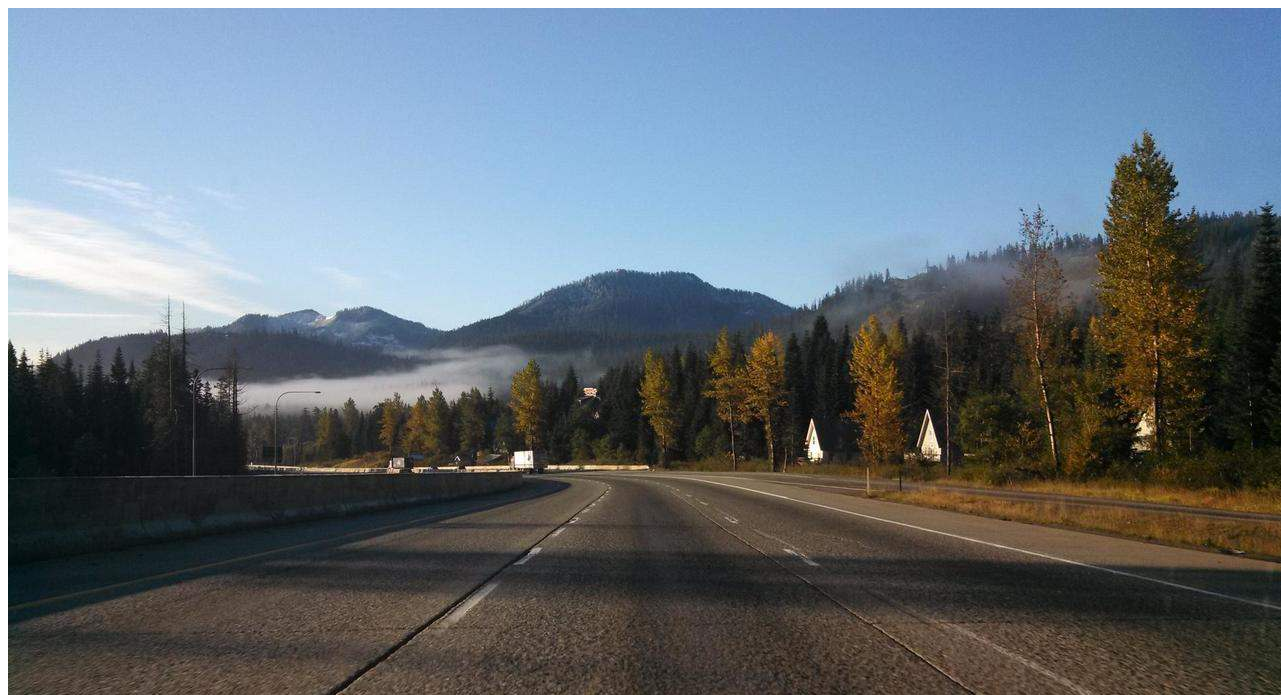




# SMAC Talk

Speed Management Advisory Cooperative Newsletter

January 2025



*Cooperatively, we can SMAC down speeding!*

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## **A Note from Janine**

Greetings, SMAC-ers,

We are excited to kick off another year of the SMAC with you! There is lots in store for 2025 and we look forward to what's to come.

To start off on a strong note, consider making a resolution to SMAC down speeding in your own life. If you regularly exceed posted speed limits while driving, try slowing down by just 5 miles per hour. We'd love to hear how you feel if you try this out!

Please enjoy this month's edition of *SMAC Talk*, a monthly newsletter for and by the Speed Management Advisory Cooperative.



With thanks,

Janine

Dr. Janine Koffel  
WTSC Program Manager

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## **ICYMI: New Distracted Driving Social Media Toolkit**

[View the toolkit](#)

It's incredibly important to empower youth to speak up about traffic safety and get them involved in safety campaigns. To help this effort, GHSA has created a valuable new resource for state highway safety offices (SHSOs) to connect with youth on social media. Their [new toolkit](#) includes "ready to go" social posts for youth, by youth, that include text and video, and don't require any approvals to post.

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## **IIHS: New Crash Tests Show Modest Speed Increases Can Have Deadly Consequences (2021)**



Grab some popcorn and get smarter about how increased speeds have serious physical consequences from our SMAC partner AAA and the Insurance

Institute for Highway Safety (IIHS). The short [New crash tests show modest speed increases can have deadly consequences](#) video allows viewers to realize the increasing risk with increased speed. You may be like me and feel validated that what we're working towards is what they say needs to be done!



## America Walks - Community Change Grant Applications Now Open

Feel free to share this opportunity with your networks. Applications that reflect activities derived from collaborative efforts for development, implementation, and evaluation will likely be the most competitive.

**Applications are due January 17, 2025.**

[Learn more and apply](#)

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## Washington Traffic Safety Summit

The WTSC and WSDOT are collaborating to host a [Washington Traffic Safety Summit](#) at the Spokane Convention Center July 15-17, 2025. The goal of this summit is to convene engineering and land use planners, city and county officials, law enforcement, public health, and other public safety stewards.

The summit will advance awareness and implementation of the [Safe System Approach](#) for improving road safety outcomes. We want this summit to be both interactive and informative.

[Learn more about the Summit](#)

## Submit Newsletter Content

We'd love to know what's happening in your line of work or local community in regard to speed management, and to hear about any pertinent information that would be applicable to the SMAC membership.

Please submit any content you'd like to see included in *SMAC Talk* to Abby Williams by the third Monday of each month.

### Email Abby

## Speed Management Advisory Cooperative - Est. 2024

[SMAC Webpage](#)

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