

UNDER THE RADAR

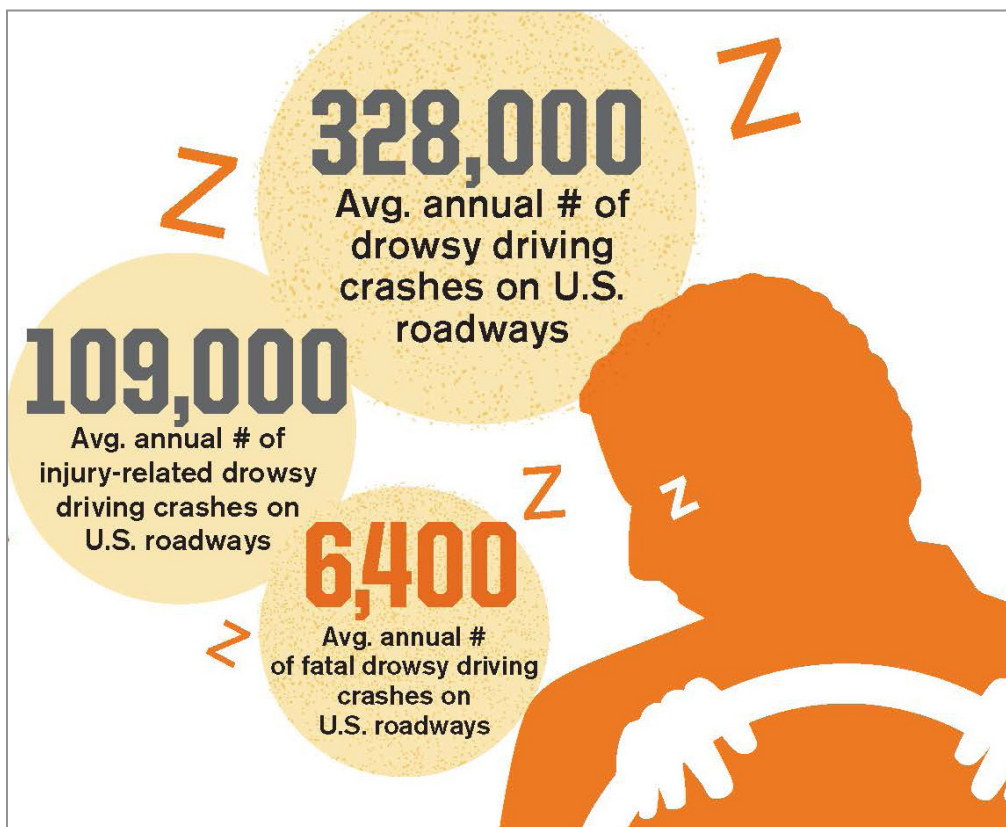
It's a factor in thousands of traffic fatalities and 109,000 injuries every year. It can be as dangerous as drinking and driving, and it disproportionately impacts teen and young adult drivers.

Despite these startling statistics, **drowsy driving** isn't on the public's radar the way distracted driving and drinking and driving are.

The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) have issued research reports that show the risks of drowsy driving are far greater than had been previously thought. It is due, in part, to better police reporting procedures in many states that now enable officers to list drowsiness as a factor when reporting on crashes and tickets. We can also thank former NHTSA Administrator Mark Rosekind for bringing the issue to the forefront, since much of his background in traffic safety had been focused on drowsy driving.

A GHSA study last year showed nearly 83.6 million sleep-deprived Americans were driving every day. We now understand the risks of driving when fatigued, and they clearly point to an impaired ability to drive – as dangerous as drunk or distracted driving.

The National Road Safety Foundation (NRSF) has partnered with GHSA to fund pioneering drowsy driving initiatives in five states – Iowa, Maryland, Nevada, New York, Tennessee -- this year, and new grants of up to \$15,000 each will be awarded to four more states in 2018.



Source: GHSA

“Drowsy driving is an overlooked and underfunded issue in highway safety” said GHSA Executive Director Jonathan Adkins. “We appreciate The National Road Safety Foundation supporting these programs and expect that some may become model states that others can replicate.”

NRSF also has free program material that addresses drowsy driving, including two videos designed to promote classroom discussion. “Almost Home” is a 16-minute

video with four compelling real-life stories. “Recognizing the Drowsy Driver” (18 minutes) gives tips to recognize signs of drowsiness and what you can do to be safe as a driver and as a passenger. We also have a hand-out with the Epworth Sleepiness Scale (ESS) to monitor your sleep patterns, with a simple “How Sleepy are You?” quiz for fatigue self-diagnosis. All can be downloaded at no charge from nrsf.org/programs/drowsy-driving.

