

TEENS SHAPE THE MESSAGE

More than 6,500 teens nationwide have helped us develop safe driving videos

For the past several years The NRSF has used videos to engage young people by having them help us create important life-saving messages about safe driving behavior.

It began in 2010 with our Drive2Life contest, launched with help from our friends at NOYS. We invited teens to submit their ideas for a 30-second TV message about distracted driving. We got a little under 100 entries that first year, but the contest caught the attention of top traffic safety officials when Secretary of Transportation Ray LaHood participated in our news conference announcing the winner.

Two years later we teamed up with Scholastic, the respected publisher of in-school magazines, and entries skyrocketed. This year's contest drew more than 1,500 entries.

We expanded the idea three years ago to reach out regionally by partnering with one of the nation's biggest auto shows -- the Chicago Auto Show. It worked so well that a year later we added the Los Angeles Auto Show and this year the Atlanta International Auto Show.

We are pleased that so many young people recognize the importance of safe driving behavior and we continue to be impressed with the creativity they show in the compelling messages they develop. Winners of each contest get to work with an Emmy Award-winning director to take their ideas and



turn them into a polished PSA. The process often involves the winners' school and the broader community beyond, getting many people of all ages engaged in the safe driving messaging.

Stories on the winners of our Drive2Life and our Drive Safe contests are elsewhere in this issue of Road Buzz, with links to view the winning spots online.

Here's a list of our next round of PSA contests. Check our websites and our Facebook page for detailed contest information and entry forms.



Contest opens Sept. 1, 2017



Contest opens Nov. 1, 2017



Contest opens Jan. 2, 2018

ATLANTA TEEN WINS NATIONAL “DRIVE2LIFE” PSA CONTEST



Max Finch, 13, an eighth-grade student at the Atlanta Neighborhood Charter School has won the grand prize in the 7th annual Drive2Life PSA Contest, sponsored by NRSF and distributed to grades 6 - 12 by Scholastic, the global children’s publishing, education and media company.

Max submitted a script for a public service message about the dangers of distracted walking that bested more than 1,500 entries received from throughout the nation. In addition to winning a \$1,000 prize, NRSF brought him and his mother to New York, where he spent two days working with the Emmy Award-winning producers of the nationally-syndicated TV series “Teen Kids News” to film and edit his winning PSA. The finished spot debuts during Global Youth Traffic Safety Month in May, airing on more than 220 TV stations nationwide.

Max’s winning idea shows an egg rolling in slow-motion along the edge of a counter. It then cuts to a teen walking near a crosswalk, wearing headphones and texting. It then cuts back and forth between the two scenes, as the egg gets closer to the edge and the teen enters the crosswalk. We hear someone shout “Hey” as we see a crossing guard pull the teen back onto the sidewalk, narrowly missing being hit by a car as we hear screeching tires. The shot goes back to the egg, as it stops just short of the counter’s edge. The screen fades to black as the narrator says, “It’s not worth it.” We hear the sound of an egg cracking as words come on the screen telling us, “Thousands die every year. Don’t add another number to that statistic.”

The video can be seen online at <http://www.nrsf.org/teenlane/content/past-winners-drive2life>

Four runners-up were also selected in the nationwide competition, each winning a \$500 prize. Runners-up in the Grades 6–8 category are Abby Williams, 12, of Holy Comforter Episcopal School in Tallahassee, Fla., and Ava Cochran, 13, of Timberline Middle School in Alpine, Utah. Runners-up in grades 9–12 are Luis Pereiro, 18, of Wiregrass Ranch High School in Wesley Chapel, Fla., and Marcus Burgos, 18, of Robert E. Lee High School in San Antonio, Tex.

Distracted Driving: It’s Not Just Teens



Teens tend to take the heat for lots of things, but it seems they have lots of company when blame is given for distracted driving. Adults are just as guilty for engaging in dangerous distractions while driving, including talking on their cellphones and texting.

NRSF has just introduced a new video clip that gets that point across. Texting and driving is NOT just a bad habit owned by teens.

Check out the 60-second video by going to http://www.nrsf.org/sites/default/files/materials/not-just-teensPSA60_0.mp4. If you like it, share it with friends on Facebook. (Just don’t share it while you’re driving.)

Thanks to our friends at the SADD Chapter at Manalapan High School in N.J., with their advisor Ronnie Clerico-Knittel, for helping us make this video.

Teen Safe Driving Coalition

NRSF hosted members of the Teen Safe Driving Coalition, a group representing ten states who work together to share best practices and support each other promoting efforts including education and awareness, graduated driver licensing, and outreach.



The Coalition is organized and maintained by the National Safety Council, with funding from The NRSF. Representatives from nine of the ten Coalition states attended the meeting in New York.

