LOUISIANA HIGHWAY SAFETY COMMISSION NEWS RELEASE
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LHSC named semi-finalist for prestigious Green Cross for Safety Award

Aug. 26, 2022 – The Louisiana Highway Safety Commission has been honored as a semi-finalist in the National Safety Council's (NSC) prestigious Green Cross for Safety awards for 2022, LHSC Executive Director Lisa Freeman announced.

The LHSC was one of only two state highway safety offices in the country to be named as a semi-finalist in the annual awards program, which recognizes outstanding projects and organizations that support the NSC's mission "to save lives and prevent injuries, from the workplace to anyplace." Most of the finalists and semi-finalists are national organizations, such as Mothers Against Drunk Driving, and corporations, including Amazon and U.S. Steel.

Although LHSC was not chosen as a finalist, it was one of only seven semi-finalists and the only governmental agency recognized in the Safety Innovation category. LHSC was nominated for the award in recognition of its diversity outreach and engagement efforts, which include the creation of a Diversity Outreach Coordinator position and the establishment of numerous programs and projects to better reach and engage underserved communities.

"We have created programs that intentionally engage hearing impaired individuals; the African-American, Hispanic, and Vietnamese communities; our military families; and the Native American citizens in Louisiana," Freeman said. "The business of public service is customer service, and every Louisiana citizen is a customer, so it is fundamental to our mission that we do all we can to reach every citizen."

The LHSC also has worked directly with the Louisiana Department of Health to provide vital child seat safety information and resources to economically disadvantaged families. The LHSC also started a middle school "Traffic Safety Ambassador" pilot program that reaches a student population, which is approximately 65 percent African-American and 25 percent Hispanic, to promote safety conversations and positive behavioral attitudes among young people.

Freeman said she is grateful that LHSC has been honored as a semi-finalist in the Green Cross for Safety program, "but the real reward will come when we see our efforts paying off in more seat belt usage and less impaired and distracted driving. It takes all of us working together to make Louisiana's roadways a safer place for all our citizens."



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