

ROAD BUZZ

Arizona Teen Wins DRIVE2LIFE PSA Contest

Jaqueline Giles, who graduated in June from Coronado High School in Scottsdale, AZ, won the grand prize in the Drive2Life PSA Contest, sponsored by the National Road Safety Foundation. In addition to a \$2,000 prize, she worked with an Emmy-winning director to film her public service announcement, titled “What’s Important to You?” The 30-second PSA encouraging passengers to speak up when in a vehicle being driven dangerously, will air this fall on more than 160 TV stations nationwide on “Teen Kids News.”

Jaqueline’s PSA shows a teen in various settings, showing what’s important to her, such as sending food back when it’s not what she ordered, speaking up when someone is in her seat at the movies and, lastly, telling her mom to stop when she texts while driving. The voiceover says,



“We speak up when things are important to us. How important is your life? Speak up for safe driving.”

“I wanted to show real-life situations that would resonate with my peers,” Jaqueline said.

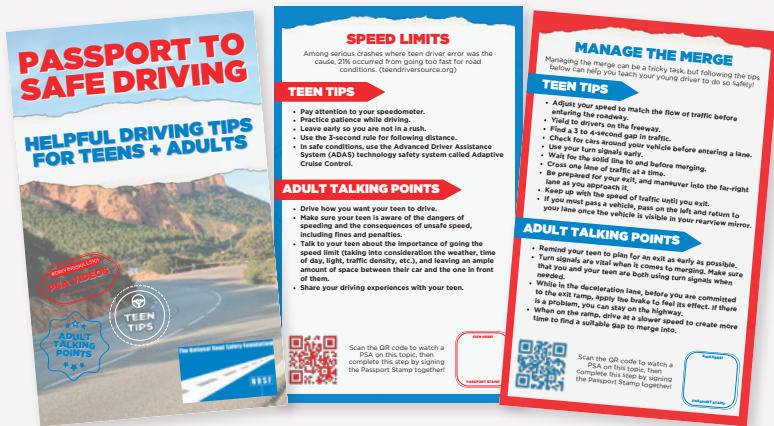
The Drive2Life PSA Contest will open for entries again in January and the theme will again be passenger empowerment.

Traffic safety experts recognize that passengers can save lives when they speak up. More than 24,000 passengers died in traffic crashes in 2019 -- 62 percent of total traffic fatalities nationwide, according to the Insurance Institute for Highway Safety.

For next year’s contest, the National Road Safety Foundation will partner with ADTSEA, the American Driver & Traffic Safety Education Association, which represents driver education instructors nationwide. A blue-ribbon panel of teachers from ADTSEA will judge the Drive2Life contest entries.

To see this year’s winning entry and for information on the 2024 contest, visit <https://www.nrsf.org/contests/drive2life>

Passport to Safe Driving Updated



The Passport to Safe Driving, a free resource for adults and teens, has been updated with new content and a new format.

The Passport, which began as a project to support our #DrivingSkills101 contest and developed with the Student Leadership Council of SADD (Students Against Destructive

Decisions), has information for new drivers on various driving skills, accompanied by talking points adults can use to reinforce each lesson.

Topics include speed limits, driving at night, cannabis impairment, left turns, roundabouts, blind spots, merging, passenger distractions, driving in adverse weather, passenger empowerment (speaking up when in a vehicle being driven unsafely), graduated driver licensing and choosing a driving school.

The page for each driving skill has a Passport Stamp area for the adult and teen to sign when completing a skill. A QR code takes the reader to additional information and relevant videos.

The Passport to Safe Driving is being distributed and used by several state agencies and driver education groups nationwide. It can be downloaded at www.nrsf.org/spreadword. Bulk quantities are available at no charge on request from info@nrsf.org.

Become a Road Safety Champion and Save Lives on Rural Roadways

Jaime Sullivan, P.E., Director, National Center for Rural Road Safety



In his remarks on the National Roadway Safety Strategy in early 2022, U.S. Department of Transportation Secretary Pete Buttigieg described the national crisis of roadway deaths as “urgent, unacceptable, and preventable.”

We – the National Center for Rural Road Safety (the Center) – share the Secretary’s urgency. Deaths on rural roadways are overrepresented in the U.S., making up

45 percent of all fatalities, though only 19 percent of Americans live in rural areas.

Our rural roads must become safer. Even one death is too many. Furthermore, we can reverse the growing roadway fatality trend, if we work together. That means we all should have some working knowledge of roadway safety principles and best practices.

