

# SAFE ROADS SAFE KIDS SUMMIT

## Agenda

December 8-9, 2016 | JW Marriott | 1331 Pennsylvania Avenue, NW, Washington, D.C.

Thursday, December 8, 2016

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8:00 am **Registration and breakfast**

9:00 am **Welcome** *Kate Carr, Safe Kids Worldwide*

9:15 am **Keynote Address**  
*Achieving the Global Goals for Children*  
**Salons E & F** *Jean Todt, UN Special Envoy for Road Safety*

9:45 am **Panel Discussion**  
*Achieving the Global Goals on Road Safety for Children*  
*Moderator: Kate Carr, Safe Kids Worldwide*  
*Saul Billingsley, FIA Foundation*  
*The Honorable Victor Mendez, Department of Transportation, USA*  
*Margie Peden, World Health Organization*  
*Cornelius Williams, UNICEF*

11:00 am **Break**

11:15 am **Incubators**  
*Effective Strategies to Further the Cause*

*Creating Effective Alliances*  
**Congressional**

*Moderator: Saul Billingsley, FIA Foundation*  
*Lotte Brondum, Global Alliance of NGOs for Road Safety*  
*Judy Fleiter, Global Road Safety Partnership*  
*Shane O'Connor, FedEx*

*Vision Zero for Children: Action Steps*  
**Salon D**

*Moderator: Jeff Michael, National Highway Traffic Safety Administration, USA*  
*Leif Dormsjo, City of Washington, DC*  
*Michelle Kaucic, New York City Department of Transportation*  
*Nancy Pullen-Seufert, National Center for Safe Routes to School*

*Safeguarding Kids on the Journey to School*  
**Senate**

*Moderator: Kristin Rosenthal, Safe Kids Worldwide*  
*Julio Urzua, International Road Assessment Programme*

Prioritizing Children in the Global Goals on Road Safety

- 12:30 pm **Luncheon**  
**Salons E & F**
- 1:15 pm **Presentation of Safe Kids Worldwide Safety Awards** *Kate Carr, Safe Kids Worldwide*
- 1:30 pm **Keynote Address**  
*The Road to Zero for the Next Generation* *The Honorable Mark Rosekind, National Highway Traffic Safety Administration, USA*
- 2:00 pm **Break**
- 2:15 pm **Keynote Address**  
*Achieving a Breakthrough in Awareness and Behavior Change* *Michelle Yeoh, actor and activist*  
**Salons E & F**
- 2:30 pm **Panel Discussion**  
*Building Successful Engagement Campaigns* *Moderator: Martha Wilcox, Safe Kids Worldwide*  
**Salons E & F** *Andrea Brands, AT&T*  
*Christofer Nelson, White House Office of Science and Technology Policy*  
*Marc Shotten, World Bank*  
*Orly Silbinger, Beterem (Safe Kids Israel)*  
*Kevin Wong, iHeart Media*
- 3:45 pm **Break**
- 4:00 pm **Panel Discussion**  
to *Corporations in*  
5:15 pm *Communities* *Moderator: John Hart, Safe Kids Worldwide*  
**Salons E & F** *Lindsay Elin, Uber*  
*Greg Martin, General Motors*  
*Jim Olson, Republic Services*  
*Jonathan Dyer, The Coca-Cola Company*
- 5:30 pm **Reception**  
to **Penn Terrace**  
7:00 pm

