

## Speed...The Overlooked Killer

Speeding is a too-often overlooked traffic safety issue. It's a factor in one-third of all fatal traffic crashes, killing 9,700 people every year, yet it doesn't get the attention that issues like impaired and distracted driving receive in the media and within the traffic safety community.

The Governors Highway Safety Association plans to change that. Along with the Insurance Institute for Highway Safety and The National Road Safety Foundation, GHSA announced plans to begin a project to offer grants to states to develop and implement measurable programs in local communities to help deal with speed. The grants, provided by the NRSF, will include consulting with state highway safety offices on a variety of solutions, including outreach and communications to the public.

Speeding is an "everyone does it" behavior, with the biggest generally-perceived risk being getting stopped for a ticket, paying a fine and getting points on your license. Too many



drivers forget that speeding can result in far more than a ticket. It can cause a crash that takes lives and devastates families. That's the message that needs to be communicated...speeding can be so much more than a ticket.

GHSA will notify state highway safety offices when the grant process begins in January and we encourage all states to participate.

## Drive2Life Teen PSA Contest Puts Focus On Seat Belts



We are beginning the eighth year of our Drive2Life PSA Contest, asking young people to help us create important traffic safety messages.

Our theme this year is seat belt safety. Seat belts save nearly 15,000 lives every year. NHTSA statistics show that of the 36,560 people who died in crashes in 2018, 47 percent were not wearing seat belts. Yet nearly ten percent of drivers and passengers still don't use seat belts, with teens and tweens over-represented among those who don't buckle up.

The Drive2Life PSA Contest, in collaboration with Scholastic, the global children's publishing, education and media company, invites students in grades 6–12 throughout the U.S. to submit a script or storyboard for a 30-second public service announcement to help educate their peers and others about the importance of buckling up.

The winner will receive a \$1,000 prize and an expenses-paid trip to New York to work with the Emmy Award-winning director of nationally-syndicated "Teen Kids News" to turn his or her idea into a PSA that will air during Global Youth Traffic Safety Month next May on more than 160 TV stations. Two runners-up in each grade category (grades 6–8, 9–12) will each receive \$500, and the teachers of the winner and runners-up will each

receive a \$100 gift card and a Scholastic magazine subscription.

Ann Amstutz Hayes, Scholastic's Senior Vice President for National Partnerships, said, "Working again with NRSF, we hope this year's contest helps young people recognize and communicate the importance of using seat belts every time, whether as the driver or as passengers, in the front seat or the rear."

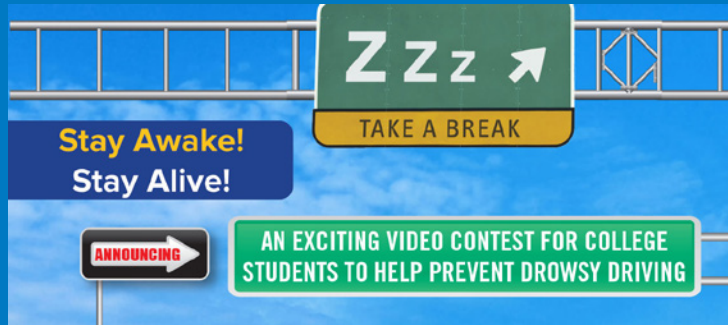
Entry deadline is Feb. 11, 2020. For information, entry form, prize details and complete rules, visit [http://nrsf.org/teenlane/contests/drive\\_2\\_life](http://nrsf.org/teenlane/contests/drive_2_life).

Last year, Etame' Kandy, 18, of Clearwater, FL, submitted a script for a PSA about the dangers of drowsy driving to win the top prize from more than 800 entries.

# Getting the Drop on Drowsy Driving

by **Chuck DeWeese**

Assistant Commissioner, New York Governor's Traffic Safety Committee



Traffic safety advocates continually remind drivers about the dangers of the 4 D's of Impaired Driving: Drunk, Drugged, Distracted and Drowsy. Teens, young adults, shift workers, and people with sleep disorders are a few of the high-risk groups for drowsy driving.