That’s why we created the Road Safety Champion Program (RSCP). This nationally-recognized certificate program is a multidisciplinary “Roadway Safety 101” course designed for practitioners who may not have a deep knowledge of road safety.

The program covers seven core safety topics with an additional 5-7 courses that correspond with career pathways in maintenance and construction, planning and engineering, public health, or first responders. The core topics include road safety and traffic safety culture,

understanding human factors, and the intersection of transportation with public health and law enforcement. Enrollees complete the RSCP equipped with the safety mind- and skillset required to introduce and fortify road safety practices and, ultimately, save lives in their rural and tribal communities.

You may register for RSCP core modules at ruralsafetycenter.org/safety-center-registration/. For more information about the RSCP or the National Center for Rural Road Safety, email us anytime at info@ruralsafetycenter.org.

Jaime Sullivan is the director of the National Center for Rural Road Safety and a Senior Research Engineer at the Western Transportation Institute at Montana State University Bozeman. She has more than 20 years of experience in rural transportation safety and serves as the chair of the Rural Transportation Issues Coordinating Council for the Transportation Research Board. Jaime has a BS in civil engineering from UMass Amherst and an MS in civil engineering from Texas A&M University, and she is a registered engineer in the state of Montana.

NRSF Supports Move to Lower BAC

Two longtime traffic safety pros and friends of NRSF, Tom Louizou and Bella Dinn-Zarr, have been leading an effort to lower the BAC (Blood Alcohol Content) requirement for a chargeable DUI to .05. Tom is the former NHTSA Region 2 Administrator and co-founder of .05 Saves Lives Coalition. Bella was vice-chair of the National Transportation Safety Board and currently is Senior Advisor for Public Health & Transportation to the FIA Foundation and the Traffic Injury Research Foundation (TIRF).

They’ve been working with the .05 Saves Lives Coalition to encourage and help states pass .05 BAC Laws. In most states, the minimum BAC required for a DUI is .08. NRSF is a member of the coalition.

The effort by .05 Saves Lives Coalition resulted in the Governors Highway Safety Association recently adopting the lower BAC level as a key item on its platform of traffic safety priorities.

Impaired driving deaths in the U.S. have surged 31% in just two years, from 10,196 in 2019 to 13,384 in 2021. Strong evidence



shows that our nation would save at least 1500 lives annually if every U.S. State passed a .05 BAC Law.

Only one state – Utah – currently has a .05 BAC limit. A 2022 NHTSA study found that after Utah enacted a lower BAC limit, traffic deaths decreased and more drivers said they arranged for safe rides home. Researchers did not find any negative economic effects of the lower BAC limit in Utah.

Hearings are currently underway for legislation to lower the BAC in New York State as well.

For more information and to support the coalition, visit <https://www.05saveslives.org/>

Join Us for National Passenger Safety Week



The National Road Safety Foundation, in partnership with We Save Lives, is leading the third annual National Passenger Safety Week, January 21-27, 2024.

The public outreach campaign, through traditional and social media, will promote passenger empowerment – encouraging passengers to SPEAK UP when in a vehicle being driven unsafely.

Passengers accounted for 24 percent of traffic fatalities nationwide in 2020, according to the Insurance Institute for Highway Safety. “Many of those lives might have been saved had a passenger in the car insisted that the driver slow down, stop texting or not get behind the wheel in the first place,” said Candace Lightner, the campaign’s organizer and the founder of We Save Lives.

More than 60 organizations including the Governors Highway Safety Association, the National Safety Council and SADD have supported the effort by joining the social media outreach. A dedicated website at nationalpassengersafety.org has information and social media assets your organization can use to support the nationwide campaign. If you’d like to get your group involved, please reach out to Michelle Anderson at info@nrsf.org.

South Dakota High School Student Wins SADD #DRIVINGSKILLS101 Challenge

Katelyn Ryan, a student at Aberdeen Central High School in Aberdeen, SD, won the \$2,750 top prize for her school’s SADD (Students Against Destructive Decisions) chapter in #DrivingSkills101, sponsored by NRSF and co-sponsored by SADD National. This year’s theme was passenger empowerment.

“Katelyn’s PSA shows how passengers can make a difference when they speak up about dangerous driving behavior, and she also managed to show distracted



driving can lead to a potentially dangerous situation,” said NRSF Director of Operations Michelle Anderson.

