# Agenda

**Thursday, December 8, 2016**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration and breakfast</td>
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<tr>
<td>9:00 am</td>
<td><strong>Welcome</strong></td>
<td><em>Kate Carr</em>, Safe Kids Worldwide</td>
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<td>9:15 am</td>
<td><strong>Keynote Address</strong></td>
<td><em>Jean Todt</em>, UN Special Envoy for Road Safety</td>
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<td><em>Achieving the Global Goals for Children</em></td>
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<td><strong>Salons E &amp; F</strong></td>
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<tr>
<td>9:45 am</td>
<td><strong>Panel Discussion</strong></td>
<td><em>Moderator: Kate Carr</em>, Safe Kids Worldwide</td>
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<td><em>Achieving the Global Goals on Road Safety for Children</em></td>
<td><em>Saul Billingsley</em>, FIA Foundation</td>
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<td><em>The Honorable Victor Mendez</em>, Department of Transportation, USA</td>
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<td><em>Margie Peden</em>, World Health Organization</td>
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<td><em>Cornelius Williams</em>, UNICEF</td>
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<tr>
<td>11:00 am</td>
<td><strong>Break</strong></td>
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<tr>
<td>11:15 am</td>
<td><strong>Incubators</strong></td>
<td><em>Moderator: Saul Billingsley</em>, FIA Foundation</td>
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<td><em>Effective Strategies to Further the Cause</em></td>
<td><em>Lotte Brondum</em>, Global Alliance of NGOs for Road Safety</td>
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<td><em>Judy Fleiter</em>, Global Road Safety Partnership</td>
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<td><em>Shane O'Connor</em>, FedEx</td>
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<td>11:30 am</td>
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<td><em>Salon D</em></td>
<td>*Safety Administration, USA</td>
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<td><em>Leif Dormsjo</em>, City of Washington, DC</td>
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<td><em>Michelle Kaucic</em>, New York City Department of Transportation</td>
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<td><em>Nancy Pullen-Seufert</em>, National Center for Safe Routes to School</td>
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<td>12:30 pm</td>
<td><strong>Safeguarding Kids on the Journey to School</strong></td>
<td><em>Moderator: Kristin Rosenthal</em>, Safe Kids Worldwide</td>
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<td><em>Senate</em></td>
<td><em>Julio Urzua</em>, International Road Assessment Programme</td>
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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
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
Salons E & F

3:45 pm  Break

4:00 pm  Panel Discussion
Moderator: John Hart, Safe Kids Worldwide
Lindsay Elin, Uber
Greg Martin, General Motors
Jim Olson, Republic Services
Jonathan Dyer, The Coca-Cola Company
Salons E & F

5:30 pm  Reception
Penn Terrace

Friday, December 9, 2016

8:00 am  Breakfast

9:00 am  Welcome and Announcements
Kate Carr, Safe Kids Worldwide
Salons E & F

9:15 am  Panel Discussion
Moderator: The Honorable David Strickland, Venable, LLC
Michael Petricone, Consumer Technology Association
Stewart C. Wang, University of Michigan
Salons E & F

10:45 am  Break
11:00 am  Incubators
Effective Strategies to Further the Cause

A Leap Forward in Child Passenger Safety
Salon D

Moderator: Grant Baldwin, Centers for Disease Control and Prevention, USA
Monica Cui, Safe Kids China
Leilei Duan, China CDC
Julia Gibson, Hamad International Training Center, Qatar
Florencia Lambrosquini, Fundacion Gonzalo Rodriguez, Uruguay
Lorrie Walker, Safe Kids Worldwide

Case Studies in Laws and Enforcement
Congressional

Moderator: Anthony Green, Safe Kids Worldwide
Jim Baker, International Association of Chiefs of Police
Marina Carter, Global Health Advocacy Incubator
Soames Job, World Bank
Ekaterina Laliashvili, Georgia Alliance for Safe Roads
Maria Alice Nascimento Souza, Federal Highway Police Department, Brazil

12:30 pm  Luncheon
Salons E & F

1:15 pm  Youth Activist Panel
Protecting Kids on the Move
Salons E & F
(Includes photo op and social media moment)

Moderator: The Honorable Bella Dinh-Zarr, National Transportation Safety Board
Madison Rose Chambers, youth activist
Nicole Henderson, youth activist
Anthony Hofmann, youth activist
Jacob Smith, youth activist
Skylar Yoder, youth activist

2:15 pm  Break

2:30 pm  Keynote Address
Why Things Catch On and the Hidden Forces that Change Behavior
Salons E & F

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

3:00 pm  Panel Discussion
Connecting Road Safety to the Broader UN Sustainable Development Goal Agendas
Salons E & F

Moderator: Natalie Draisin, FIA Foundation
Claudia Adriaizola-Steil, World Resources Institute
Aaron Emmel, American Academy of Pediatrics
José Luis Irigoyen, World Bank
Jeaneen Long, Save the Children
Thomas Novotny, Department of Health and Human Services, USA

4:00 pm  Announcements and closing remarks

Kate Carr, Safe Kids Worldwide

4:15 pm  Summit ends
Our sincere thanks to the following supporters who contributed generously to the Summit.