NAWHSL is Movin’ on Up

Members and friends of the National Association of Women Highway Safety Leaders gathered this fall at the towering Marriott Peachtree in Atlanta for the 2018 Traffic Safety Leadership Conference. Now in its 51st year, the conference theme was “Movin’ on up—NAWHSL’s Next Half Century”.

From beginning to end, NAWHSL Conference 2018 was chock full of strong presenters bringing vital information to attendees. Topics ranged from Georgia’s unique and successful programs to automotive technology to marijuana. Dr. Maggi Gunnels, NHTSA Associate Administrator, highlighted the closing banquet with Regional Administrators who shared their vision for traffic safety in their regions.

Exciting New Scholarship!

Dr. David A. Sleet is the moving force behind a brand new scholarship offered by NAWHSL. He presented $500 to NAWHSL to establish the National Young Women’s Scholarship in Traffic Injury Prevention. Dr. Sleet is a former associate Director for Science at the Centers for Disease Control and Prevention (CDC). The scholarship recognizes and assists women working on practice-based projects or research in traffic injury prevention. The recipient of the scholarship will receive a $1,000 stipend, a free one-year NAWHSL membership, and a complimentary registration for NAWHSL’s 2019 Annual Traffic Safety Leadership Conference in Anaheim, California.

Apply Now at www.NAWHSL.org
“Ultimately all of us want to eliminate crashes.”

Dr. Daniel McGehee

Dr. Daniel McGehee, Director of the National Advanced Driving Simulator and Simulation Center at the University of Iowa, shared insight on vehicle technology and autonomous vehicles at the 2018 Conference. Their 80 million dollar simulator provides an opportunity for government, car companies and foundations to do “big idea” research. The key focus of this research is reducing driver error through human factors and behavioral research.

“The National Highway Traffic Safety Administration found driver error contributes to 94% of crashes.” (NHTSA.gov)

Four primary causes of driver error include distraction, falling asleep, speeding and impairment. The Center also conducts Naturalistic Driving studies. This involves placing instrumentation on both the inside and outside of the vehicle to monitor and record driver behavior and response to the various driving environments, in-car vehicle apparatus, and roadway designs. This results in valuable information about the driver in real-world driving situations.

“Autonomous Vehicles are the wave of the future.”

In addition to the simulator and naturalistic driving research, the Center has a variety of research vehicles that test Advanced Driver Assistance Systems. Many of these systems are available in cars you can buy today. Examples are park assist, rear collision warning systems, lane detection systems, and many others. The Center even has an inflatable car in their fleet.
Driver Error (continued)

“We are looking at 50 years before autonomous vehicles really penetrate the market.”

The Center is partnering with the Iowa Department of Transportation on an autonomous vehicle mapping and enabling project. It involves doing GPS high definition mapping. According to Dr. McGehee: “Advanced Driver Assistance Systems are here now. Don’t worry about fully automated driving for the regular public – it is a ways off. It takes about 20 years to move a technology into 90% of the vehicle fleet. Remember driver error is what we are trying to reduce. Culturally we need to remove the word accident from our vocabulary. We need to say “why” the person was killed or had the crash.”

“My Car Does What?”

Driver assist technologies. have advanced to the point where the vehicle is actually detecting high risk driving situations and responding with warnings (lights, vibration, audible sounds, etc.) or by applying the brakes to avoid a rear-end collision. Consumer acceptance is key for these technologies to further penetrate the vehicle market. The University of Iowa produced the website “MyCarDoesWhat” for the National Safety Council. See the website to learn more about these technologies.

Contributed by Dr. Leanna Depue
Advisory Board Chair

“I’ve heard many speakers on AVs, and this is the most practical for where we, in highway safety, need information”
-Attendee comment
Conference Festivities

Share Session was the conference opener in which members shared highlights of traffic safety programs in their respective states. Thanks to our Georgia hostess, Jennie Glasgow, NAWHSL leaders practiced being “Southern belles” with wide-brimmed straw hats. Also, peach recipes were shared for using those Georgia peaches.

Conference ended on a high note with a big bee joining the festivities. Literally! BEE A BUCKLER, is a buckle up program founded by NAWHSL member, Jennie Glasgow.

