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NEWS RELEASE

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Governor's Office of Highway Safety Awards General Application Grant to the Traffic Safety Research and Evaluation Group

(Athens, GA) The Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia College of Public Health is pleased to announce it has received a \$251,995 grant from the Governor's Office of Highway Safety (GOHS). The grant will help support the evaluation of all GOHS's grantees throughout the year, the maintenance of the Georgia roadway fatalities database and annual Georgia Preliminary Fatality Report, a survey of driver attitudes and behaviors, and a rural road evaluation.

"Part of the GOHS mission is to assist in the implementation of programs and campaigns designed to prevent crashes and eliminate traffic deaths on our roads," said Allen Poole, Director of the Governor's Office of Highway Safety. "GOHS will continue to develop new partnerships and continue existing ones in order to create, refine and implement safety programs designed to help our state and nation reach our goal of zero traffic deaths."

"TSREG is excited to partner with GOHS and work with traffic safety stakeholders to save lives on Georgia roadways," said Heather Padilla, Director of the Traffic Safety Research and Evaluation Group. "Specifically, the survey of driver attitudes and behaviors will inform the design of traffic safety programs and campaigns that prevent serious injury and death from crashes."

The grant year for this award will be October 1, 2024 to September 30, 2025. The Traffic Safety Research and Evaluation Group's mission is to provide comprehensive research and analysis on the effectiveness of traffic safety programs at the federal, state, and local levels to reduce death and injury caused by roadway traffic crashes. The Governor's Office of Highway Safety's mission is to educate the public on safe driving behaviors and implement highway safety campaigns and programs designed to reduce crashes and eliminate fatalities and injuries on Georgia roads.

For more information on this grant program, contact GOHS at 404-656-6996; for more information on GOHS and its other highway safety programs, visit www.gahighwaysafety.org.