



**AAA Public Relations**  
(407) 444-8000  
prhotline@national.aaa.com

## **Rhonda L. Shah**



Rhonda is responsible for supporting AAA's efforts related to school-based and senior traffic safety programs. Rhonda works closely with AAA and CAA clubs to deliver effective traffic safety content, and her years in public health education and areas of focus include older driver safety, bike safety, sharing the road with motorists, the School Safety Patrol program, child passenger safety/occupant protection and Halloween Safety, with extensive knowledge in the areas of bicycle and pedestrian safety and senior mobility--including the national CarFit program and AAA Senior Driver Expos.

Shah oversees curriculum development, marketing and campaign execution, and programmatic efforts for several national safety initiatives. She has been featured on national radio tours reaching in excess of 16 million listeners educating them on the importance of sharing the road with motorists and safe driving during the *School's Open – Drive Carefully* campaign. She also works closely with government and national entities including NHTSA and the League of American Bicyclists, and collaborates with partners in a variety of sectors – including academic, medical, local/state government, community-based organizations, private industry, and non-profits, and often speaks at local and national conferences. With more than fifteen years of AAA experience, and as a traffic safety professional, Rhonda works on behalf of AAA to bring attention to these important issues and provide solutions to keep all road users safe. Rhonda is a Central Florida native, and a graduate of The University of Central Florida.