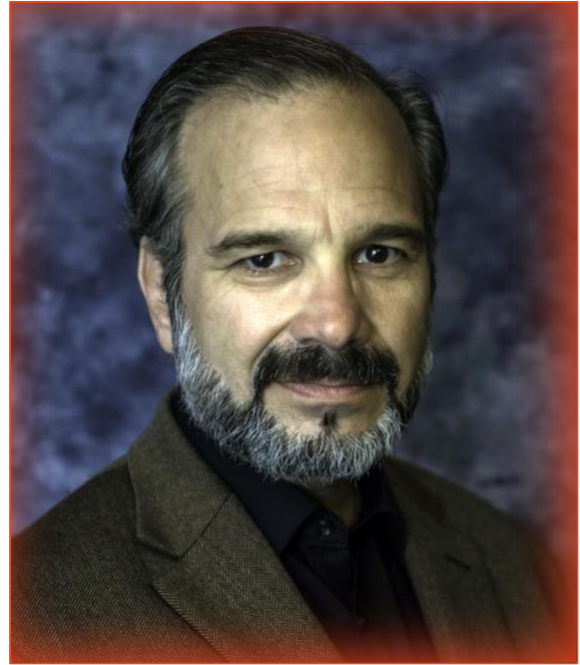




MACPS CHILD PASSENGER SAFETY 2020 HALL OF FAME INDUCTEE JOSEPH COLELLA

26 YEARS IN CHILD PASSENGER SAFETY

A longtime advocate of Child Passenger Safety, Joe started his activities as a direct result of a personal family tragedy. His niece was tragically killed in a crash that was later determined was because of child seat and vehicle incompatibility. His advocacy over the years has reached thousands of families and Child Passenger Safety techs and Instructors nationwide, and his media work has reached millions. Joe remains a featured presenter at local and national conferences with a nationwide network of highway safety professionals. Colella's outreach has been extensive, and influences have changed attitudes and been a catalyst for improvements in regulation and legislation on a national and state level.



Below are some examples of the notable work Joe has done in the child passenger safety arena.

- Consultant, speaker, instructor, coordinator, facilitator, program developer, writer, spokesperson and advocate
- Director of Child Passenger Safety for the Juvenile Products Manufacturers Association (JPMA)
- Member of the Safe Ride News Editorial Board and the Society of Automotive Engineers Child Restraint Systems Standards Committee; Past chairman of the National Child Passenger Safety Board
- Consults with multiple manufacturers on new and improving products and features
- Drafts instructions and frequently asked questions for consumer utility and comprehension

- Develops and improves web content, video presentations, articles and technical information
- Monitors and incorporates updated best practice guidelines and recommendations
- Identifies and addresses trends in consumer product difficulties and errors
- Provides historical perspective for models and programs introduced since the early 1990s
- Designs, develops and teaches specialized courses and programming from concept to implementation
- Develops and delivers accredited training courses for state agencies, private companies, children, parents, grandparents, healthcare providers, law enforcement officers, first responders, childcare providers, judges, attorneys, educators, child protective services employees, drivers and others
- Produces culturally sensitive messaging for underserved but statistically overrepresented segments
- Strategizes with international and government organization leaders on improving effectiveness
- Facilitates skills development opportunities for instructors, technicians, public servants and others
- Author of articles for industry publications, individual manufacturers and advocate organizations
- Featured interviews in USA Today, Wall Street Journal, Washington Post, The Los Angeles Times, The Chicago Tribune, The Detroit News, The Washington Times, The Sacramento Bee, Consumer Reports, Parents, Parenting, Reader's Digest, American Baby and more
- Appearances on the Today Show, Good Morning America, CBS This Morning, World News Tonight, Nightly News, Dateline NBC, 20/20, Inside Edition, national news feeds and more
- Involved in occupant protection efforts in 47 states, the District of Columbia, Canada, Israel and Japan
- Lead developer of child passenger safety, occupant protection and older driver training programs
- Lead instructor, instructor mentor and program consultant for hundreds of courses
- Helped develop and implement the National Child Passenger Safety Certification Training Program
- One of the certification program's initial 16 certified instructors

