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Jacob Nelson



In his role as the Director of Traffic Safety Advocacy & Research for AAA, Jake Nelson offers expert insight on all issues related to traffic safety. From interpreting fatal crash statistics to assessing solutions to helping keep drivers safe, Jake excels at translating complex research findings into easy-to-understand language for the media and the general public. His ability to speak in laymen's terms makes him a natural for interviews. He's been featured in national outlets from *USA Today* and *the New York Times* to appearances on ABC's *World News Tonight* and the *Dr. Oz Show*, speaking on issues from older driver safety to drunk driving prevention.

From his experience as an epidemiologist, Jake sees traffic safety risks and dangers as an overlooked public health threat to the American public and works to connect the dots between traffic safety research and AAA's policy and outreach activities. He's helped shape public awareness campaigns that help educate drivers, families, policymakers and the media on AAA traffic safety initiatives in an effort to protect the roads most vulnerable users—small children, teens and older drivers.

As the association's respected safety expert, Jake has worked with transportation stakeholder groups, public health officials and federal agencies. He is a current member of the American Public Health Association, the Society for Public Health Education and Delta Omega Honorary Society in Public Health. Jake is a Mid-American Public Health Leadership Fellow alumnus and member of the National Public Health Leadership Society. He was an undergraduate of the University of Michigan, and completed his graduate studies in public health at the George Washington University and in public policy at the University of Chicago where he was named a McCormick Tribune Leadership Fellow.

Prior to joining AAA, Jake managed a state certified health department in the Chicago area where he directed public health education campaigns, health-focused research and public health policy support for state and local policymakers.

To interview Jacob Nelson, contact Nancy White at nwhite@national.aaa.com