According to the National Sleep Foundation, 71% of young drivers (age 18-29) are likely to be driving drowsy. Drowsy driving is common among teenagers and college age students due to sports/extracurricular activities that are scheduled later, after school jobs, homework demands, socializing, digital media in bedroom and early class start times.

In New York State, the Governor's Traffic Safety Committee (GTSC) working with the NY State Partnership Against Drowsy Driving\*, has continued our data driven outreach efforts to focus on younger drivers. We are in our second year of the "Stay Awake! Stay Alive!" PSA Contest on college campuses to educate students how fewer hours of sleep elevate crash risk and that proper sleep behaviors encourage safe driving practices.

Working in collaboration with sleep experts and a victim advocate who lost her sister in a drowsy driving related crash, the GTSC has developed a comprehensive program to teach students how to recognize the signs of

drowsy driving, understand the risks associated with this behavior and the appropriate steps that should be taken to reduce these risks.

In partnership with the National Road Safety Foundation, the GTSC has provided opportunities for college students to participate in a PSA contest to create simple messaging about drowsy driving awareness. Peer to peer engagement has met with great success and we will continue to bring our program and PSA contests to other colleges across New York. Last year's winning PSA's can be viewed at: <http://nrsf.org/contests/stayawakestayalive>

The NYS GTSC continues outreach efforts about preventable injuries and deaths resulting from traffic crashes by reminding drivers to "Stay Awake! Stay Alive!"

For more information about the GTSC, visit [www.Safeny.ny.gov](http://www.Safeny.ny.gov) or follow the GTSC conversation on Facebook and Twitter.

*\*NYS Partnership Against Drowsy Driving, created in 2003 and facilitated by NYS Department of Health, is a joint effort by 12 state agencies, associations and SUNY to educate the public and high-risk groups about the dangers of fatigued/drowsy driving and promote the adoption of preventative strategies.*

*Editor's Note: NRSF and its NY State partners are continuing the "Stay Awake! Stay Alive!" program, adding three more state university schools. It is now open to students at SUNY colleges at Albany, Binghamton, Buffalo, Cortland, Oneonta and Stony Brook.*

## We're Walking Here

A Partnership With  
NYC Department of  
Transportation

NRSF has partnered with the New York City Dept. of Transportation on a pedestrian safety program aimed at school kids.

"We're Walking Here," launched in October, invites students in participating schools in New York City to discuss safe walking awareness when going to and from school. The nine-week contest challenges students to think critically about their walking experience and how it can be safely improved, building on New York's Vision Zero efforts that aim to educate New Yorkers about our shared responsibility when it comes to street safety.



As part of the "We're Walking Here" efforts, students track the number of blocks they walked over a two-week period and then engage in classroom activities to learn more. The program is capped by a contest – photos for grade schoolers, and videos for teens – to convey safe walking messages. A \$1,000 prize goes to the first place winner, \$500 and \$250 for second and third place. NRSF also arranged for coverage of the program on local TV.

# NRSF Recognizes 5 Driver Ed Teachers of Excellence

Driver ed teachers from five states were cited as Teachers of Excellence this summer by NRSF and ADTSEA, the American Driver Training & Safety Education Association.



NRSF's Michelle Anderson (center) and David Reich (far right), with (from left) Teacher Excellence Award winner Stanley Blicharz, ADTSEA selection committee chair Rich Hanson, TEA winners Darin Bardal, Robert Droege, Michael Ray Jones Jr. and Raymond Kroll.

At the ADTSEA national conference in Burlington, VT, we honored the work and dedication of Raymond Kroll, who

teaches at DeLaSalle High School in Minneapolis; Robert Droege, a teacher at Lindbergh High School in St. Louis; Michael Jones, Sr., a teacher at South Mecklenburg High School and the Jordan Driving School in Charlotte, N.C.; Darin Bardal, an instructor in the West Fargo, N.D. public schools; and Stanley Blicharz, director of driver education in the West Rutland School District and Burr & Burton Academy in Vermont.

“These teachers represent the best, who inspire others to be passionate and effective teachers of this important life skill,” said Rich Hanson, who heads the selection committee for ADTSEA. “We are proud to honor them as Teachers of Excellence.”

