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Jacob Nelson



In his role as the Director of Traffic Safety Advocacy & Research for AAA, Jake Nelson provides insight and analysis on all issues related to traffic safety. From interpreting fatal crash statistics to assessing solutions to helping keep drivers safe, Jake translates complex research findings into easy-to-understand language for the media and the general public. Jake has been featured in national media 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 substance-impaired driving.

As a trained epidemiologist, Jake views traffic crashes as an overlooked public health threat to Americans and applies traffic safety research to AAA's policy and outreach activities. He has developed engagement strategies to help educate drivers, families, policymakers and the media on AAA traffic safety initiatives in an effort to protect the most vulnerable road users—small children, teens and older drivers.

As the Association's safety expert, Jake regularly works with transportation stakeholder groups, public health practitioners and elected officials. He frequently represents the federation before state policy audiences, Congress and U.S. federal agencies.

Inducted into the Delta Omega Honorary Society in Public Health, Jake is a Mid-American Public Health Leadership Fellow alumnus and a member of the National Public Health Leadership Society. He holds an undergraduate degree from the University of Michigan, 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. Jake also holds a Certificate in Nonprofit Management from Duke University, and has completed the Leadership Development Program through Eckerd College and the Center for Creative Leadership, among the largest and most respected global programs of its kind.

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. He advised on a wide range of issues from HIV prevention and childhood obesity, to the prevention of substance abuse and heart disease.

Though he began his career as a researcher in the medical field, Jake shifted his focus to applying research to policy development, and honed his skills in the real-world application of statistical data and rigorous academic research to reduce crashes, injuries and deaths on the nation's roadways.

To interview Jacob Nelson, contact Tamra Johnson at TRJohnson@national.aaa.com.