



## A New Road Hazard

Over the years, most of us have come to understand the importance of using seat belts and the serious risks of drinking and driving and drowsy driving, which has helped reduce the rising tide of traffic fatalities and injuries. But there's a new hazard in our lives that threatens to reverse the recent improvement in traffic safety statistics. It's something used daily by millions – **our cell phones.**



U.S. Secretary of Transportation Ray LaHood recognized distracted driving as “a national epidemic” nearly two years ago and he has made it a top priority of his department. The National Road Safety Foundation has participated in both of the Distracted Driving Summits Sec. LaHood has convened to assess and address the problem, and he's supported us with his personal involvement in our Drive2Life PSA Contests, sponsored along with our partners and friends at National Organizations for Youth Safety (NOYS).

As reported in the last issue of Road Buzz, NRSF is in the midst of developing a new program on Distracted Driving. We plan to introduce it later this year as we attend several major traffic safety and youth leadership conferences. Our conference

schedule is listed elsewhere in this newsletter, and we look forward to greeting many of you at those meetings.

Even as we focus attention on Distracted Driving, we must not forget some of the basics that comprise driver proficiency. Our current programs, which are available free of charge, cover issues like speed and aggression, drinking and driving, drowsy driving and older drivers. We are continuously developing new materials to deal with other aspects of driver proficiency, which will be helpful for new drivers and also as a refresher for experienced drivers.

As always, we welcome your comments and ideas. Feel free to email us at [info@nrsf.org](mailto:info@nrsf.org).

# EYES ON THE ROAD. HANDS ON THE WHEEL.

## Are You a Distracted Driver?

Cellphones and texting have been getting the bulk of attention in the public discourse on distracted driving. But there's an alarmingly long list of things that can distract a driver from the main task at hand – driving safely.

We asked teens from around the nation what could make someone a distracted driver. Here's what they told us...

Texting	Rocking to music	Using GPS
Tuning radio	Doing makeup	Friends in car
Pet on lap	Eating/drinking	iPod searching
Using phone	Dropped something	Looking in purse

NRSF is in the final stages of completing its newest program that addresses distracted driving – a new film called “Age of Distraction,” which presents an overview of the problem. It also includes a film specifically aimed at teens, with thoughts



from young people on this epidemic and how we should deal with it. Discussion guides and other materials will accompany the films, making them perfect for use in the classroom or group showings, including a quiz that asks, Are you a Distracted Driver? Here's a preview. Spend a few minutes to answer the questions. You just might surprise yourself.

## Am I Distracted? [Take this quiz to determine if you or someone you know is a distracted driver. Your honest answers can save someone's life or even your own.](#)

- Buckle seatbelt while driving
- Adjust seat while driving
- Use a cell phone
- Engage in intense conversation
- Use a hands free device
- Read a GPS device/map
- Change stations/CD's
- Listen to an iPod
- Text/Check email
- Watch DVD's
- Apply makeup/Shave
- Comb my hair
- Eat/drink
- Doze off while driving
- Reach for personal belongings
- Turn head to talk to fellow passengers

The truth is, if you check even one box you have been a distracted driver.

Distraction is anything that diverts the driver's attention from the primary tasks of navigating the vehicle and responding to critical events. A distraction is anything that takes your eyes off the road (visual distraction), your mind off the road (cognitive distraction), or your hands off the wheel (manual distraction). For example, eating is visual and manual, whereas using a navigation system is all three.

## Update on “The Conversation”



In our last issue, we told you that “The Conversation,” our film about issues facing older drivers was selected for airing on Public TV. We've just been slated for satellite distribution in April by the National Educational Telecommunications Association to its more than 220 member TV stations.

If you'd like to see the serious issue of older drivers get TV exposure in your area, contact your local public station and encourage them to air it.

# NRSF SUPPORTS NATIONAL YOUTH TRAFFIC SAFETY MONTH



Every May, young people throughout the nation engage in peer to peer education efforts to address the leading cause of death for youth - traffic crashes.