The Teacher of Excellence Awards, sponsored by The National Road Safety Foundation, honor the memory of Dr. Francis Kenel, a traffic safety engineer, former director of the AAA, author of driver ed teacher training materials and a mentor to countless driver education instructors.

## NRSF, SADD Challenge Teens to Manage The Merge

NRSF again partners with SADD for the annual #DrivingSkills101 PSA Challenge.



This year's challenge invites SADD chapters to give us ideas for a video message about a driving skill that's tricky for new drivers – merging into moving traffic on a highway. There's a scholarship award of \$2,500 for the SADD chapter with the best idea for a Public Service Announcement about “managing the merge.” Entries will be judged on information and messaging, creativity, teen-friendliness and engagement by the school, community and local media. The deadline for entries is Jan. 30, 2020.

The top ten finalist chapters will each receive \$250.

In addition to the \$2,500 scholarship, NRSF will have an Emmy Award-winning TV producer and crew visit the winning school and work with students to create a 30-second PSA that will air on more than 160 TV stations that carry the nationally-syndicated, *Teen Kids News*. The finished PSA will debut at the SADD National Conference in St. Louis next summer.

“Traffic crashes are the leading killer of teens, and a maneuver like merging into moving traffic can be a daunting task, especially for new and inexperienced drivers,” said Michelle Anderson of The National Road Safety Foundation. “That's why we want to engage teens to help create an important message that will connect with their peers.”

The contest site at <https://sadd.org/driving-skills-101> has entry information and some good tips for merging safely.



# PARTNER PROFILE

*In this issue of Road Buzz, we introduce a new feature. Periodically, we will highlight the work of a partner in traffic safety.*



We Save Lives is the latest advocacy effort by one of the pioneering traffic safety advocates, Candace Lightner, whose work to save lives goes back nearly 40 years.

Fueled by grief and anger, Candace founded Mothers Against Drunk Driving in May 1980 after her 13-year-old daughter was killed by a repeat-offending drunk driver. MADD became the largest anti-drunk driving movement in the world, and Candace has been credited with focusing unprecedented attention on the issue of impaired driving, shaping public perception, advancing tough legislation and bringing a dramatic reduction in drunk driving deaths and injuries. Her passion and political acumen led to the successful passage of more than 700 bills at the state and national levels, including legislation raising the drinking age to 21 -- a move credited with saving thousands of lives.

Her advocacy work continues with We Save Lives, which she founded in 2014 to take on drunk and drugged driving, as well as distracted driving through legislative advocacy, social media outreach, consumer education and coalition building.

We Save Lives invites people to take action and get involved by taking a pledge to not drive impaired or distracted. It encourages people to change the use of the word "accident"

to "crash" and show it's time to stop excusing irresponsible and dangerous driving choices. The group, a 501c3 non-profit, humanizes the problem by sharing stories of those who've been impacted by a drunk, drugged or distracted driver. Their stories remind everyone that they are more than just a statistic.



*Candace Lightner, left, and NRSF's Michelle Anderson*

Candace, a longtime friend and advisor to NRSF, was honored last summer with the prestigious James J. Howard Highway Safety Trailblazer Award, presented at the GHSA Annual Meeting.

"Over time, my efforts helped incite others to action," Candace said. "You kick a few pebbles, you turn a few stones, and eventually you have an avalanche."

In the case of Candace Lightner, those words surely ring true.

For more info, visit [www.wesavelives.org](http://www.wesavelives.org)

## NRSF Driver Safety Expo Coming to Chicago Auto Show

The National Road Safety Foundation will present a Teen Driver Safety Expo at one of the biggest auto shows in the U.S.

The Safety Expo will feature interactive activities that talk to teens and parents about distraction, impairment and other important safe driving issues. We'll have lots of free information, from NRSF and from some of our traffic safety partners and attendees can also win some great prizes.



## CHICAGO

The NRSF Teen Driver Safety Expo will be at the Chicago Auto Show on Feb. 8 in the center hall at the McCormick Place convention center.

Entry to the event is free, although we hope you'll stay and spend some time seeing the hundreds of new cars inside at the Auto Show.

# Teens Help Promote Driving Safety

Every year teens in four parts of the country help us create safe driving messages that are seen by millions on TV and online.