Drive2Life Contest Invites Teens to Tackle Speeding



Speeding continues to be one the leading causes of traffic crashes, responsible for more than a quarter of all traffic fatalities. NHTSA reports that 10,111 people died in speeding-related crashes in 2016, which is why The National Road Safety Foundation is putting the focus of our annual Drive2Life PSA Contest on speeding.

Entries are open through February 2, 2018 for teens from throughout the U.S.

to submit their ideas for messages to help educate their peers and others about the dangers of speeding. NRSF is again partnering with Scholastic, the children's publishing, education and media company, to promote the contest and develop lesson plans for teachers on speeding and related issues.

The winner will receive \$1,000 and a trip to New York City to work with our Emmy Award-winning director to script, film and edit the winning idea into a 30-second spot that will air on more than 150 TV stations nationally on "Teen Kids News." Four runners-up will get \$500 each.

For contest details and entry form, visit www.teenlane.org/contests/drive_2_life



Regional Drive Safe Contests Adding a 4th Auto Show Partner

Washington D.C. joins NRSF with Auto Shows in Chicago, Atlanta and L.A.

NRSF has added a fourth major auto show partnership to its regional contests designed to engage teens in talking about distracted driving.

This winter, the Washington Auto Show will feature the first Drive Safe D.C. PSA Contest, open to teens in the District and in neighboring states of Maryland and Virginia.

As with Drive Safe Los Angeles (with the L.A. Auto Show in December), Drive Safe Chicago (with the Chicago Auto Show in February) and Drive Safe Atlanta (with the Atlanta International Auto Show in March), Drive Safe D.C. invites teens to submit their ideas for a public service message about the dangers of distracted driving. The winner receives \$2,000 and NRSF will send its award-winning director to the winner's school to work with students to make the winning idea into a 30-second public service announcement that will debut at the Washington Auto Show before it airs on more than 150 TV stations nationwide.

NRSF is pleased to work with these top auto shows to put distracted driving at the forefront and engage teens to help stop this dangerous behavior.

For details of Drive Safe D.C. and our other Drive Safe contests, visit <http://nrsf.org/teenlane/content/contests>.

Drive Safe Contest Update

We recently heard from our 2015 Drive Safe Chicago winner Rachel Diaz, who tells us that after graduating from Portage (Indiana) H.S., she's teamed up with Drive Safe Chicago runner-up Ryan Malarik to start a video production company called Rayn Cloud Productions. She told us winning the contest was "a highlight of my high school experience that helped shape my career choice."

Dashboard Distractions

As if cellphones and other passengers in the car aren't enough of a distraction, a new study by the AAA Foundation for Traffic Safety calls dashboard technology a major cause of driver distraction. The infotainment technology that automakers are cramming into the dashboard of new vehicles is making drivers take their eyes off the road and hands off the wheel for dangerously long periods of time, the study says.

Automakers now include options to allow drivers to use social media, email and text, and the technology is becoming more complicated to use. Some new cars now have up to 50 buttons on the steering wheel and dashboard that are multi-functional -- touch screens, voice

commands, writing pads, heads-up displays on windshields and mirrors.

Programming a destination into in-vehicle GPS navigation systems was cited as the most distracting activity, taking an average of 40 seconds. Earlier research shows that drivers who take their eyes off the road for just two seconds double their risk for a crash.

Texting was cited as the second-most distracting task.

We offer a very **simple solution...** When you drive, don't try to multi-task. **JUST DRIVE. KEEP YOUR HANDS ON THE WHEEL, EYES ON THE ROAD and YOUR MIND ON DRIVING.**

NRSF/NASRO “Innovation in the Classroom” Winner

Officer Dustin Kato, a school resource officer for the Chino (Calif.) Police Department, has been named the recipient of the 2017 NASRO/National Road Safety Foundation “Innovation in the Classroom Award.”

The award, which was presented at the annual conference of the National Association of School Resource Officers in Washington, D.C. in July, recognizes innovative teaching of traffic safety by a school resource officer (SRO). It carries with it registration and an expenses-paid trip to the NASRO Conference and a \$1,000 honorarium to be used for traffic safety education by the honoree’s police department or school.

Officer Kato, a police officer for 15 years, began working as a school resource officer at Don Lugo High School in 2013. For several years the school had been participating in the “Every 15 Minutes”



Left to right, Officer Dustin Kato, David Reich and Michelle Anderson of NRSF

program, which teaches students about the dangers of drinking and driving keyed to prom season. Earlier this year, however, the program, which cost the police department about \$6,000, was cut due to lack of funds. Officer Kato organized and found funding for a Safe and Sober Prom Week program, bringing

in groups like MADD, who provided speakers for assemblies, and corporate partners like AT&T, which provided distracted driving virtual reality simulators. He also got the Chino Police to provide new driver classroom training to some 200 students.

