

IS IT TIME FOR “THE CONVERSATION?”

Free video and program from NRSF for senior drivers and those who love them.



“Mom, maybe you should stop driving at night.”
“Do you think it’s time you give up the car keys, Dad?”

Either of those questions could be the start of what, for many, is one of the toughest conversations with an older parent, relative or friend.

For most of us, the car represents a pathway to independence. It lets us go virtually anywhere at any time. It keeps us in face-to-face contact with family and friends, takes us to entertainment and makes everyday chores like shopping and doctor visits less of a hassle. For older people, especially those living alone, the car is the primary source of independence.

It’s easy to see why a conversation about giving up the car keys or looking for alternative transportation solutions is often fraught with anxiety and emotion. According to a recent study by the AAA Foundation for Traffic Safety, nearly 83 percent of older Americans have never had that conversation. Of those who do have “the conversation,” 15 percent do so only after they’ve been in a crash or have been cited for a traffic infraction.

Although older drivers have fewer crashes than new inexperienced drivers, they are at greater risk of death or

serious injury if they are in a crash. And despite having more experience on the road, some older drivers can become dangers to themselves and others due to slower reaction time and poor vision. In 2016, more than 200,000 drivers 65 and older were injured in traffic crashes and more than 3,500 were killed.

The National Road Safety Foundation offers a free program on senior driving -- “The Conversation,” a 26-minute film that features several seniors talking about driving and what the car means to them. It includes advice from eldercare advocates and psychologists, and (spoiler alert) there’s a charming segment with the late iconic folksinger Pete Seeger, talking about driving and singing an impromptu tune about cars. It includes a ready-to-use Powerpoint for group presentations and two brochures. One is about what to look for when observing the older driver, to help determine if it’s time for the conversation and the other is a self-assessment brochure for the older driver to take of themselves.

The program can be viewed and downloaded free at <http://www.nrsf.org/programs/senior-driving>.

NRSF SUPPORTS DROWSY DRIVING INITIATIVES IN 5 STATES

Grants Awarded in Partnership With GHSA



Winners of the 2018 GHSA Highway Safety Awards. In front row: Terry Pence, Texas DOT and awards host, Brandy Nannini of The Foundation for Advancing Alcohol Responsibility, and Michelle Anderson of NRSF.

The Governors Highway Safety Association (GHSA) and NRSF awarded the second round of \$15,000 grants to five states to support innovative drowsy driving prevention campaigns.

Grants went to Connecticut, Massachusetts, Montana, Nebraska and South Dakota. The programs will

utilize public awareness campaigns, social media outreach and innovative partnerships to engage targeted audiences.

“Although drowsy driving is a critical traffic safety issue, states often lack funding to adequately address it,”

said GHSA Executive Director Jonathan Adkins. “By providing these grants, NRSF is helping State Highway Safety Offices reach populations most prone to this dangerous behavior.”

“We are excited to continue this partnership and provide grants to the State Highway Safety Offices, said Michelle Anderson, NRSF Director of Operations. “We hope these campaigns serve as a model for other states to take action on this preventable issue on our roads.”

NRSF also co-sponsored, with The Foundation for Advancing Alcohol Responsibility, the 2018 Highway Safety Awards at the GHSA National Conference in Atlanta, where several individuals, agencies and organizations were honored for their work and dedication to making our roads safer.

Drive2Life PSA CONTEST PUTS FOCUS ON DROWSY DRIVING

Drowsy driving is a factor in 328,000 traffic crashes every year, resulting in more than 5,000 deaths.

It's such a big problem that The National Road Safety Foundation, with help from Scholastic, the global children's publishing, education and media company, has chosen drowsy driving as the theme for this year's Drive2Life PSA Contest.

We're inviting students nationwide in grades 6 – 12 throughout the U.S. to be creative and submit a script or treatment for a 30-second public service announcement (PSA) to help educate their peers and others about the dangers of drowsy driving.

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 the nationally-syndicated TV program “Teen Kids News” to make the winning concept into a PSA that will air nationwide on more than 150 TV stations next May during Global Youth Traffic Safety Month. The winner will also be profiled in select Scholastic Classroom Magazines, reaching nearly 5 million students and 50,000 teachers. Two runners-up in each grade category (grades 6–8 and 9–12) will receive \$500.