Ten SADD Chapters were named as

finalists in the challenge and each received \$250. The finalists, which include the winner, are Allen East High School, Harrod, OH; Anatol Rodgers High School, Nassau, The Bahamas; Blue Valley High School in Overland Park, KS; Caldwell High School in Caldwell, OH; Chattahoochie High School in Johns Creek, GA; Christopher Newport University in Newport News, VA; Delta Middle School and Delta High School in Delta, UT, and Eleanor Roosevelt High School in Greenbelt, MD.

FCCLA Chapter in Arkansas Wins \$3,500 Top Prize in Safe Rides-Saves Lives PSA Contest

Layla Owens, a student in the FCCLA Chapter at Arkansas Virtual Academy High School in Little Rock won a \$3,500 prize for her FCCLA chapter by placing first in the Safe Rides-Save Lives PSA Contest, developed by the Family, Career and Community Leaders of America (FCCLA) and sponsored by The National Road Safety Foundation.

The contest empowers young people by encouraging them to create public service announcement messages that will have an impact on teen driving safety, with the focus this year on passengers speaking up when in a vehicle being driven dangerously.

In addition to the cash prize, Owens and other students at



the school worked with an Emmy Award-winning director and production crew to make the winning entry into a finished 30-second public service announcement that will air on more than 160 TV stations nationwide.

Driver Education Teachers From Kansas and North Carolina Cited as Teachers of Excellence by Peers and NRSF



TEA Honorees Sandra Dunbar and Gary Scott, center, with NRSF's David Reich, at left, and Harold Fleming, right, ADTSEA TEA Chair and incoming ADTSEA President

Driver education teachers from Kansas and North Carolina have been selected by their peers nationwide as Teachers of Excellence. The honor, with a cash stipend, comes from the The National Road Safety Foundation and the American Driver & Traffic Safety Education Association (ADTSEA).

Teacher of Excellence honoree Gary Scott, of Olathe, KS, has been teaching driver education since 1985, in Shawnee Mission, KS, Johnson County Community College and, since 2017, at Johnny Rowlands Driving School in Overland Park, KS. Scott served as president of ADTSEA and currently is secretary/treasurer of the group.

Teacher of Excellence honoree Sandra Dunbar, of Wake Forest, NC, has been teaching since 2017 at Jordan Driving School in Garner, NC. She has been recognized as the outstanding classroom teacher and behind-the-wheel instructor at Jordan Driving School in 2022 and 2019 respectively.

These outstanding teachers we are recognizing represent our best, and they inspire their peers to be passionate and effective teachers of this important life skill," said Harold Fleming, a past ADTSEA president who heads the selection committee.

Dunbar and Scott were honored at the ADTSEA annual conference in Wichita in July, where they presented innovative lesson plans to their peers.

Alabama Deputy Sheriff Receives "Innovation in the Classroom" Award from NRSF and National Association of School Resource Officers

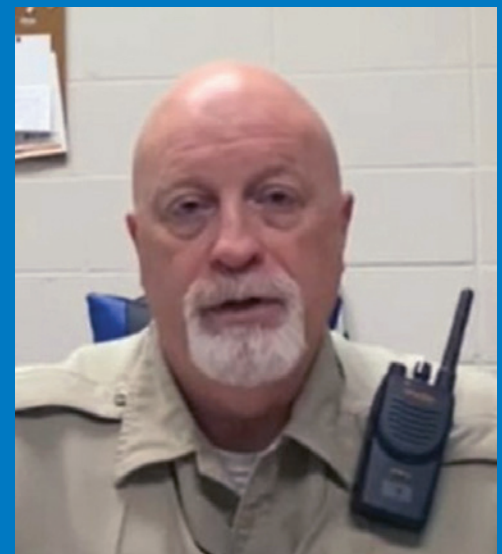
Deputy Sherriff David Haun, a school resource officer in Alabama's Talladega County is the recipient of the 2023 "Innovation in the Classroom Award," presented by The National Road Safety Foundation and NASRO, the National Association of School Resource Officers. Deputy Haun was selected by a panel of his peers in NASRO and received the award in July at the annual NASRO Conference in Indianapolis.

Dep. Haun, who has been in law enforcement for 35 years, has been an SRO for nearly five years. Last year he initiated the Distracted Driver Prevention Program in his high school, which included classroom discussion followed by live hands-on participation. The program was expanded to reach students

at seven high schools throughout the county, and it will be broadened next year to include all high school students in the county, beginning in ninth grade so teens will be exposed to impactful messaging on distracted driving at least four times before they graduate.