On the Front Line

For years we've been saying that teachers in the classroom are the front-line soldiers in the effort to educate young people to be safer drivers.



Aaron Goodson

We've worked with driver ed teachers through ADTSEA (American Driver & Traffic Safety Education Association) and school resource officers with NASRO (National Association of School Resource Officers) to recognize and reward outstanding and innovative work in the classroom.

But many teachers from disciplines beyond driver and safety education are joining the effort. Teachers in English, communications, theater and art have been encouraging their students to participate in the various programs The National Road Safety Foundation offers to directly involve young people in creating important traffic safety messages.

We are pleased to put the spotlight on two teachers who have gone "above and beyond" in this effort.

Aaron Goodson teaches at the Atlanta Neighborhood Charter School in Atlanta.



Bob Phelps

His students have scored a double this year, winning our first regional Drive Safe Atlanta PSA Contest from some 200 entrants and our nationwide Drive2Life Contest, which drew more than 1,500 entries.

Aaron says he encourages his students to enter contests, but he feels the NRSF contests have a twist that makes them special. "Winning a financial prize is great. Teens and their parents like that," he said. "But the contests from NRSF give students a chance to work with top professionals. It's like a short-term internship and it has tremendous value. It truly inspires the students."

And about an hour southeast of Chicago, in Valparaiso, Indiana, Bob Phelps, who teaches video production at the Porter County Career Center, has been guiding students to excel in our regional Drive Safe Chicago contest for years. His students have won two of the three Drive Safe Chicago contests, including our

contest earlier this year. His students have also placed as finalists in Drive Safe Chicago.

"In film and video, the emphasis is usually on the production, but the first challenge that too often gets overlooked is in the writing. The concept and the script is what makes a good video work," Bob said. "The NRSF contests put the focus on the writing."

"Another reason we encourage our students to enter is because it's a high-visibility contest," he added. "Students like the recognition. There's a real incentive in knowing their ideas and their hard work could be rewarded by having it aired on TV locally and even nationally. It's a real thrill."

Our hats are off to Aaron and Bob for the work they do every day, on the front line, educating and inspiring young people to not only be creative, but to use that creativity to help save lives.

News about our Drive Safe PSA Contests

Our Drive Safe PSA Contests are finished for the season and we're pleased to announce the winners of our teen competitions in Los Angeles, Chicago and Atlanta.



The winner of **Drive Safe Los Angeles**, conducted with the Los Angeles Auto Show last November, was Migelle Orobia of Van Nuys, a 17-year old junior at Granada Hills Charter High School in L.A.

The winning concept, which won Migelle \$2,000, shows a teen driving his dog to the park to play. The driver's cellphone rings with an incoming text and every time the driver begins to reach for the phone, the dog, curled up asleep on the rear seat, gives a warning growl until the driver has both hands back on the wheel. This happens several times until the driver finally smiles and decides to let the dog sleep and check the message after he arrives at the park. The final scene shows the teen and his dog playing fetch as the tagline appears on screen saying, "Your best friend knows...there are more important things than a text. Don't Drive Distracted."

The runner-up, with a \$1,000 prize, was 15-year old Navya Hari, from Simi Valley, Calif., and a student at Oak Park High School.



Our **Drive Safe Chicago** contest, in February, has a different twist. Three finalists are selected and their PSAs are put up on the Chicago Auto Show's Facebook page, where the public can watch them and weigh in with their votes online. The finalists, all students at Porter County Career Center in Valparaiso, Ind., were Hannah Christy, 17, Payton Ball, 18, and Mackenzie Taulbee, 17.

Hannah's spot won, with a \$2,000 prize. Her PSA shows a teen up late studying. She gets up early and drives to school, yawning and struggling to keep her eyes open. As she dozes and misses a stop sign, the screen goes black and we hear the sounds of a crash. The spot closes with the words "Driving Drowsy can be a Nightmare."

Mackenzie's idea placed second and Payton's third. Each won \$1,000.

Drive Safe Atlanta drew nearly 200 entries, a strong showing for the first-time contest. Gabriel Howland, 14, an 8th grade student at the Atlanta Neighborhood Charter School won the \$2,000 prize and was introduced



at the Atlanta International Auto Show, with Harris Blackwood, director of the Georgia Governor's Office of Highway Safety, helping present the award.

The winning spot shows a large group of people in either blue or orange shirts. Some people in blue step forward, one at a time, into a spotlight and say, "It wasn't my fault. The other guy was drunk," and then "It wasn't my fault. The other guy ran a red light." Someone in an orange shirt steps forward and says, "It was my fault. I was on my phone. Those people I hit, the mom and the girl, they could die."

The lights come on to reveal a large group, most in blue and some in orange, as those in orange say together, "It was my fault. I was on the phone." The spot ends as words come on the screen, saying "One in ten crashes is caused by a cell phone. Turn it off!"