Don Lugo H.S. principal Dr. Kimberly Cabrera said the program Officer Kato quickly put together impacted ten times the number of students the previous and costly prom effort had reached. It has since been requested by several other high schools in the region.

Mo Canady, Executive Director of the National Association of School Resource Officers, said, “Officer Kato is a perfect example of how creativity can reverse a bad situation and strengthen trust and understanding between young people and law enforcement.”

NRSF Honors Driver Ed Teachers at ADTSEA Conference



From left to right: Michelle Anderson, Jonathon Dondoneau (ND), Allyn Workman (MO), Rich Hanson, TEA Coordinator, Larry Fairclo (OR), David Reich and Cynthia Bagley (HI)

Four outstanding driver education instructors, chosen by their peers, were honored by The National Road Safety Foundation at the Teacher of Excellence luncheon at the ADTSEA National Conference in Sacramento in July.

The teachers, who received a cash

stipend, are Cynthia Bagley, who teaches at Konawaena High School in Kailua-Kona, Hawaii; Allyn Workman of the Parkway-Rockwood Community Education Program in Ellisville, Missouri; Jon Dondoneau, who teaches at Fargo South H.S. in Fargo, North Dakota; and Larry Fairclo, an instructor at Diamond F

Driving School in The Dalles, Oregon.

“These teachers demonstrate creativity and enthusiasm in the lifesaving work they do,” said David Reich of NRSF and a member of the ADTSEA Board of Directors. “Driving instructors are a dedicated group whose mission is to save lives and prevent needless tragedy by helping young people learn how to drive safely and responsibly. For many, it is a calling more than it is a job.”

“We honor these Teachers of Excellence and hope they will inspire others to be passionate and effective teachers of this important life skill,” said Rich Hanson of Oregon, who heads the selection committee for ADTSEA. The American Driver and Traffic Safety Education is the professional association that represents traffic safety educators throughout the United States.



For the past four years, we've partnered with SADD on the #DrivingSkills101 Contest. The 2017 contest challenged SADD Chapters to develop a campaign about driving safely in inclement weather conditions. The Helix Charter High School SADD chapter in La Mesa, Calif., won the \$2,500 top prize and was honored at the SADD National Conference in Tampa in July. Cheryl Tyler is the SADD Chapter Advisor at Helix H.S.

The theme for the 2018 #DrivingSkills101 is "**Dangers in the Dark,**" which invites SADD chapters to create a safe driving campaign about the dangers of driving at night, with the goal of gaining school involvement, media engagement and community interaction.

In addition to a \$2,500 prize, The National Road Safety Foundation will arrange for an Emmy Award-winning TV producer and crew to visit the winning school and work with students to create a professional 30-second PSA that will air on more than 150 TV stations that carry the nationally-syndicated Teen Kids News. The finished PSA will debut at the SADD National Conference in Washington next June. Ten chapter finalists will each receive \$250.

SADD SPEAKS is a program that trains young people to use their voices to talk to legislators locally and nationally on a number of important issues that impact youth. As part of the developing partnership we have built between SADD and NASRO (National Association of School Resource Officers), we hosted

35 SADD student leaders in the SADD SPEAKs program at the NASRO National Conference. They attended workshops, participated in breakout sessions with their regional SROs and made their voices heard in group discussions with several hundred school resource officers who were in attendance.



Former SADD Student Leader

We first met Kaylee Williams when she was a member of SADD's Student Leadership Council. Now attending California State University, she plans to pursue a career in law enforcement. She remains an active member of the Murrieta (CA) Police Department's Explorer program, where she is a lieutenant.

We were pleased to have Kaylee join us at the NASRO National Conference in Washington, D.C. last summer, where she helped staff the NRSF exhibit and also attended many of the workshops. She's an impressive goal-oriented young woman who we know will succeed and become a great officer.



SADD/NRSF Fall Meeting

Once again, NRSF had the privilege to host the SADD Student Leadership Council in New York and this year, for the first time, the College Advisory Council (CAC) also joined in for the annual fall meeting. We continue to be impressed with these outstanding young people who we know are leaders of today and will be great future leaders and role models.



Left rear, David Reich, Michelle Anderson, Dylan Mullins, Rick Birt, Makayla Brown, Emma Gaster, Carlos Vela, Sommer Wilmeth. Left front, Kirtana Chorağudi, Julie Kettner, Hope Wade, Kelly Nantel, Maria Goldman, Bailey Bindle, Laurie McCreary and Maddie Seel

STUDENT CONTESTS: ENTER TO WIN!



