2019 Traffic Safety Leadership Conference: It was magic!

Nightly fireworks in Disneyland
Members and friends of NAWHSL in attendance agreed that this small group of traffic safety enthusiasts has its own magic. Networking was king! There was so much to learn from each other. Many model programs were featured from Host State California and other states, including Utah, Washington, Montana, Nebraska and Kentucky.

Magic was all around the NAWHSL 2019 Traffic Safety Leadership Conference which was located just outside the Anaheim Convention Center where a worldwide Disney fan club was holding its annual convention. With pirates and princesses and all sorts of Star Wars characters in full regalia, being unusual became the new normal. What a setting to encourage everyone to think outside the box!
Serving as President of NAWHSL has been quite a ride! Thank you, members, for this opportunity. Looking back over the four years is much like our family’s Christmas letters. It calls my attention to the strides made and even the little steps that matter.

Recent strides made were the Scholarship, expansion of membership and communication. The Scholarship progress was so exciting and I am proud of our winner, Chandra Rapley. Her enthusiasm for teaching bike and pedestrian safety to children was evident when she served as a presenter at the 2019 Conference.

The roll of state Representatives expanded greatly during my tenure. These new members are already immersed in the fellowship of our organization and have brought knowledge and experience to NAWHSL. New members include Susan Crotty (IL), Stephanie Dodd (OK), Tiffany Duvall (KY), Edica Esqueda (WA), Lisa Hecker (KS), Angelisa C. Jennings (VA), Pam Langve-Davis (MT), Simera Reynolds (NE), Lisa Robinson (TX), Shannon Ryder (MN), Lauren V. Stewart (ME), Christy Timbrell (PA) and Camille Travis and Whitney Braziel (CA). We are thankful for each and every one of you.

The other stride made was publishing regular newsletters that provide current research highlights, links to resources and introduction of our new members to the traffic safety world. The new NAWHSL leaders are prepared to continue NAWHSL’s value for our members and friends. Keep the passion for traffic safety leadership flowing!

Kay H. Brodbeck
Immediate Past President
JULIET LITTLE ASSUMES HELM OF NAWHSL

From NAWHSL's New President, Juliet Little.

I am honored and humbled to have been elected President of the National Association of Women Highway Safety Leaders. I will do my best to meet the challenge. This organization has been built on a strong leadership foundation and I am fortunate to lead this group that has been committed to traffic safety for 52 years and counting.

One of the key strengths of NAWHSL is the diversity in skillsets and vocation across our members. I will be counting on your support to continue achieving the goals of this great organization.

For those of you who have not met me yet, I am Juliet Little from Connecticut. I work at the Department of Transportation as a Program Manager in the Highway Safety Office. I've worked in the traffic safety field for over sixteen years. I was instrumental in having Connecticut not only update its crash report and become MMUCC compliant but in the organization of the crash data repository. I've been involved in several Traffic Records Assessments and NHTSA GOTEAM and I'm currently serving as the First Vice President of the Association of Transportation Safety Information Professionals.
NEW STATE REPRESENTATIVES
Welcome NAWHSL’s New Members!

SUSAN CROTTY
ILLINOIS
Susan Crotty is a collaborative professional who excels at building partnerships and has a passion for transportation safety.

Prior to joining ThinkFirst Foundation, she worked for the National Safety Council for five years spearheading the Road to Zero Coalition with the United State Department of Transportation. Susan served three terms for a total of 12 years as an elected official on the Naperville 203 Board of Education. She was a finalist for the Professional Women In Advocacy for Excellence in a Federal Issue Campaign and has won the Influential Women in Business Award from the Daily Herald Business Ledger.

She and her husband of 27 years have three grown children and two rescue dogs. She likes to garden, bike (always with a helmet) and visit National Parks.

LAUREN STEWART
MAINE
Lauren has been Director of the Maine Department of Public Safety’s Bureau of Highway Safety since December 2004.

As the director, Lauren oversees federal and state funded behavioral highway safety projects and programs that are specifically designed to reduce traffic crash fatalities, injuries and property damage.

Some of the federally funded programs Lauren manages include activities to: promote seat belt usage in adults and children; promote effective countermeasures for alcohol and drug impaired driving; reduce speed-related crashes through state-wide speed management and enforcement, and decrease distracted driving. State managed programs include the Implied Consent Program and a state-developed and managed driver improvement program.
Poly-substance abuse, a growing traffic safety problem, was addressed at conference from several perspectives, from the prevalence, the consequences and enforcement. Edica Esqueda, Impaired Driving Program Manager at the Washington Traffic Safety Commission, shared her state’s data on impaired driving. Washington is seeing a trend upward in fatalities involving an impaired driver, accounting for over half of all traffic fatalities. There is an alarming increase in frequency of poly-drug drivers in fatal crashes. THC and alcohol, the most common, are involved in about 25% of tested drivers.

The consequences of poly-substance abuse and the availability of a program to identify mental health concerns that influence DUI behavior were addressed by Colleen Sheehey-Church, Public Policy Advisor for Responsibility.org. Colleen’s personal story of losing her son to an impaired driver touched everyone’s heart as she shared how such loss has a profound effect on the victim’s family.

Colleen stated that they consider these impaired drivers as high-risk:
- Repeat DUI offenders that drive at .15+ BAC and/or they use more than one substance.
- More likely to have a substance use issue and/or an undiagnosed mental health disorder.
- Involved in more fatal crashes.
- Often in need of screening and assessment to identify and address core issues.

