

Public Health Traffic Safety Institute



INSTITUTE FEATURES:

* Expert led faculty orientation and follow up throughout the year

* Ongoing education and communication via teleconference and distance learning

* Technical assistance with program planning and evaluation

Program Functions

Open to all states, the Institute is sponsored through funding from the National Highway Traffic Safety Administration. The Institute will help participants develop effective evidence based programs to prevent traffic crashes. The American Public Health Association believes that excellence in public health practice and public programming in our states is directly related to the level of leadership provided by state leaders.

The Institute will assist state traffic safety professionals and state APHA affiliates in collaboration with community and traffic safety leaders to promote awareness around ongoing traffic safety concerns. Although much has been achieved in traffic safety prevention, the science shows there is still more work that needs to be done.

Core Team Training

The centerpiece of the Institute is a one-day orientation/training during APHA's Annual Meeting in November. The first phase of training includes the review of existing research and data related to gaps in traffic safety efforts, led by expert faculty members. During this training participants will be exposed to tools that will help them hone their skills and incorporate their experience into developing methods to address traffic safety issues. The PHTSI will also help participants to develop programs that expand upon evidence-based traffic safety practices. The training will provide a forum for exploration of new ideas, and an opportunity to share knowledge.

This institute will use contributions from behavioral and social sciences in order to address the issues surrounding traffic safety, implementing a combination of small group skill building activities and content lectures. The day will be interactive, with presentations as well as discussions. Expert led presentations will provide background details, while discussions will highlight the importance of vehicle crash prevention efforts, and ways to incorporate skills learned.

A web-based program will serve as a distance-learning tool. Follow-up sessions, using a self-study approach, will be conducted throughout the year using web-based technology. Technical assistance will be available through monthly telephone conference calls. On-line modules also provide a sustainable communication platform for all cohorts.