"I felt it was important to reach students and demonstrate to them the risks of distracted driving, since statistics show teens are six times more likely to be involved in a distracted driving crash than in a crash involving drinking," Dep. Haun said.

Mo Canady, Executive Director of the National Association of School Resource Officers, said, "Deputy Haun has demonstrated great creativity and



his passion has help expand good programming into many more schools in the county he serves."

NRSF Supports Pilot Project to Increase Seat Belt Use in Massachusetts City

Much attention has been given in recent years to traffic safety inequity, particularly in underserved and minority communities. One such community is Brockton, MA, a blue-collar city south of Boston with a large minority community of Blacks, Latinos, Haitian-Creole and Portuguese-speaking Brazilians. The city has the lowest belt usage rate in the state and nearly half the national usage rate -- 48% in Brockton vs. 92% nationally.

Jeff Larason, former Director of the Massachusetts Highway Safety Division and current Director of Road Safety Communication at Travelers Marketing, has developed a pilot project to address traffic safety issues in underserved communities, with the specific challenge to work with the local community to improve Brockton's seat belt usage rate. NRSF has agreed to provide funding to help support the project, which can become an effective model for reaching out to other underserved minority communities.

Larason explains that most government grants are tightly constrained, based on objectives and strategies dictated by Federal or state officials. The Brockton pilot will help determine the effectiveness of using a strategy that is new and untested in the world of government traffic safety programs --



building a program from the bottom up, rather than the usual top-down method.

The Brockton program begins with community engagement, reaching people directly through local community groups, churches and face-to-face contact, to explain the challenge and get community input and support on the most effective ways to reach the local public and move the needle on seat belt usage.

The project is in its early stages of community outreach.

Drive Safe Chicago, in its 10th Year, Launches

Teens in Illinois, Indiana, Wisconsin and Iowa are invited to spread the word about passengers speaking up when in a vehicle being driven dangerously.

The National Road Safety Foundation (NRSF) and the Chicago Auto Show are hosting the 10th annual Drive Safe Chicago PSA Contest. Teens can enter by sending a script or written description of a 30-second television public service announcement that encourages passengers to SPEAK UP for safety. Entries close Dec. 18, 2023.

Three finalists will be selected to work with an Emmy Award-winning production team to transform their ideas into finished TV PSAs. The public will then be invited to cast votes via the Chicago Auto Show Facebook page to select the winner, who will receive a



\$2,000 prize. The winning spot will debut at the Chicago Auto Show and will air on the nationally-syndicated TV show "Teen Kids News" on more than 160 TV

stations nationwide. The first runner-up will receive \$1,500 and the second runner-up gets \$500. The teachers or school advisors of the finalists will each receive a \$100 gift card.

"Although today's new cars are safer than ever, with technological advances that are proven to help avoid crashes," said Chicago Automobile Trade Association Chairman JC Phelan, "passengers can, and should, play a key role in promoting safe driving by speaking up when they are in a vehicle with an irresponsible driver."

Info and entry form are at <https://www.nrsf.org/contests/drive-safe-chicago>

The Chicago Auto Show will be held Feb. 10-19, 2024, at Chicago's McCormick Place.



Good Luck, Rick



Our friend and longtime partner on many projects, Rick Birt, has moved from SADD, where he had been CEO for the past five years, to another position that is also aimed at saving lives. He is now the Highway Safety Officer and Vision Zero leader for the D.C. Department of Transportation

We first met Rick when he was one of the SADD students, still in

high school. He was named to the SADD Student Leadership Council and quickly rose up the ranks, leading SADD in his native Ohio and then taking over the top spot at SADD Nation. Under his leadership, SADD worked with NRSF on many projects including the DrivingSkills#101 Contest and the Passport to Safe Driving. He worked with us on public outreach projects like National Passenger Safety Week and the 100 Deadliest Days, which was renamed The Safest Summer Ever.

All of us at NRSF wish Rick the best in his new role, where he's sure to make D.C. a leader in traffic safety.

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The National Road Safety Foundation, Inc. is a 501 (c)(3) non-profit organization that for more than 60 years has been dedicated to reducing crashes, deaths and injuries on our nation's highways by promoting safe driving habits through greater public awareness.

NRSF produces educational programs for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, address distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation works with youth advocacy groups and sponsors national and regional contests to engage teens in promoting safe driving to their peers and in their communities. For information and to download free programs, visit www.nrsf.org.



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