Annie Dennehy, 14, of Acworth, GA, a student at Durham Middle School, was named runner-up and won \$1,000.

All the winning PSAs can be seen at <http://www.nrsf.org/teenlane/content/contests>





SADD State Coordinators Visit New York

NRSF is pleased to have hosted, for the second time, the annual meeting of the SADD State Coordinators. These dedicated men and women play a crucial role in guiding the activities of SADD Chapters in their states. At the annual meeting, they shared ideas that have worked in their states and discussed ways to make SADD ever more relevant and helpful in the lives of the young people they serve.

This year, we were pleased to give a New York welcome to state coordinators from Arizona, Florida, Indiana, Illinois, Louisiana, New Jersey, North Carolina, Ohio, Tennessee, West Virginia and Wyoming, along with our friends Dawn Texiera and Rick Birt from SADD's national office. SADD Board members Kendall Poole and Susan Scarola also participated.

Jonathan Adkins, executive director of GHSA and Mo Canady, NASRO executive director, joined the group to explore collaborative opportunities.

SADD Driving Skills #101

Winners of this year's Driving Skills #101 competition have been selected and the winning chapter's video has its debut at the SADD National Conference in Tampa this June. The contest theme was "Whether the Weather," promoting use of caution when driving in bad weather conditions, from rain or fog to snow and ice.

The SADD Student Leadership Committee is developing the theme for next year's Driving Skills #101 Contest, to be announced at the national conference.

Safe Rides-Save Lives



FCCLA students planning a shot with director Alan Weiss, in headband

The Litchfield (Minn.) High School Chapter of FCCLA won a \$3,500 first prize for their school in the Safe Rides-Save Lives PSA Contest, a national competition from FCCLA (Family, Career and Community Leaders of America) and sponsored by The National Road Safety Foundation.

The contest empowers young people by having them create messages that will have an impact on teen awareness of driving safety as it relates to the number of passengers in a vehicle.

The winning PSA opens with a teen writing an apology to her parents. We hear her explain how they always warned her about distracted driving, but how she never thought *she* would be the distraction. She explains how she and her friends thought it would make sense to carpool, but there were more passengers than seat belts, and the noise and laughter caused the driver to be distracted. As she apologizes for causing her parents pain, we see teens leaving memorial notes on the girl's locker in school.

"Statistics show that the risk of a crash increases for teens with each additional passenger in the car, and this PSA helps drive that important message home," said NRSF's Michelle Anderson

The winner was selected from 56 chapter entries nationwide. In addition to the \$3,500 prize, the chapter will have their PSA featured at the FCCLA National Leadership Conference in Nashville this July, attended by more than 8,000 youth and adults.

Second place and a \$1,000 prize went to Gallatin County H.S. in Illinois and third place, with a \$500 prize, went to Harrisburg South Middle School in South Dakota.

NRSF GRANT TO GHSA WILL FUND STATE DROWSY DRIVING INITIATIVES



The National Road Safety Foundation has provided a grant to the Governors Highway Safety Association (GHSA) to fund innovative state approaches

to address drowsy driving. The grant follows a study by GHSA and State Farm that pegged drowsy driving as the cause of 328,000 crashes every year.

GHSA opened a competitive process for State Highway Safety Offices to submit applications and as Road Buzz goes to press, 12 states have filed applications. A jury will select four states to receive up to \$15,000 each.

Miami H.S. wins “Seat Belts Save Challenge”



Students at Our Lady of Lourdes High School in Miami created a prize-winning campaign that increased seat belt usage among students by 10 percent, bringing the student body’s overall seat belt usage rate to 97.5 percent. As the winner for best overall campaign in the “Seat Belts Save Challenge,” a nationwide competition organized by the National Organizations for Youth Safety (NOYS) and co-sponsored by the National Highway Traffic Safety Administration (NHTSA), the SADD Chapter at the 837-student school in Florida received a \$1,500 prize from The National Road Safety Foundation, a co-sponsor.

The Seat Belts Save Challenge was initiated to increase seat belt usage among young people who are at heightened risk from death or injury in traffic crashes because of their low belt usage rate. In 2015, more than half of teen drivers killed in crashes and more than 60% of teen passengers killed in crashes were not wearing seat belts. The contest challenged high schools throughout the country to develop a local campaign to increase belt usage, documented by an unannounced seat belt check before a school’s campaign, followed by another unannounced check after a two-week education and awareness campaign conducted by students.

NRSF awarded prizes of \$1,500 in two other categories -- greatest improvement in seat belt usage, and highest seat belt use rate. The FCCLA in Lake Geneva, Wisc., won for the highest seat belt rate, achieving an almost-perfect usage rate of 97.8 percent. The SADD Chapter at Crisfield High School and Academy in Crisfield, Maryland, won for the greatest seat belt use increase -- +19.1 percent.

