

State, National Highway Safety Experts Meeting in Kansas City Distracted Driving, Role of Technology Tops Agenda

The Governors Highway Safety Association (GHSA) and the Missouri Department of Transportation's Highway Safety Division hosted GHSA's 2010 annual meeting at the Hyatt Regency Crown Center in Kansas City, September 25-29. Approximately 550 highway safety, law enforcement and public health officials from across the country attended which was the largest attendance in GHSA's history.

The 2010 meeting theme is Technology and Highway Safety: What's Driving Our Future? General Sessions and breakout workshops examined both the benefits and challenges technology presents as GHSA works together with its members and partners toward the ambitious goal of zero deaths on our nation's roadways. The conference kicked off with the following keynote speakers:

- David L. Strickland, Administrator, National Highway Traffic Safety Administration (NHTSA), revealed new data as well as discussed the Obama Administration's perspective on technology and highway safety.
- Peter H. Appel, Administrator, Research and Innovative Technology Administration (RITA), discussed initiatives within his agency, including the recent distracted driving summit and Intellidrive, a multimodal initiative that aims to enable safe, interoperable networked wireless communications among vehicles, the infrastructure, and passengers' personal communications devices.

Throughout the meeting, breakout workshops addressed a variety of traditional and emerging highway safety and technology issues, including:

- Distracted Driving and Managing Technology
- Highway Safety Communication in the Age of Social Media
- Red Light and Speed Cameras
- Emerging Occupant Protection Technology
- Older Driver Safety: A Matter of Stakeholder Cooperation (AARP was referenced in this session)

A detailed meeting agenda is available online at www.ghsa.org/html/meetings/annual/2010/agenda.html.

The meeting is supported by a variety of companies, including The Allstate Foundation, Ford Motor Company Fund, State Farm®, and Toyota Motor Sales, U.S.A., Inc. AARP was a Silver Sponsor of this year's meeting and AARP Driver Safety Program had a booth. Staffing the booth and attending sessions were DSP Volunteer Regional Coordinators: Russ Vaughn, Harold Sterling and Karl Rock along with AARP Driver Safety Program's

Frank Carroll. As part of the exhibit hall Treasure Hunt, DSP gave away 5 free AARP DSP Online Courses. A complete list of meeting sponsors (including AARP) is available online at www.ghsa.org/html/meetings/annual/2010/spons.html.

DSP volunteers and staff made many good contacts from all over the country at the GHSA meeting this year. Attached is a listing of more than 500 participants. Please review the listing and follow up with attendees from your state. This could be a worthwhile project for state Marketing Specialist to send a letter asking if they saw AARP at the meeting and send them information about hosting our courses.