

# Advocacy In ACTION

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President of  
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Welcome to the very first issue of **Advocacy in Action**. I am a speaker, advocate, consultant, moderator, and spokesperson, and I am dedicated to empowering individuals, non-profits, and organizations with the tools and the mindset needed to achieve greater impact. Keep reading to see how, together, we can improve and save human lives by sharing, educating, and collaborating on financial planning issues and health and safety issues. Teamwork is paramount to achieve success in any occupation or on any journey.



Learn more about what I do and how to hire me to speak for your next event.

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## UPCOMING EVENTS

**August 6-12:**  
National Stop  
on Red Week,



## [DrivingDownHeartache.org](http://DrivingDownHeartache.org)



Regardless of your mission, we can ALL utilize advocates to help motivate, humanize, and propel our purpose forward. If you work in the traffic safety arena, you know how important it is to turn data into real life stories.

My website, [DrivingDownHeartache.org](http://DrivingDownHeartache.org), showcases REAL people, not statistics, and remembers those who have died and honors all who have been seriously injured in roadway tragedies. Anyone can submit a story, and in turn, my hope is that these testimonials will become the faces and voices present at our traffic safety events. Please share my site - advocates create action!

## The Power of Sharing



I've already had the honor of speaking and sharing with so many amazing institutions this year. As an advocate, I am blessed to be able to share my personal journey while

showcasing opportunities to improve and save human lives by sharing, educating, and collaborating on health and safety issues, transportation issues, and financial planning topics.

- Earlier this year, I joined a Public Administration and Policy Studies graduate class at **Clemson University** to encourage students to actively endeavor toward

with events in Orlando and Ocala, in partnership with the **National Coalition for Safer Roads (NCSR), Target Zero FL, and FDOT District 5**

[Learn More About NCSR Here!](#)

**October 15:** White Cane Safety Day, with local events (Sarasota) planned during the week, in partnership with **Target Zero FL**, details to follow.

**November 2 & 3:** Join, The Mark Wandall Foundation, for our 20th Annual Memorial Celebration and Fundraiser. For information and to register and/or sponsor: [TheMarkWandallFoundation.org](http://TheMarkWandallFoundation.org)

**November 19:** World Day of Remembrance, with local (Manatee County) and Statewide (FL) events planned, all in partnership with **Target Zero FL**, details to follow.



- equitable public policies in the U.S.
- I traveled to Oregon two times, once to speak at their Police Traffic Safety Conference and a second time to join them as a keynote speaker for their Annual Traffic Safety Conference. The **Oregon DOT** is motivated to achieve the goal of ZERO serious injuries and fatalities on their roadways.
- Pictured above, I joined **ITSVA** to speak at their Annual Conference on Transportation Technology, where the focus was on moving communities forward by implementing systems for the future which are sustainable, reliable, and safe.
- This summer, I spoke for **Equitable Advisors** in Clearwater, FL and showcased the power of life insurance, while highlighting the important role financial planning has played in my life.
- For the next 12 months, I will be working alongside the **Florida Department of Transportation** as a **Florida Target Zero Partner and Community Safety Program Ambassador**. Follow me on social media to see how I am supporting and promoting Florida's Target Zero Initiative.

## League of American Bicyclists, 2023 National Bike Summit in Washington DC



In March, several advocates, including advocates representing Families For Safe Streets, trekked to Washington to be the voice of the nation's 57 million bicyclists, promoting and protecting their right to ride. I was one of five grateful advocates selected from my state of Florida to attend the Summit. We went to the Capitol to share our voices to make biking safer and more convenient with fewer 'Bike Lane Ends' signs and more protected places for individuals, families, and community members to ride.

## Testifying in Tallahassee

I travelled to Tallahassee during the legislative session to testify in favor of SB 766 and HB 657, and, thankfully, both bills were ultimately signed and passed into law. Florida School districts now have the authorization to place and control cameras on the exteriors of buses to document drivers who illegally drive past the bus while it's displaying a stop sign. Likewise, counties or municipalities can now enforce speed limits in school zones through speed detection systems, and a portion of the fees collected from ticketed fines pays into the School

Regarding SB 766, last year, the Florida Department of Education conducted a survey of school-bus drivers and found widespread instances of vehicles illegally passing stopped buses. "The survey results from 2022 show that on a single day, 7,867 illegal passes were made based on the observations of 6,416 school bus drivers who completed the survey," a Senate staff analysis of SB 766 said.

School districts can now contract with companies to install cameras on school buses. Each camera will have to be capable of producing a recorded video and two or more still images documenting infractions. The law also will prevent the contractors from getting paid based on the numbers of violations detected.

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## Celebrating 20 Years!

This year, we honor my late husband Mark and celebrate **The Mark Wandall Foundation's 20th anniversary**. To honor this milestone and all of the amazing work the Foundation has done in Mark's honor, we're planning to make the annual memorial golf tournament the biggest and best yet!



The Mark Wandall Foundation's mission is to connect, uplift, and provide support for grieving youth who have experienced the death of a parent, sibling, or guardian. We do this through our partnership programs with Comfort Zone Camp and Prospect Riding Center. We also support our youth via our College Scholarship Program. We aim to light the way toward a happy, healthy, and optimistic future for ALL the youth we serve. We are a donor funded non-profit, and we will make this world a better place for a child who will now not only survive in life but thrive in life!

Sponsorship opportunities and registration are currently available for the 20th Annual Mark Wandall Foundation Memorial Golf Tournament, which will be held on Nov. 3 at the Legacy Golf Club.

**For more information on how you can be involved as a sponsor or golfer, please visit our website. If you're interested in volunteering for the event, please email Kim Smith.**

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## What is Target Zero?



**Target Zero** is a statewide initiative to reduce the number of transportation-related serious injuries and deaths across Florida to ZERO.

### **Why does Florida need Target Zero?**

On average, eight people are killed and 49 are seriously injured on Florida's roads every day. In the majority of those serious

and fatal crashes, driver behavior is a contributing factor. This initiative focuses on connecting, interacting, and designing our transportation system to specifically relate to those (drivers) that are most involved in crashes that resulted in serious injuries and fatalities.