

Center for Leadership in Public Service



Revolutionizing Highway Safety Programming



The Center for Leadership in Public Service at Fisher College combines the capabilities and resources of the College with the highest caliber public safety specialists and researchers. The Team acquired their expertise as practitioners in highway safety. Services include providing unparalleled planning and program

implementation, along with training and related programs for public sector employees and practitioners.

The Center offers a range of turnkey services to state, federal and municipal public safety agencies, health care providers, nonprofit organizations and businesses specifically designed to enhance highway and public safety programming. Highway safety topics include Child Passenger Safety, Occupant Protection, Speeding, Impaired Driving, Road Rage, Pedestrian and Motorcycle Safety along with strategies to reduce injuries and fatalities targeting at-risk populations.

Ask us how we can help you maximize your
2009 Recovery and Reinvestment Act Funding!*

*States will have 120 days to assign the funds to specific projects. Failure to do so will result in lost funding. (Source: www.recovery.gov)

Highway Safety Services

Program Management

- Strategic Planning
- Grant Planning and Development
- Policy Development
- Budgeting and Grant Audit Preparation

Research

- Racial Profiling/Benchmarking
- Best Practices
- Science Based Research

Survey and Data Collection

- Public Opinion Research and Surveys
- Direct Observational Surveys
- Crash Data Analysis
- Focus Groups
- GIS Mapping

Traffic Safety Media and Public Relations

- Public Information Development
- Media Placement
- Highway Safety Messaging

Training

- Highway Safety Planning
- Highway Safety Priorities
- Leadership

Project Team Qualifications

The Center offers an unequalled Team in providing safety-related expertise. Dr. Thomas McGovern, President of Fisher College, is a former Governor's Representative for Highway Safety and Executive Director of the Governor's Highway Safety Bureau in Massachusetts. Dr. McGovern brings an extensive and unique combination of experience in transportation safety, transportation planning, and analytical methods.

The Team includes former police administrators, highway safety program planners and media specialists. The Team collectively possesses a thorough understanding of the many facets of the problems involved with the programming and application of behavioral highway safety countermeasures, their evaluation, and the development of effective communication tools (guidance materials, promotional materials, etc).

Reduce traffic injuries and deaths in your community.

Principals of the Fisher College Team gained national recognition for their work on the Massachusetts Saving Lives Program. This \$6 million, multi-year/multi-community project was funded by the National Highway Traffic Safety Administration, Federal Highway Administration, Massachusetts Governor's Highway Safety Bureau and the Commonwealth Fund, a private philanthropic foundation focused on reducing injuries and death through the development of comprehensive community based traffic safety programming.

Contact the Center

Our Team is prepared to help you address your highway safety needs and reduce traffic injuries and deaths in your community. Contact Melinda Cook for more information on the Center for Leadership in Public Service at: center@fisher.edu or 617-670-4462

Implemented projects include:

- **Regional highway safety program development** including a broad base of stakeholders that developed partnerships with schools, media outlets, police, government officials, colleges and businesses to raise awareness of highway safety issues.
- **Highway safety conference planning and development** on child passenger safety, motorcycle safety, impaired driving and speeding featuring breakout sessions, keynote speakers and vendor displays.
- **K-12 curriculum and program development** aimed at changing attitudes and behaviors.
- **Data analysis and review of personnel deployment plans**, incidents and calls for service for the development of data driven policing and targeted enforcement.
- **Focus groups and survey coordination** to develop baseline information, create messaging and perform program evaluations.
- **Media and Messaging training for Public Information Officers** regarding highway safety issues, and strategies for coverage of community events to raise public awareness.
- **Child Passenger Safety certification, program implementation, check-up event hosting**, including specialized services for diverse populations to increase correct seat selection, installation, and use.



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