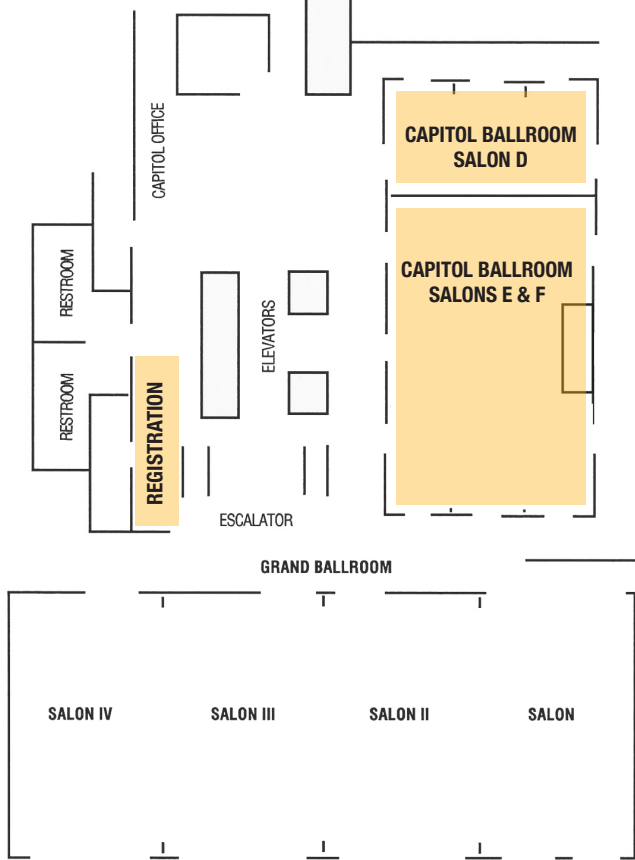
### Friday, December 9, 2016

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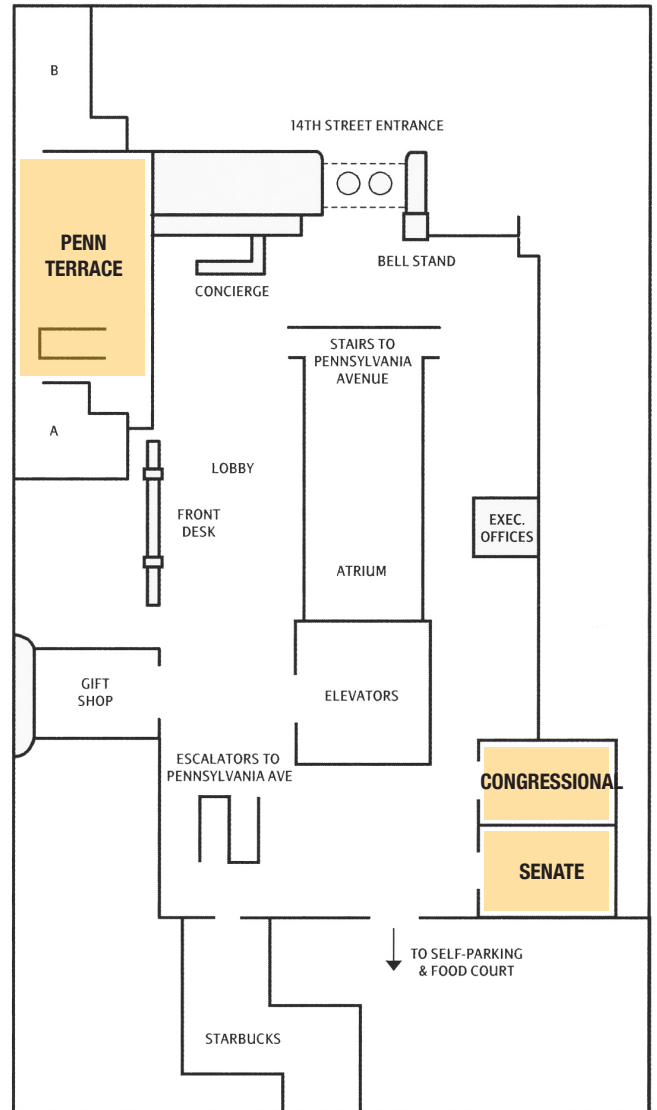
- 8:00 am **Breakfast**
- 9:00 am **Welcome and Announcements** *Kate Carr, Safe Kids Worldwide*  
**Salons E & F**
- 9:15 am **Panel Discussion**  
*Technology and Road Safety for Children* *Moderator: The Honorable David Strickland, Venable, LLC*  
**Salons E & F** *Michael Petricone, Consumer Technology Association*  
*Stewart C. Wang, University of Michigan*
- 10:45 am **Break**