“Drowsiness is often overlooked,” said NRSF Director of Operations Michelle Anderson. “Most of us, and especially teens, tend to not get enough sleep. Drowsiness and driving can



be a deadly combination, which is why we are asking teens to help us spread the important message to avoid driving while fatigued.”

Entry deadline is February 4, 2019. For information, entry form, prize details and complete rules, visit http://nrsf.org/teenlane/contests/drive_2_life.

This is the eighth year of the Drive2Life contest, which has drawn more than 10,000 entries from students in all 50 states.

NRSF HONORS 5 DRIVER ED TEACHERS OF EXCELLENCE

The National Road Safety Foundation honored five driver education teachers from Hawaii, Minnesota, Montana, North Dakota and Vermont who were selected by their peers in the American Driver & Traffic Safety Education Association (ADTSEA) as Teachers of Excellence. The award carries with it a cash stipend from NRSF.

The 2018 Teachers of Excellence are Kel Hirohata, who teaches at Waipahu H.S. in Waipahu, HI; Andrew Unseth, who teaches in the public schools in Shakopee, MN; Susan Carney Lammerding, a teacher in the Arlee School District, Arlee, MT; Dale Ludwig, who teaches in the Minot Public Schools in Minot, ND; and Richard Ritter, an instructor at the Vermont Green Driving School in Burlington, VT.

David Reich, NRSF public relations director and a member of the ADTSEA Board of Directors, said, "Driving instructors are a dedicated group whose mission is to save lives and prevent needless tragedy by helping young



From left to right: Rich Hanson, David Reich - NRSF, award recipients Richard Ritter (VT), Susan Carney (MT), Michelle Anderson - NRSF, Kel Hirohata (HI), Dale Ludwig (ND) and Andrew Unseth (MN)

people learn how to drive safely and responsibly. This year's honorees have set impressive examples of creativity and enthusiasm in the important work they do."

"We are proud to recognize these Teachers of Excellence and we know

they will inspire others to be passionate and effective teachers of this important life skill," said Rich Hanson, who heads the selection committee for ADTSEA.

The awards were presented in July at the ADTSEA national conference in Rosemont, IL.

TEXAS SCHOOL RESOURCE OFFICER WINS NATIONAL "INNOVATION IN THE CLASSROOM" AWARD

Sgt. Tom Sloan, who works with students at Round Rock High School in Round Rock, TX, has been named the recipient of the 2018 NASRO/National Road Safety Foundation "Innovation in the Classroom Award."

The award, presented at the annual conference of the National Association of School Resource Officers (NASRO) in Reno, NV in June, recognizes innovative teaching of traffic safety in schools by a police officer. It carries with it paid registration and an expense paid trip to the NASRO Conference and a \$1,000 honorarium in the SRO's name to be used for traffic safety education by the honoree's police department or school.

Sgt. Sloan, who has been with the Round Rock Police Department for ten years, uses his background in journalism to engage students and the broader community about traffic safety issues. He uses a positive approach to reach a large audience, with bi-weekly videos disseminated via social media. His "Tom's Traffic



Tips" have become popular with young people and adults alike, averaging 5,400 views per episode.

Mo Canady, Executive Director of the National Association of School Resource Officers, said, "Sgt. Sloan shows how life experience can spark creative ways to educate young people about important traffic safety issues."

SADD STUDENTS IN LOUISIANA WIN CONTEST ABOUT DANGERS OF DRIVING AT NIGHT

Students from the Livingston Parish H.S. SADD chapter in Denham Springs, LA, won \$2,500 in #DrivingSkills101 – Dangers in the Dark, a nationwide contest sponsored by The National Road Safety Foundation and Students Against Destructive Decisions (SADD).

The contest challenged teens in SADD chapters to create a safe driving campaign about the dangers of driving in the dark, with the goals of gaining school involvement, local media engagement and community interaction.

The winning SADD Chapter, with advisor and State Coordinator Dylan Ivy, proposed a video comparing drivers to super-heroes, using the analogy to remind nighttime drivers that, unlike super-heroes, we don't have x-ray vision so we

must use our headlights. Since we can't fly like super-heroes, we should watch out for others on the road. We should be fully rested before driving and, since we are not invincible like super-heroes, we should always buckle our seat belts to protect us in the event of a crash.

Emmy Award-winning director Alan Weiss worked with the students at their school, and the finished video was presented at the SADD National Conference in Washington, D.C. in June. It was also featured on the syndicated show "Teen Kids News," which airs on more than 150 TV stations nationwide.