Julie Walters (left), representing the Georgia Federation of Women’s Clubs; Hannah Walters, author of the “Safety with Bee a Buckler” book; the Buckler Bee aka Linda Ford, FWC State President; Jennie Glasgow; and Josh Ford.
Alexi Carli: Living and Life of Significance

Alexi Carli knows how to inspire others! She has had ample opportunity to do just that as Vice President of UPS Global Health and Safety in Atlanta, Georgia. Ms. Carli spoke on “Living a Life of Significance” as the keynote speaker for the NAWHSL 2018 Conference.

Ms. Carli encouraged everyone to consider these questions every day:

- What or who did you help or make better today?
- Are you being true to your values?
- Do you love what you are doing? If not, what’s stopping you?

By giving serious thought to these questions and following up with appropriate action, you can see your life grow into a greater significance for you and those you serve.

Ms. Carli has shared that true leaders mark their accomplishments by service. Their highest goal is serving people and their best interests. In order to have Influence, a leader needs these characteristics:

- Competence
- Credibility and
- Confidence.

Ms. Carli left us all with great information and tools to use as we all work to continue being great Women Highway Safety Leaders.

-Contributed by Alicia Sledge, MI.

“In order to have Influence, a leader needs these characteristics:

Alexi Carli

―Fantastic and very enlightening‖
Attended comment

You must live in the present, launch yourself on every wave, find your eternity in each moment.

Henry David Thoreau
NEW!!! - Road Safety Professional (RSP) Certification Program

Terecia Wilson, Professor of Practice at Clemson University’s Institute for Global Road Safety and Security encourages NAWHSL members and friends to acquire the new Road Safety Professional (RSP) Certification.

The Transportation Professional Certification Board (TPCB) in collaboration with a wide array of transportation and safety-related organizations in the United States and Canada developed the RSP certification program to recognize road safety as a profession, to establish a recognized level of practice and knowledge, and to incentivize safety education.

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 represents an important step forward for the safety profession. The RSP certification provides for professionals involved in a wide array of safety-related disciplines to establish their competency in providing for the safety of the traveling public. 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. The first Level 1 exam will take place in October, 2018.

Level 2: 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 participants will select between a Level 2 certification with a “behavioral specialty” or Level 2 certification with an “infrastructure specialty.” The inaugural Level 2 Road Safety Professional exam period is scheduled for late 2019.
ROAD SAFETY PROGRAM (continued)

Exams are administered by Castle Worldwide, a recognized certification and licensure testing company, and managed by the TPCB with support from the Institute of Transportation Engineers. This certification provides individuals with recognition of career accomplishment and a competitive advantage in career advancement. For more information on the RSP Certification program, please visit the website at www.tcpb.org/rsp.

Contributed by Alicia Sledge, MI

NAWHSL Member Recognition: Jennie Glasgow

Jennie Glasgow, NAWHSL’s past president and Region 4 Director, was showered with awards at two fall conferences. At the Governor’s Highway Safety Association, Governor Nathan Deal presented a commendation honoring Ms. Glasgow for her many years working in traffic safety in Georgia, stating, “Ms. Glasgow is a tireless worker for highway safety and one of Georgia’s longest-serving highway safety advocates. Her long standing commitment to ensuring the safety of all motorists has earned her respect of her family, friends, colleagues, and communities throughout Georgia.”

Ms. Glasgow also received a blown glass art award at the NAWHSL banquet recognizing her for being a member of NAWHSL for 50 years. (Shall I say that again? 50 years!)

Congratulations Jennie! We greatly appreciate all your loving guidance for our organization.

Jennie Glasgow receives commendation from Harris Blackwood Georgia’s GR (left) and Georgia Governor Nathan Deal.
Door prize winners love their doorprize donors!

Kylla Lanier accepts a generous donation of $100,000 for Truckers against Trafficking from a UPS driver and Alexi Carli, UPS Vice President of Global Health and Safety.

NAWHSL supports Natalie Draisin and FIA Foundation’s Safe Routes to School for children around the world.
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.

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Upcoming event:
SIGN UP for November 19!
NTSB Webinar: From Safety Recommendation to Law - Lessons Learned from Utah's 0.05 BAC Legislation Journey

The National Transportation Safety Board will present a 2-hour webinar on November 19, 2018, at 11 a.m. EST to discuss the NTSB safety recommendation for all 50 states to establish a per se blood alcohol concentration (BAC) limit of 0.05 or lower and tell the story of how Utah became the first state in the nation to adopt a 0.05 BAC law. Perspectives will be shared from the prosecutor community, highway safety advocates, and the legislative representatives involved in the passage of the law.

Register HERE