

# Communicating and Connecting Safety Messages to Hispanic Communities

Thursday, June 8, 2023 | 1:00PM–2:45PM ET | LIVE ON ZOOM

## Biographies

### MODERATOR



**Nicholas Worrell**  
Chief, Safety Advocacy Division  
National Transportation Safety Board

Nicholas Worrell has served as the Director of the Office of Safety Advocacy for the NTSB since June 2015. Over his 25-year career with the NTSB, he has held positions as a Public Affairs Officer and safety advocate. Prior to joining the NTSB, Mr. Worrell proudly served for eight years in the U.S. Marine Corps.

Recognized as an expert on transportation safety issues and advisory strategies, Mr. Worrell regularly addresses local, state, and international governments; private industry; various organizations; youth safety leaders; and educators instructing on NTSB safety investigations and the adoption of safety regulations throughout the private and government sectors.

In 2019, Mr. Worrell spoke before the Nigerian, Kenyan and South African government on Effective Safety Advocacy, and Creating Positive Change in Transportation Safety in Kenya as part of the Safer Skies Program, and coordinated safety efforts throughout the Caribbean region, including in Jamaica, Guyana, Trinidad, and Barbados. In 2017, 2018 and 2019, he also addressed the International Road Federation's Caribbean Regional Congress and offered a U.S. perspective at the U.K.'s National Safer Roads Partnerships Conference.

Among other key accomplishments, Mr. Worrell coordinated the development of the agency's Core Values and its Most Wanted List, which provides the top safety recommendations for the transportation industry. Additionally, he assembled a coalition of transportation safety experts from multiple interagency partners, which has become the premier platform from which transportation communicators can plan and speak with a single, credible voice.

Mr. Worrell was born in Bridgetown, Barbados, where he attended the school formerly known as St. James Secondary School. He graduated from The Master's University with a Bachelor of Arts degree in Political Science. He also has earned two master's degrees: one from Howard University in Public Policy/Public Administration and the other from George Washington University in Strategic Public Relations. He has also attended the John C. Maxwell Leadership Center and became a certified speaker/coach/trainer in 2018. Mr. Worrell recently completed his Leadership Coaching for Organizational Performance at American University. In 2022 he received NTSB's highest award, which is granted in recognition of long-term and substantial contributions to the mission of the NTSB or to the improved efficiency/effectiveness of NTSB operations.

### PANELISTS



**Alfonso Pernia**  
Multicultural Communications Manager  
ICF NEXT

Alfonso is a bilingual, multicultural communications expert focusing primarily on Hispanic/Latino communities.

He has more than a decade of experience conducting media relations and behavior-change campaigns and developing culturally appropriate materials, partnership programs, and engagement strategies.

Alfonso is a healthcare communications expert with more than 10 years of experience helping multicultural communities. Alfonso ensures the initiatives he leads are culturally nuanced and audience-focused. He incorporates strategies designed to mitigate health disparities and address health equity. Alfonso's work focuses on various health issues, including COVID-19, HIV/AIDS, safe medication use for pregnant women, respiratory illnesses, diabetes, mental health, substance use, and vaccine-preventable diseases, like influenza.

Alfonso has led initiatives with federal clients, such as the Centers for Disease Control and Prevention, the National Institutes of Health, the U.S. Food and Drug Administration, the U.S. Health and Human Services Office of Infectious Disease and HIV/AIDS Policy, and the Substance Abuse and Mental Health Services Administration. He also worked at the local level, supporting agencies such as the Washington D.C.'s Mayor's Office on Latino Affairs and the Office of the People's Counsel, as well as the Virginia Department of Health. Alfonso earned both his undergraduate degree and master's from Lynn University.



**Jennifer Mayo**  
Director, Public Assistance Consolidated  
Resource Center (CRC) Atlantic  
Federal Emergency Management Agency

Jennifer is the Director of FEMA's Public Assistance Consolidated Resource Center (CRC) Atlantic, where she supports the delivery of public assistance for ongoing disaster operations throughout FEMA's Region II. Since joining CRC Atlantic two years ago, she has led a strong team of almost 300 emergency management specialists and technical staff and processed over \$40 billion in public assistance to support multiple highly visible disasters resulting from hurricanes and tropical storms (including Hurricane Ida in NY and NJ, Hurricane Fiona in Puerto Rico, and continued support for Hurricane Maria in Puerto Rico and the USVI) earthquakes, and the COVID-19 pandemic.

She is an accomplished and results-driven executive with a proven track

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record of leading people and organizations, as well as steering department-wide strategies, policies, plans, programs, and risk-based initiatives to develop robust organizations and teams. Before joining FEMA in May of 2020, Jennifer was the Chief of Talent Development for the Federal Highway Administration (FHWA) in Washington, DC. There, she provided leadership and direction in assessing and developing strategies related to learning and development needs for executives, managers, supervisors, aspiring leaders, recent graduates, and interns in alignment with organizational and leadership strategic goals. She was instrumental in the development and delivery of a completely new competency framework, over 30 new learning and professional developmental programs impacting all levels of an employee's lifecycle, managing million-dollar budgets and contracts, and maintaining the agency's learning management system, to serve a population of approximately 2,700 employees located in 53 division offices. She also served as senior advisor to FHWA's leadership on topics such as attracting the next generation of students to work in the transportation sector, pivoting to virtual learning environments in a pandemic, developing and implementing a career development Center of Excellence, and designing employee engagement strategies in complex, multi-cultural organizations.