“Getting young people to buckle up consistently is an ongoing safety issue, and we are pleased to see that the Seat Belts Save Challenge is making a difference, one school at a time,” said Anita Boles, CEO of NOYS.

NRSF’s Michelle Anderson Honored by SADD

Our own Michelle Anderson, Director of Operations, has been given a special honor by our friends at SADD.

She has been named to receive the first SADD Youth Choice Award, presented to an individual, organization or group that SADD students themselves feel has impacted the organization and the realm of youth health and safety. Awarded by the SADD National Student Leadership Council, this award seeks to highlight those who have empowered our SADD students with the resources, skills and passion needed to make a difference in youth health and safety.



“There have been few individuals who have been more fervent advocates of SADD youth than Michelle Anderson,” said Dawn Teixeira, President and CEO of SADD. “She is a tireless champion for teens, constantly infusing her passion and technical knowledge to empower young people. SADD students everywhere are better equipped; more engaged and feel the connection to the mission because of Michelle. We’re so lucky to call her a partner and a friend.”

Michelle will be presented this award at the 2017 SADD National Conference on Youth & Health Safety in Tampa.

We are proud of Michelle and her ongoing dedication.

STUDENT CONTESTS: ENTER TO WIN!



Open to 13 ~19 year old students in Los Angeles, Orange, Ventura, San Bernardino, Riverside and Santa Barbara Counties. [SUBMISSIONS OPEN IN SEPTEMBER.](#)

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. <http://www.nrsf.org/teenlane/content/drivesafela>



Open to 13 ~19 year old students in Illinois, Indiana, Wisconsin and Iowa. [SUBMISSIONS OPEN IN NOVEMBER.](#)

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. <http://www.nrsf.org/teenlane/content/drive-safe-chicago>



Open to 14 ~19 year old students in the state of Georgia. [SUBMISSIONS OPEN IN JANUARY 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 Chicago Auto Show and aired on Teen Kids News. Runner-up receives \$1,000. <http://www.nrsf.org/teenlane/content/drive-safe-atlanta>



Open to students in grades 6 ~12 nationwide. [SUBMISSIONS OPEN IN OCTOBER THROUGH FEBRUARY. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.](#)

Theme: Distracted Walking.

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. http://www.nrsf.org/teenlane.org/contests/drive_2_life



Open to FCCLA members across the country. [SUBMISSIONS OPEN IN AUGUST THROUGH DECEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.](#)

Theme: Teen Driver Risks relating to Passenger Safety.

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. <http://www.nrsf.org/teenlane/contests/safe-rides-save-lives>



Open to students in grades 3 - 5 nationwide. [SUBMISSIONS OPEN IN FEBRUARY THROUGH APRIL. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.](#)

Theme: Distracted Walking and Driving.

Winner receives \$500 and teacher of winner receives \$250. One runner up in grades 3, 4, and 5 will each receive \$250 and the teacher receives \$100. <http://www.nrsf.org/teenlane.org/contests/walksafedrivesafe>



#DrivingSkills101
Weather the Weather

Open to SADD Chapters nationwide. [SUBMISSIONS OPEN IN OCTOBER THROUGH JANUARY. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.](#)

Theme: Driving Skills.

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. <http://www.nrsf.org/teenlane/content/contests>

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



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LOOK FOR US AT THESE 2017 CONFERENCES

MAY

May 7-9	NASRO LEADERSHIP SUMMIT	Birmingham, AL
May 25	U GOT BRAINS <i>NJ Brain Injury Alliance</i>	Six Flags, NJ

JUN

Jun 22 - 25	PTA National Conference	Las Vegas, NV
Jun 25 - 28	SADD National Conference	Tampa, FL

JUL

Jul 2 - 6	FCCLA National Conference <i>Family, Career and Community Leaders of America</i>	Nashville, TN
Jul 14 - 19	ADTSEA <i>The American Driver and Traffic Safety Education Association</i>	Sacramento, CA
Jul 23 - 28	NASRO <i>National Association of School Resource Officers</i>	Washington, D.C.

SEP

Sep 13 - 15	NAWHSL <i>National Association of Women Highway Safety Leaders</i>	Louisville, KY
Sep 16 - 20	GHSA <i>Governors Highway Safety Association</i>	Louisville, KY

NOV/DEC

Nov 30-Dec 2	Los Angeles Auto Show	Los Angeles, CA
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The National Road Safety Foundation has now hit the social media waves. Like us and follow us for the latest news and updates, contests and PSAs.

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 youtube.com/nationalroadsafety

The National Road Safety Foundation, Inc., a 501 (c)(3) non-profit organization founded more than 50 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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