



NATIONAL TRANSPORTATION SAFETY BOARD
Office of Safety Recommendations and Communications
Webinar

Panelists:

Vickie Gogo, MA, APR Senior Partner, Multicultural Communications ICF Next



Vickie is a senior partner who leads ICF Next’s multicultural communications practice. The in-house multicultural communications team provides clients depth of experience, expertise, resources, and staff who focus exclusively on authentically reaching, engaging, and communicating with communities of color. The team has developed, implemented, and evaluated a host of communications and partner-driven campaigns designed to reach multicultural and racial and ethnic minority communities, as well as those who have been historically underserved, are socially vulnerable, and reside in rural locations.

Vickie serves as a senior strategist across multiple projects. She is a sought-after, award-winning expert in addressing and engaging African American and Black communities. She has demonstrated experience in media outreach, partnership engagement, events and exhibits, materials development, online outreach, grassroots outreach, and faith-based community engagement.

Throughout her career, she has supported health education programs focused on COVID-19, diabetes, kidney disease, heart disease, maternal health, infant mortality, eye health, and other chronic conditions. She also has developed programs addressing K-12 education and testing, higher education, transportation, housing and housing safety, and employment of persons with disabilities. Her clients have included the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Office of Minority Health (OMH), the Centers for Medicare & Medicaid Services (CMS), the U.S. Food and Drug Administration (FDA), U.S. Department of Housing and Urban Development (HUD), Health Resources and Services Administration (HRSA), the U.S. Department of Labor (DOL), and the Social Security Administration (SSA).

Her team’s experience includes all aspects of integrated campaigns, from formative research to creative services, content development, outreach, partnerships, promotion, social media, and earned and paid media services. They have worked alongside many U.S. federal agencies on some of the nation’s most pressing health issues: COVID-19, Zika, HIV/AIDS, tobacco control, cancer, substance use disorders, adult immunization, underage drinking, heart health, and diabetes. In addition, her team addresses the social determinants of health as they impact multicultural communities. This includes work related to transportation, education, access to healthcare, environmental factors, and food security. The team is well versed in addressing health equity and working to eliminate health disparities along with federal and commercial clients.



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Vickie is a sought-after national speaker on multicultural communications, as well as diversity and inclusion in public relations. Prior to working at ICF Next, Vickie worked at Campbell & Company, Ogilvy, Reingold, Georgetown University and Hampton University. She began her career as a sportswriter. Vickie is a graduate of Hampton University, where she earned her BA in Mass Media Arts. She earned her MA in Humanities from Old Dominion University. She is accredited in public relations from the Public Relations Society of America. And she earned a certificate in nutrition science from Stanford Center for Health Education. She has won industry awards from PRSA, PR News, the DC Ad Club, and others.

Terrence Hayes **Press Secretary, Department of Veterans Affairs**

President Joseph R. Biden appointed Terrence Hayes as press secretary and official spokesperson for the U.S. Department of Veterans Affairs January 20, 2021. In this role, Terrence is responsible for addressing all national, regional, and local media inquiries, interview requests, and external messaging on behalf of VA Secretary Denis McDonough.



Terrence, a native of Jacksonville, Florida, served in the U.S. Army from 1996 to 2016, deploying to Baghdad, Iraq, in support of Operation Iraqi Freedom from December 2006 to March 2008. During his military service, Terrence earned numerous awards and decorations, most notably the Defense Meritorious Service Medal, Bronze Star Medal, and three Meritorious Service Medals. Terrence concluded his military career at the Pentagon serving as public affairs adviser and spokesperson for the top enlisted service member in the defense department from November 2011 to January 2016.

Terrence earned his bachelor's degree in communication from the University of Maryland Global College in Adelphi, Maryland, and his master's degree in both strategic communication and management (organizational leadership) from Troy University in Troy, Alabama. Terrence is a member of the U.S. Army's distinguished Sergeant Audie Murphy Club, the National Press Club, Blacks in Government, and the National Association of Black Journalists.

Terrence's son, Marcus, resides in Jacksonville and is a practicing physical therapist. His daughter, Nailah, is a freshman at Norfolk State University. He and his wife, Chelsey, reside in Upper Marlboro, Maryland, with their 18-month-old daughter, Chancellor.



Pamela Rucker Springs
Director, Office of Communications at U.S. Consumer
Product Safety Commission



As Director of Communications for the U.S. Consumer Product Safety Commission (CPSC), **Pamela Rucker Springs** is charged with developing and executing a communications strategy to build CPSC’s visibility and influence and advance its mission to protect American consumers from product hazards. Ms. Springs brings more than 25 years of experience in strategic communications to this vital role, as well as a solid track record of achievement in corporate and non-profit sectors.

Prior to joining CPSC, Ms. Springs served as Vice President, Communications for United Way Worldwide, the world’s largest privately funded non-profit. In this role, she oversaw all aspects of the communications function, including donor and campaign communications, media relations, and crisis communications. Before her role at UWW, Ms. Springs lived in London, UK and served as Communications Lead for the General Pharmaceutical Council, Great Britain’s pharmacy regulator, leading media relations, public education campaigns and crisis communications.

Ms. Springs also led communications for the National Urban League’s Washington Policy Office, in addition to serving as managing editor for the *State of Black America* (2013, 2014). Prior to this, Ms. Springs was Sr. Director of Corporate Communications for AOL, Inc. supporting the company’s online safety and security initiatives.

Previously, Ms. Springs led the communications function for Discovery Commerce, the merchandising arm of Discovery Communications. As Vice President of Communications, her strategies and campaigns successfully positioned Discovery’s retail stores, e-commerce enterprise and award-winning proprietary products as leading brands in the children’s product space and directly drove millions of dollars in revenue.

Ms. Springs also served as Vice President of Public Relations for the National Retail Federation, the world’s largest retail trade association. She built the communications enterprise for the organization from the ground up, transforming a little-known trade group into the singular voice on retail and consumer trends and public policy issues through high visibility in top-tier media outlets. Ms. Springs began her career as a Press Assistant in the Office of the Republican Leader, the late Senator Bob Dole (R-KS).

Ms. Springs is a graduate of American University. She and her husband reside in their hometown of Washington, DC.



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Nicholas S. Worrell, Chief, Office of Safety Advocacy

Nicholas Worrell has served as the Director of the Office of Safety Advocacy for the National Transportation Safety Board (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 both 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 Most Wanted List, which provides the top safety recommendations for the transportation industry. He also works closely with the Director of Safety Recommendations and Communications and with NTSB Chairman Robert Sumwalt, with whom he collaborated to develop and implement NTSB's core values throughout the agency. 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 Masters 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.