11:00 am	<b>Incubators</b> <i>Effective Strategies to Further the Cause</i>	<i>Moderator: Grant Baldwin, Centers for Disease Control and Prevention, USA</i> <i>Monica Cui, Safe Kids China</i> <i>Leilei Duan, China CDC</i> <i>Julia Gibson, Hamad International Training Center, Qatar</i> <i>Florencia Lambrosquini, Fundacion Gonzalo Rodriguez, Uruguay</i> <i>Lorrie Walker, Safe Kids Worldwide</i>
	<i>A Leap Forward in Child Passenger Safety</i> <b>Salon D</b>	
	<i>Case Studies in Laws and Enforcement</i> <b>Congressional</b>	<i>Moderator: Anthony Green, Safe Kids Worldwide</i> <i>Jim Baker, International Association of Chiefs of Police</i> <i>Marina Carter, Global Health Advocacy Incubator</i> <i>Soames Job, World Bank</i> <i>Ekaterina Laliashvili, Georgia Alliance for Safe Roads</i> <i>Maria Alice Nascimento Souza, Federal Highway Police Department, Brazil</i>
12:30 pm	<b>Luncheon</b> <b>Salons E &amp; F</b>	
1:15 pm	<b>Youth Activist Panel</b> <i>Protecting Kids on the Move</i> <b>Salons E &amp; F</b> (Includes photo op and social media moment)	<i>Moderator: The Honorable Bella Dinh-Zarr, National Transportation Safety Board</i> <i>Madison Rose Chambers, youth activist</i> <i>Nicole Henderson, youth activist</i> <i>Anthony Hofmann, youth activist</i> <i>Jacob Smith, youth activist</i> <i>Skylar Yoder, youth activist</i>
2:15 pm	<b>Break</b>	
2:30 pm	<b>Keynote Address</b> <i>Why Things Catch On and the Hidden Forces that Change Behavior</i> <b>Salons E &amp; F</b>	<i>Jonah Berger, author, Contagious: Why Things Catch on and Invisible Influence: The Hidden Forces that Shape Behavior and Associate Professor of Marketing at the Wharton School, University of Pennsylvania</i>
3:00 pm	<b>Panel Discussion</b> <i>Connecting Road Safety to the Broader UN Sustainable Development Goal Agendas</i> <b>Salons E &amp; F</b>	<i>Moderator: Natalie Draisin, FIA Foundation</i> <i>Claudia Adriaola-Steil, World Resources Institute</i> <i>Aaron Emmel, American Academy of Pediatrics</i> <i>José Luis Irigoyen, World Bank</i> <i>Jeanne Long, Save the Children</i> <i>Thomas Novotny, Department of Health and Human Services, USA</i>
4:00 pm	<b>Announcements and closing remarks</b>	<i>Kate Carr, Safe Kids Worldwide</i>
4:15 pm	<b>Summit ends</b>	

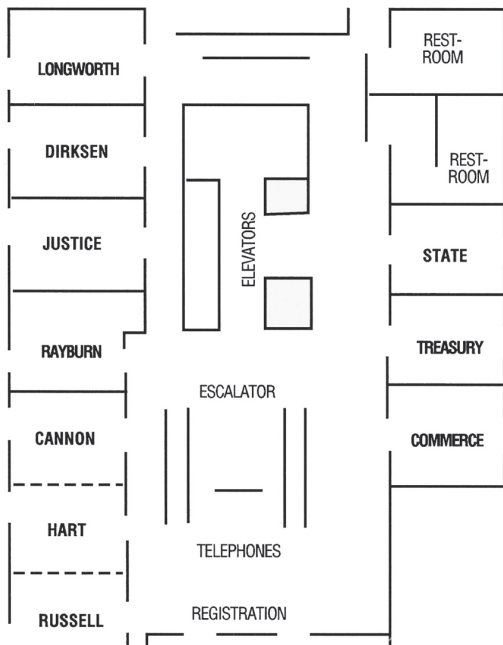
## BALLROOM LEVEL



## LOBBY LEVEL



## MEETING LEVEL



Our sincere thanks to the following supporters who contributed generously to the Summit.