Responsibility.org offers CARS Screening, an assessment program, which asks about signs and symptoms of mental health issues, identifies substance use and mental health disorders for which a client is at risk, and generates a report that informs the user about a client’s treatment needs.
Enforcement of DUI was the topic of Sgt. Joel Miller of the Los Angeles Police Department. In California, law enforcement is experienced on this issue; medical marijuana was legalized in 1996 and recreational use was legalized in 2016. Another influence is that 60% of the marijuana consumed in the U.S. comes from northern California.

The Drug Recognition Expert program (DRE) has ramped up training more law enforcement personnel and more instructors. There has been an increase in DUI marijuana arrests (tripled in Los Angeles County). Also, between 2016 and 2018, the Orange County Sheriff’s Department lab revealed that drivers killed who had only THC in their blood more than doubled during that period. More cases are going through the courts and by 2017, nationally, there were approximately 13,500 opinions related to cannabis.

Sgt. Miller is clear that more needs to be done, especially having more trained DRE’s on more departments. To address drug impaired driving, the Governor’s Highway Safety Association (GHSA) sees the need for ensuring that toxicology labs are adequately funded to process blood samples, improving data collection and doing more public education.
Raise the quilt to raise money!
This quilt in the raffle is made of traffic safety t-shirts and lovingly constructed by Jennifer Parsons (left). Helping her hold the quilt is Christy Timbrell (PA).

You have one job.
Put the phone down and drive.
Simera Reynolds (NE) describes Nebraska’s collaborative Distracted Driving Campaign.

Chandra Rapley, NAWHSL Scholarship Winner, shares the story of Ecology Action’s education for young children as pedestrians and bike riders, both classroom and experiential.

Magic wand and Minnie ears!
Membership awards go to Suzanne O’Hearn, NJ (left), for the most conference attendees, and Lisa Robinson (TX) for the most associate members.
Demonstrate Your Commitment to Road Safety — Become Certified

Application Deadline: December 5, 2019

With more than 40,000 lives lost annually on highways in the United States and Canada and the growing attention on improving public safety through initiatives such as Toward Zero Deaths, Vision Zero, and the Road to Zero, the RSP certification represents an important step forward for the safety profession. The RSP certification provides for health, safety, and transportation professionals to establish their competency in ensuring the safety of the traveling public.

More information about this certification, preparatory materials, and an application can be found at https://www.tpcb.org/.

TWO CERTIFICATION LEVELS

Those achieving RSP Level 1® certification will have demonstrated proficiency in the foundations of road safety principles.

RSP Level 2® is geared toward professionals whose primary job functions are directed at improving the safety performance of the surface transportation system.

Reverse side for more information
The Transportation Professional Certification Board (TPCB) in collaboration with a wide array of transportation- and safety-related organizations in the United States and Canada have worked together to develop the Road Safety Professional® (RSP) Certification. The goals of the RSP certifications are to recognize road safety as a profession, to establish a recognized level of practice and knowledge, and to incentivize safety education.

This certification has two levels.

**Level 1**
Those achieving Level 1 certification will have demonstrated proficiency in the foundations of road safety principles. The exam is for a broad audience of professionals who in the performance of their work, make decisions or take actions that potentially impact the safety of the traveling public. This includes those in the engineering, motor vehicle, behavioral, law enforcement, and emergency response communities.

**Level 2**
Be among the first to achieve Road Safety Level 2® Certification This certification is geared toward professionals whose primary job functions are directed at improving the safety performance of the surface transportation system. It is for professionals responsible for developing and implementing engineering or behavioral programs aimed at reducing the number of fatalities and injuries due to road crashes. Prospective certificants will select between a Level 2 certification with a "behavioral specialty" or Level 2 certification with an "infrastructure specialty."

RSP Level 1® and RSP Level 2® exams take place during February, June, and October each year.

**Sponsors**

**Supporting organizations**

Questions? Contact Ann O'Neill, aoneill@tpcb.org or 202-464-6213.
Our Mission
To disseminate information and conduct educational programs to promote safe behavior among high risk populations and to assure vigorous, effective public policy and programs to reduce highway crashes and crash severity.

National Association of Women Highway Safety Leaders
www.NAWHSL.org
P.O. Box 1379, Clinton, MS 39060
601-924-7815
kay@MSsafety.com

BOARD OF DIRECTORS
President: Juliet Little (CT)
First Vice President: Jennifer Parsons (IA)
Second Vice President: Cecilia Javier (GU)
Secretary: Lisa Robinson (TX)
Treasurer: Cynthia McKay (WA)

BOARD OF ADVISORS
Leanna Depue, Ph.D.– Chairman
Natalie Draisin– FIA Foundation
Patrick Hoye—Iowa Governor’s Traffic Safety Bureau
Sandy Spavone– FCCLA
Terecia Wilson– Clemson University
Robert Beaton—Liaison with NTSB

BOARD MEMBERS
Tiffany Duvall (KY)
Jennie Glasgow (GA)
Immediate Past President: Kay Brodbeck (MS)

NAWHSL 2020 Conference
Pittsburgh, PA
August 26-30

NAWHSL 2020
Distinguished Young Woman in Traffic Injury Prevention

Application Due October 31!

See www.NAWHSL.org for application and details.

NAWHSL invites you to become an Associate Member

$25 per year

Send check to:
Cynthia McKay
24425 Marine View Drive S
Des Moines, WA 98198
or pay with credit card:
Kay Brodbeck 601-924-7815