

UGA College of Public Health's Department of Health Promotion and Behavior Receives Grant from Governor's Office of Highway Safety

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Contact:

Heather Padilla, PhD, RDN, LD

Director

706-542-4328

hmpadilla@uga.edu

Athens, Ga. – Researchers from the University of Georgia's College of Public Health received a **\$175,005.27** grant from the Georgia Governor's Office of Highway Safety (GOHS). Georgia GOHS is a vital government agency charged with educating the public on traffic safety issues and facilitating the implementation of statewide programs to aid in the reduction of crashes, injuries, and fatalities on Georgia roadways.

This is the sixteenth consecutive year the Traffic Safety Research and Evaluation Group (TSREG) within the department of Health Promotion and Behavior has been awarded this state-funded grant. To date, TSREG has received \$5.1 million in allocated funds from Georgia GOHS for this ongoing project designed to assist in the reduction of morbidity and mortality rates of Georgia roadway users, including pedestrians.

The Traffic Safety Research and Evaluation Group, led by Director Dr. Heather Padilla and Research Professionals Elliott Daimler and Ansley Kasha, will fulfill grant requirements by systematically reviewing and analyzing grantee effectiveness, and ultimately, help determine the overall effectiveness of GOHS in managing hundreds of independent grantees. TSREG reviews all grants by employing a comprehensive database to organize and evaluate critical data. The system created by the evaluation team includes qualitative and quantitative data that answers impact and process questions, requiring an analysis of field reports, expertise with statistics sources, and on-site visits.

Additionally, the TSREG evaluation team provides an annual Georgia roadway fatality report, participates in community outreach opportunities, maintains a social media presence that promotes Georgia GOHS mobilization efforts, such as [Click It or Ticket](#), and provides various traffic safety stakeholders with traffic safety data.

You can learn more by visiting our [website](#) or [Facebook page](#).