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Joseph M. Colella

- Respected consultant, speaker, instructor, correspondent and advocate
- Director of *Traffic Safety Projects*, an organization specializing in occupant protection education
- Member of the Society of Automotive Engineers Child Restraint Systems Standards Committee, the Safe Ride News Editorial Board, and a past chairman of the National Child Passenger Safety Board

Expanding the network of expert resources, nationally and internationally

- Instrumental in developing the National Child Passenger Safety Certification Training Program, and one of the program's original and longest standing certified instructors.
- Occupant protection communications in 44 states, the District of Columbia, Canada and Japan
 - Has personally trained thousands of advocates, through direct participation in child passenger safety classes, training program consultation, and presentations at national, regional and state conferences
 - Lead instructor for classes hosted by states, private companies, Safe Kids Worldwide, and other organizations

Ensuring the accuracy of educational materials

- Creates and consults on print publications, web content, news articles and technical information for individual programs, companies and agencies
- Strategizes with manufacturers and responds to media, advocate and consumer inquiries; as a liaison between technical experts and the non-technical public
- Writes articles highlighting product trends, current research, technical issues, practical approaches, and more

Implementing innovative programs and continuing education

- Develops and delivers accredited occupant protection training for law enforcement officers, first responders, childcare providers, healthcare providers, judges, county attorneys, educators, and others
- Designs and teaches specialized courses for healthcare providers, industry leaders, parents, caregivers, and others
- Provides culturally sensitive training and messaging to underserved but statistically overrepresented populations
- Facilitates technical updates for certified technicians, as well as development workshops for certified instructors

Advocating product, regulatory and legislative improvements

- Gives input to manufacturer and regulatory agency representatives, as well as submitting formal review comments, to help ensure that protective devices are continually improving
- Offers insight for developing and improving occupant protection legislation and programming focus to the U.S. Congress, State legislatures and advocacy organizations

Improving public awareness

- Appearances on the Today Show, Good Morning America, CBS This Morning, Dateline, 20/20, World News Tonight, Nightly News, Inside Edition, national news feeds to local stations, and in other broadcast venues
- Featured in The Washington Post, The Washington Times, The Chicago Tribune, The Detroit News, The Los Angeles Times, The Sacramento Bee The Wall Street Journal, USA Today, Consumer Reports, Parents, Parenting, Reader's Digest, American Baby, and other print media

Colella formed *Traffic Safety Projects* in 2004, after years of involvement with other prominent safety organizations. He has been a founder and Executive Director of the Drivers Appeal for National Awareness (DANA) Foundation, a member of NHTSA's Blue Ribbon Panel on Child Restraint & Vehicle Compatibility, a national leader for SAFE KIDS BUCKLE UP child passenger safety training and technical efforts, and an active participant in national and international efforts.

March 26, 2008



Dana Hutchinson

June 1991 – September 1994

On September 22, 1994, 3-year-old Dana Monique Hutchinson suffered critical head and neck injuries in a head-on collision. After three days on life support systems and a great deal of family support, Dana died. Her uncle, Joseph M. Colella, and other family members wanted to know why Dana's child safety seat had not prevented the fatal injuries. In less than a week, they were able to find documented proof that her child restraint and the vehicle seating position where it was secured were incompatible. They learned that supplemental hardware would have been necessary to overcome the incompatibility, and that similar complications for correctly restraining children were common.

That October, after making contact with numerous child restraint manufacturers, automobile manufacturers and field experts, Mr. Colella and his family launched the efforts of the Drivers Appeal for National Awareness (DANA) Foundation. The non-profit organization's goals were to raise public awareness of incompatibilities and misuse, and to work with manufacturers and regulators to simplify the correct use of child restraints. They began working with national media to help accomplish these objectives.

In January, 1995, the National Highway Traffic Safety Administration chartered a Blue Ribbon Panel on Child Restraint & Vehicle Compatibility. This unprecedented effort brought vehicle manufacturers, child restraint manufacturers and advocate experts (including two members of the Colella family) together, with the goal of reducing incompatibilities and making child restraint installation easier. A few months later, the group announced 27 recommendations to address the problems. Among them were comprehensive educational efforts and the design and implementation of a universal child restraint anchorage system.

Since 1997, nearly 50,000 advocates have been trained through the National Child Passenger Safety Certification Training program, a four-day course used to educate child passenger safety technicians and instructors which did not exist at the time of Dana's vehicle crash and death. Phase-in of the new installation system, Lower Anchors and Tethers for Children (LATCH) was completed in 2002, and further improvements continue to be made. Mr. Colella remains actively involved in educational, technical and advocacy programs.