Open to students in grades 6 ~12 nationwide. **SUBMISSIONS OPEN IN OCTOBER THROUGH FEBRUARY. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Winner receives - \$1,000, a trip to NYC and their PSA professionally produced and aired on Teen Kids News. Two Runners-up in grades 6-8 will receive \$500 each and two runners-up in grades 8-12 will receive \$500 each.
www.teenlane.org/contests/drive_2_life



Open to teens ages 13 - 19 in the District of Columbia, Virginia or Maryland. **SUBMISSIONS OPEN IN OCTOBER THROUGH DECEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Theme: Distracted Driving.
 Winner receives \$2,000 and will have their PSA produced by a professional TV crew at his/her school to be shown at The Washington Auto Show and aired on Teen Kids News. Runner-up receives \$1,000.
www.teenlane.org/content/drive-safe-dc



Open to 13 -19 year old students in Los Angeles, Orange, Ventura, San Bernardino, Riverside and Santa Barbara Counties. **SUBMISSIONS OPEN IN AUGUST THROUGH NOVEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Theme: Distracted Driving.
 Winner receives \$2,000 and will have their PSA produced by a professional TV crew at his/her school and aired on Teen Kids News. Runner-up receives \$1,000.
www.teenlane.org/content/drivesafela



Open to 13 - 19 year old students in Illinois, Indiana, Wisconsin and Iowa. **SUBMISSIONS OPEN IN SEPTEMBER THROUGH DECEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Theme: Distracted Driving.
 Winner receives \$2,000 and will have their PSA produced by a professional TV crew at his/her school to be shown at the Chicago Auto Show and aired on Teen Kids News. Runner-up receives \$1,000.
www.teenlane.org/content/drive-safe-chicago



Open to students between the ages of 13 - 19, going to school in the State of Georgia. **SUBMISSIONS OPEN DECEMBER THROUGH FEBRUARY. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Theme: Distracted Driving.
 Winner receives \$2,000 and will have their PSA produced by a professional TV crew at his/her school to be shown at the Atlanta International Auto Show and aired on Teen Kids News. Runner-up receives \$1,000.
www.teenlane.org/content/drivesafeatlanta

COMING SOON

DeFEET Distractions

A poster contest opened to students in grades K – 5. Check our website at www.teenlane.org/tweens/contest

All contests are sponsored by The National Road Safety Foundation to engage young people in promoting road safety.



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www.teenlane.org



Open to FCCLA members across the country. **SUBMISSIONS OPEN IN AUGUST THROUGH DECEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Winner receives \$3,500, 2nd place \$1,000 and 3rd place \$500. Winning PSA will be produced by a professional TV crew and submitted to the National Association of Broadcasters and aired on Teen Kids News. www.teenlane.org/contests/safe-rides-save-lives



#DrivingSkills101

Open to SADD Chapters nationwide. **SUBMISSIONS OPEN IN OCTOBER THROUGH JANUARY. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Top 10 Chapters receive \$250 each and winning chapter \$2,500. Winning PSA will be produced by a professional TV crew at the chapter's school to be premiered at SADD National Conference and aired on Teen Kids News.
www.teenlane.org/content/driving_skills

- facebook.com/NRSForg
- [nrsforg](https://www.instagram.com/nrsforg)
- twitter.com/nrsforg
- youtube.com/nationalroadsafety

LOOK FOR US AT THESE 2018 CONFERENCES

JAN

Jan 16 - 18 **SADD State Coordinators Winter Mtg.** New York, NY
Jan 24 - 27 **Washington Auto Show** Washington, DC

FEB

Feb 9 - 11 **Chicago Auto Show** Chicago, IL

MAR

Mar 21 - 25 **Atlanta Auto Show** Atlanta, GA

APR

APR 22 - 24 **LifeSavers** San Antonio, TX

JUN

Jun 22 - 24 **National PTA Convention** New Orleans, LA
Jun 24 - 27 **SADD** Washington, DC

Student's Against Destructive Decisions

SADD SPEAKs

Washington, DC

Jun 28 - Jul 2

FCCLA

Atlanta, GA

Family, Career, Community Leaders of America

JUL

Jul 19 - 21 **NSSP** Rosemont, IL
National Student Safety Program

Jul 22 - 25 **ADTSEA** Rosemont, IL
American Driver and Traffic Safety Education Association

Jul 24 - 29 **NASRO** Reno, NV
National Association of School Resource Officers

AUG

Aug 23 - 24 **NAWHSL** Atlanta, GA
National Association of Women Hwy. Safety Leaders

Aug 25 - 29 **GHSA** Atlanta, GA
Governors Hwy. Safety Association

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 facebook.com/NRSForg

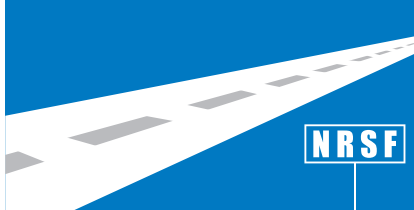
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 youtube.com/nationalroadsafety

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 or www.teenlane.org.

The National Road Safety Foundation



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