Prior to that, Jennifer served as Assistant Chief Counsel for HCC's Program Legal Services in Washington, DC, where she supported the agency's mission by providing counsel, legal review, and litigation support to various program offices - including Highway Safety, Operations, and Infrastructure, Historic Preservation and Environmental programs, Innovative Finance, Civil Rights, Policy/Governmental Affairs, and Public Affairs—and served as senior advisor to the Executive Director, the DOT Counsel's Office, and other agency leaders on over 300 extraordinarily complex and specialized legal matters every year. In this role, she was awarded the Secretary's Gold Medal Outstanding Achievement Award for her coordination and technical assistance on the surface transportation reauthorization bills and implementation of the Fixing America's Surface Transportation Act, and a Secretary's Award for her role in the implementation of the President's Regulatory Reform Agenda. While at FHWA, she also led all communications efforts for FHWA's Diversity Management Committee, for which she wrote magazine articles and won additional recognitions and awards. In addition to her work at FHWA, Jennifer also served as Acting Director for the Strategic Project Management Office, Office of Human Resource Management, in the Federal Aviation Administration in Washington, DC, as part of her selection and participation in FAA's Senior Leadership Development Program.

Jennifer earned a Bachelor of Science in Communications, with a double major in Philosophy and Public Relations, and a minor in Marketing, from the University of Miami. She has a Juris Doctor from the University of Puerto Rico and a Master's Degree in Industrial-Organizational Psychology from California Southern University. She is also an ICF Associate Certified Coach, and a graduate of the prestigious iPEC Professional Coach Training Program, where she obtained her Certified Professional Coach and Energy Leadership Index Master Practitioner accreditations. Jennifer has been a licensed attorney since 1997, and is also a Gallup-certified CliftonStrengths Coach, a SHRM Senior Certified Practitioner, a Certified Federal Job Search Trainer, and a Certified Federal Career Coach.

Outside of work, Jennifer spends most of her time coaching others on how to raise their energy levels, find meaning, invite abundance into their lives, and achieve success—especially in the career and professional development dimensions. She is a passionate learner who loves to discover and develop people's talents, values, strengths, and personalities so they can truly thrive. She is also a fierce advocate for diversity and inclusion in all areas of our society, and for the rights of non-human animals.



### **Violet Marrero** Consultant

Violet Marrero is a private consultant that specializes in program development, communications, and behavior modification. Ms. Marrero works with organizations dedicated to injury prevention with a focus on underserved communities.

Before creating her own business, Ms. Marrero held the position of Consumer Safety Director with NJM Insurance Group. She led NJM's award-winning Teen Driver Safety Programs, managing regional and national partnerships that promote safety.

Ms. Marrero was the Manager of Special Projects with the New Jersey Division of Highway Safety. She has received numerous awards, including the National Safety Council's Marion Martin in 2022, the National Safety Council's Commitment to Advancing Teen Driver Safety Award in 2016, and the Rebeka Vere Foundation Award for Outstanding Service and Contribution to Teen Driver Safety in 2011.

In cooperation with Kean University, Ms. Marrero created Share the Keys, a research-based, data-driven orientation designed to reduce teen driver crash risks by increasing parental involvement. Share the Keys has been recognized nationally by the Governor's Highway Safety Association as a best practice in teen driver safety. Ms. Marrero took the lead in translating the program into Spanish and in NJM's adoption of the program and partnership with the New Jersey Motor Vehicle Commission.

Marrero, a resident of Mount Laurel New Jersey, has been a member of numerous boards and committees targeted at automobile and traffic safety, including the Advocates for Highway and Auto Safety, New Jersey Governor's Highway Traffic Safety Council, and the Rebeka Vere Foundation.



### **José Alberto Uclés** Hispanic Public Affairs Spokesperson, Media and Event Specialist, US DOT

José Alberto Uclés is the Hispanic Public Affairs Spokesperson, Media, and Communications Specialist for the National Highway Traffic Safety Administration (NHTSA) at the U.S. Department of Transportation, where he has worked for the past 22 years.

Uclés is originally from Honduras and has lived in Washington, DC for over 40 years. Uclés helped create a couple of years ago the first Spanish-language website, [NHTSA en Español](#), to provide safety information to more than 62 million Spanish speakers living in the United States. NHTSA's priority is safety, and a large portion of the agency's work includes education and raising awareness of critical safety issues to reduce the number of injuries and deaths on our roadways. Timely Spanish information and materials about recalls, vehicle safety ratings, impaired, drugged, aggressive or distracted driving prevention, seat belt safety, child passenger safety, new technology, tires, and other equipment can help Hispanics make informed decisions about their and their families' safety.

With his extensive background in public relations, media, special events, fundraising and community outreach, Uclés, enjoys serving as a Public Affairs and Hispanic liaison and advisor on programs with diverse agencies, partners, and organizations to reach out to the Hispanic/Latino communities with lifesaving messages on traffic safety. He is a frequent guest on Univision, Telemundo, Galavision TV, radio and other Hispanic media outlets around the country.

Uclés is a Graduate of American University with a Master's in Public Relations and Goshen College (Indiana) with a BA in Communications and a Minor in Business Administration.