"Young drivers are involved in fatal crashes at three times the rate of more experienced drivers, and because of their inexperience, driving at night poses

greater safety risks," said Rick Birt, President and CEO of SADD. "The contest, with support and encouragement from The National Road Safety Foundation, helps motivate our student leaders to spread the safety message to their peers and their communities."

Nine other SADD chapters were selected as finalists and received \$250 each. They are Proviso West High School, Hillside, IL; Bethlehem Central High School, Delmar, NY; Unicoi County High School, Erwin, TN; Helix Charter High School, La Mesa, CA; Sacred Heart High School, Kingston, MA; Belmont Ridge Middle School, Leesburg, VA; Herbert Hoover High School, Elkview, WV; Murrieta Valley High School, Temecula, CA; and Flintridge Sacred Heart Academy, La Canada, CA.



Pass on Passengers

The new #DrivingSkills101 challenge recently opened for SADD Chapters, with the theme "Pass on Passengers," to call attention to the dangers for young drivers of having too many people in the car – a proven cause of distraction. Deadline for entries is January 12, 2019. For info, visit www.nrsf.org/teenlane/contests/driving_skills

NRSF Begins Partnership with State PTAs with DeFeet Distractions New York

The National Road Safety Foundation sponsored the first DeFeet Distractions New York poster contest in partnership with the New York State PTA, which is comprised of hundreds of thousands of parents, families, teachers, administrators, students and other child advocates in more than 1,400 local units and councils throughout the Empire State.

Hannah Jung, of Jericho, N.Y., won the top prize and the PTA at her school, George A. Jackson Elementary School, received a \$1,500 donation from NRSF. Two runners-up each won \$500 for their schools' PTA Units in Harriman and Yonkers, N.Y.

The statewide contest invited students in grades 1 through 6 to submit ideas, through their school's PTA unit, for a poster



to help prevent distracted walking. Nationwide, more than 40 young people get hit by cars every day as they walk, and pedestrian injuries due to distraction by cellphones have risen 35 percent in the past three years.

"We are happy that so many young people shared their ideas about distracted walking," said Gracemarie Rozea, New York State PTA President. "The health and safety of our children is, by far, the biggest concern of parents and teachers alike."

NRSF plans to expand its outreach to younger children and their families to PTA organizations in other states. The Pennsylvania State PTA will work with us on a pedestrian safety poster contest in early 2019 and we invite other state PTA groups to join with us to help avoid these tragedies.

STUDENT CONTESTS: ENTER TO WIN!

Below is information about the various contests we sponsor to encourage young people to get engaged by creating messages about safe driving behavior to reach their peers and others. Please note that the contest themes for some of our contests have changed to keep them fresh and relevant.



Open to students in grades 6 ~12 nationwide.
SUBMISSIONS OPEN THROUGH FEB. 4, 2019.
THEME: DROWSY DRIVING
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 THROUGH MARCH 5, 2019.
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 California.
SUBMISSIONS CLOSED NOV. 2, 2018
THEME: DRUNK 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 THROUGH JAN. 8, 2019
THEME: DROWSY 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 THROUGH FEB. 18, 2019
THEME: SEAT BELTS.
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



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

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



- facebook.com/NRSForg
- nrsforg
- twitter.com/nrsforg
- youtube.com/nationalroadsafety



#DrivingSkills101

Open to SADD Chapters nationwide.
SUBMISSIONS OPEN THROUGH JAN. 31, 2019
THEME: "PASS ON PASSENGERS"
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

Look for Us at these Upcoming Events

NOV 2018

Nov 7 **Vision Zero Cities Conference** New York, NY

DEC 2018

Dec 1 -2 **Los Angeles Auto Show** Los Angeles, CA
Drive Safe L.A.

FEB 2019

Feb 16 **Chicago Auto Show** Chicago, IL
Drive Safe Chicago / Family Day

MAR 2019

Mar 20-24 **Atlanta Auto Show** Atlanta, GA
Drive Safe Atlanta / Teen Driver Expo

Mar 31 **Lifesavers Conference** Louisville, KY

APR 2019

Apr 5 - 6 **Washington Auto Show** Washington, DC
Drive Safe DC

Apr 18 **New York Auto Show** New York, NY
World Traffic Safety Symposium

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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.



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