Our partners at NOYS (National Organizations for Youth Safety) lead the charge with a number of activities and contests to

engage youth. One of the activities will include the naming of the winner of our 2nd annual Drive2Life PSA Contest, which this year has distracted driving as the theme. The winning youth-created PSA will be shown for the first time at National Youth Traffic Safety Month ceremonies on May 11 in Washington, D.C. And we'll post it online at [www.nrsf.org](http://www.nrsf.org).

For more National Youth Traffic Safety Month information, visit [www.noys.org](http://www.noys.org).

## NRSF SALUTES OUTSTANDING SCHOOL RESOURCE OFFICER



In many schools where budget cuts have forced the elimination of driver ed teachers, safe driving behavior is now taught by school resource officers. SRO's, as they are called, are local police officers assigned to work in

the schools, teaching and mentoring on a variety of subjects ranging from drugs and violence to driver safety.

NRSF continues to support the National Association of School Resource Officers (NASRO) with our "Excellence in the Classroom" awards program. Last year's winner, Officer Michael Clower of the Fargo (ND) PD, will present his award-winning classroom lesson at the

NASRO national conference in Orlando in June.

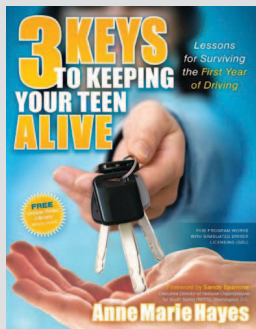
Nominations for this year's winner are now being accepted and we will announce the 2011 winner at the Orlando meeting.



*Last year's winner, Officer Michael Clower of the Fargo (ND) PD*

## A must-read for Parents

### 3 Keys to Keeping Your Teen Alive



Anne Marie Hayes, a mom who lived through her own daughter's learning to drive, has written an outstanding primer for parents and

teens alike. 3 Keys to Keeping Your Teen Alive is a comprehensive resource "for surviving the first year of driving." Its 278 pages are filled with practical advice, facts about cars and driving, and suggestions for interactive and structured driving practice before and after a teen get a learner's permit. A free companion website has free tools and videos.

For more information, visit [MorganJamesPublishing.com](http://MorganJamesPublishing.com).

## NRSF TEAMS WITH NATIONAL STUDENT SAFETY PROGRAM AND ADTSEA



NSSP (National Student Safety Program), the youth affiliate of ADTSEA (American Driver and Traffic Safety Education Association), which was dormant for several years due to funding cuts has been revived recently by ADTSEA.

NRSF is proud to be a new supporter of NSSP by funding a youth competition for radio public service announcements about distracted driving. The contest,

called **JST DRV**, invites teens to submit scripts or actual recorded radio PSAs.

The winning student will receive a \$1,000 scholarship and a trip to the ADTSEA/NSSP national conference in Honolulu in July. The winning PSA will also be featured on our website and will be distributed for broadcast on hundreds of radio stations nationwide.



# NRSF ON THE ROAD

Springtime marks the start of the busy conference season. The National Road Safety Foundation will be participating in several key conferences this year, where we will be exhibiting and presenting our programs.



Michelle Anderson, Director of Operations, and David Reich, Public Relations Director, will attend several national meetings, beginning with the big Lifesavers Conference in Phoenix.

The full conference schedule is listed here.

If you have plans to be at any of these important meetings, please look for us and say hello.

## CONFERENCE SCHEDULE

### MARCH

3/26- 3/29 Lifesavers  
*Phoenix, AZ*

### APRIL

4/29 New York Auto Show  
*New York, NY*

### MAY

5/10- 5/12 National Youth Traffic Safety Month  
*Washington, DC*

### JUNE

6/25 - 29 SADD  
*Chicago, IL*  
6/26 - 7/1 NASRO  
*Orlando, FL*

### JULY

7/11 - 13 FCCLA  
*Anaheim, CA*  
7/15 - 20 NSSP/ADTSEA  
*Honolulu, HI*

### SEPTEMBER

9/22 - 28 NAWHSL / GHSA  
*Cincinnati, OH*

### OCTOBER

10/15 - 18 NYSHSC  
*Hauppauge, NY*

### NOVEMBER

11/19 - 22 NOYS  
*Washington, DC*



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