipartisan US representatives.

(Continued on next page)

Natalie Draisin *(Continued)*

Highlights of the $8M of grants she guided include founding Vision Zero for Youth with the National Center for Safe Routes to School, recognized as a USDOT first mover and implemented globally through the Institute for Transport and Development Policy. With Johns Hopkins University, she founded the New Mobility Initiative and the Global Road Safety Committee. She created the Child Health Initiative toolkit, a global repository of best practices.

With CDC and CDC Foundation, she published a Traffic Conflict Technique Toolkit to identify high crash areas around schools before injuries and deaths occur. The toolkit resulted in a 70% decrease in conflicts (near misses) among the largest school district in Mexico, and led to updated transit operations and new mobility infrastructure guidelines. The Government of Costa Rica has translated, adapted, and implemented the guide.

As a consultant for the Automotive Coalition for Traffic Safety, Natalie is the deployment strategist for DADSS (Driver Alcohol Detection System for Safety). She has also worked with the NTSB, World Health Organization, Pew Charitable Trusts, and Accenture.

In 2021 Natalie was globally recognized as a Remarkable Woman in Transportation by the Transformative Urban Mobility Initiative. She serves on various executive committees, boards, and panels, and has published peer-reviewed papers, op-eds, guidance, and reports on road safety, gun violence, gender equity, and obesity prevention. She has a BA, MPH, and MBA from Johns Hopkins University, where she was recognized as the 2015 Outstanding Recent Graduate of the University Bloomberg School of Public Health.

Once upon a time, she cycled across the US to raise money for cancer research, giving her an up-close perspective on cyclist safety. A French-American raised in Closter, New Jersey, she lives in Reston, Virginia with her husband, Harry, and two boys, Marlow (4), and Julian (2) who inspire her to keep fighting for safe, healthy journeys to school for all.

JUNE IS NATIONAL SAFETY MONTH

For nearly 30 years, the month of June is a celebration of safety. The National Safety Council brings extra attention to the benefits of being safe in the workplace and any place.

This is another resource for all of us safety professionals. When you register for Safety Month with the Council, you will receive a campaign poster and weekly videos, articles, facts and figures. Weekly topics this year are:

- Safety Engagement
- Roadway Safety
- Risk Reduction
- Preventing Slips, Trips, and Falls

Besides sharing this information with our communities, we are all in workplaces that need to be safe so all materials are useful and applicable.

You can register to receive materials here:
https://www.nsc.org/faforms/national-safety-month-materials

Content provided by Kay Brodbeck, NAWHSL President

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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