

Lauren Marchetti

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Lauren Marchetti is a program manager for the University of North Carolina Highway Safety Research Center (HSRC) and the deputy director for the Pedestrian and Bicycle Information Center (PBIC), a center within HSRC. Her work has focused on the design, implementation and evaluation of long-range education and intervention campaigns conducted at the community, state, and national levels. She has directed projects to decrease drinking and driving and underage drinking, increase seat belt use and most recently to promote safe bicycling and walking.

Much of her recent work has focused on bringing together the health, transportation and safety communities to promote safe walking and bicycling and to provide communities with tools and resources for creating behavioral and environmental change. She currently conducts projects for NHTSA, FHWA, CDC and EPA that promote Walk to School Day as a means to increase physical activity for youth and to create safer environments for walking and bicycling. Through these projects, the PBIC provides technical assistance and maintains the web site for walk to school day in the US, which includes a database of 1,400 programs. These agencies also have partnered to fund the development and implementation of a national Safe Routes to School training course to assist communities and states to take action to make walking and bicycling safe ways to get to school and to encourage more children to walk and bike. The intent of the course is to train health, transportation and safety professionals along with parents, school personnel and community leaders to initiate community- and state-level programs that are based on local conditions, best practices and responsible use of resources.

She is a founding member of the Partnership for a Walkable America and served as the partnership's secretariat. She was one of the initial organizers of Walk to School Day in the US and helped to launch the first International Walk to School Day.