Working with three of the nation's biggest auto shows in Chicago, Los Angeles, and Washington D.C., our Drive Safe teen PSA Challenges bring the best creative ideas from young people, as we develop public service announcements that address important issues like impaired driving, distracted driving and more.

For each of our Drive Safe PSA Challenges, with the exception of Drive Safe Chicago, we send our Emmy Award-winning production team to work with the winner at his or her school to turn the winning idea into a finished TV PSA. For Drive Safe Chicago, we film the three finalists' ideas and the winner is determined via public voting on the Chicago Auto Show Facebook page.

Below is information on our Drive Safe PSA Challenges, with the theme and entry details for each. We invite all eligible teens to enter and help us promote driving safety. (Drive Safe Atlanta is done with no local auto show involvement).

For the full PSA Challenge details and entry forms please visit [teenlane.org](http://teenlane.org) and click on "Contests."



Open to teens throughout Georgia

**Theme:** Speeding

**Deadline:** Jan. 25, 2020



Open to teens in Illinois, Indiana, Wisconsin and Iowa

**Theme:** Drunk Driving

**Deadline:** Dec. 20, 2019



Open to teens in D.C., Virginia and Maryland

**Theme:** Distracted Driving

**Deadline:** Dec. 30, 2019



Open to teens throughout California

**Theme:** TBA in August 2020

# NRSF Videos, PSAs on YouTube



Check out our YouTube channel to see lots of our short videos and PSAs that talk about a host of safe driving issues. The channel has several dozen videos, ranging from our 26-minute feature "The Conversation" about older drivers to shorter ones that include the winners of our Drive2Life and Drive Safe teen PSA Challenges. It also has brief instructional videos about driving in bad weather, tailgating, and getting on and off the highway. For teachers, there are short and quirky clips that can serve as classroom icebreakers for discussions about drowsy and impaired driving.

Look for us at:

[www.youtube.com/nationalroadsafety](http://www.youtube.com/nationalroadsafety)

## See NRSF on Teen Kids News



*Teen Kids News*, a nationally-syndicated news show for teens, regularly features stories about The National Road Safety Foundation, as well as our teen-inspired videos. The weekly show is broadcast on more than 160 TV stations. To find out when and where it airs in your area, visit <http://teenkidsnews.tv/#station-listings>

# Look for us at these 2019/2020 Events

## 2019

### NOV

Nov 23 - 25 **Los Angeles Auto Show** Los Angeles, CA  
*Drive Safe L.A.*

## 2020

### JAN

Jan 24 **Washington Auto Show** Washington, D.C.  
*Drive Safe D.C.*

### FEB

Feb 8 - 9 **Chicago Auto Show** Chicago, IL  
*Drive Safe Chicago / Teen Driver Safety Expo*

### MAR

Mar 15 - 17 **Lifesavers Conference** Tampa, FL

### APR

Apr 9 **World Traffic Safety Symposium** New York City  
*New York International Auto Show*

### JUN

Jun 18 - 28 **National PTA Convention** Louisville, KY

Jun 28 - Jul 1 **SADD National Conference** St. Louis, MO

## Like us on Facebook...Follow us on Twitter

Like us and follow us for the latest news and updates, contests and PSAs.

 [facebook.com/NRSForg](https://facebook.com/NRSForg)

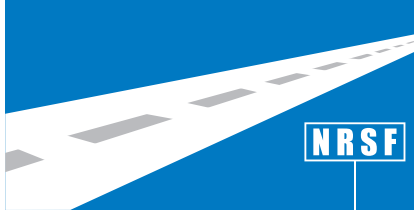
 [nrsforg](https://nrsforg)

 [twitter.com/nrsforg](https://twitter.com/nrsforg)

 [youtube.com/nationalroadsafety](https://youtube.com/nationalroadsafety)

*The National Road Safety Foundation, Inc., a 501 (c)(3) non-profit organization founded more than 55 years ago, produces traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driving skills, pedestrian safety and a host of other safety issues. It distributes the programs free of charge to schools, police and traffic safety advocates, community groups and individuals. It also sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For more information or to download free programs, visit [www.nrsf.org](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org).*

## The National Road Safety Foundation



18 East 50th Street, New York, NY 10022