

The Road to Zero... There's still more work to do

The unofficial estimate of traffic fatalities in 2017 is down, which is good news. But what's not so good is that the toll is down by less than 1% – 227 lower than 2016 – for a total of 40,100 people killed in traffic crashes.

That's more than **109 people killed** every day on our roads and highways!

Any decrease is good, especially after the alarming increases of 8 and 9 percent in 2015 and 2016. But it is still a lot more than 2011's total of 29,867, which had been the lowest number since 1949.

And there's another disturbing statistic recently released by the Insurance Institute for Highway Safety. They say nearly 5,987 pedestrians were killed in 2016 – the highest number in 28 years.

Getting the number of traffic crashes, deaths and injuries down – ideally to Zero -- is a constant challenge faced by us and our colleagues and partners in traffic safety. Clearly, we have more work to do.

California Teen Wins “Drive2Life” PSA Contest

13-year old tops 1,434 entries from throughout the U.S.;
He comes to NYC to film his PSA, which airs on 150+ TV stations



Pavel Karabelov, an eighth-grader at Rincon Valley Charter School in Santa Rosa, Calif., won the grand prize in the 7th annual Drive2Life PSA Contest, sponsored by NRSF and distributed by Scholastic Publications. This year we asked teens to be creative with messages to warn drivers about the dangers of speeding, which is a leading factor in traffic crashes.

Pavel won \$1,000 and a trip to New York,

where he worked with the Emmy Award-winning producers of the nationally syndicated TV series “Teen Kids News” to script, film and edit his winning PSA “Cars Aren’t Toys.”

His winning idea opens with a small child playing with a toy car, making speeding sounds and crashing it into a wall. We then see a child, a bit older, riding in a kiddie car, pedaling hard and yelling “faster, faster.” We next see a tween, steering a speeding radio-controlled toy car that crashes.

Finally, we view a teen getting the keys to a real car. Speeding, he approaches a stopped car and we hear a crash as the screen fades to black. The words “Cars Aren’t Toys. Don’t Speed.” flash on screen.

Pavel got the idea from when he played with toy cars as a kid. He admits he still

likes toy cars, which made him realize that as we grow up we must learn that cars are not toys. “When we get a driver’s license, we’re given a tool,” he said. “But many people use it the wrong way by speeding, and a good thing can become a disaster.”

Pavel’s PSA aired on more than 150 TV stations on “Teen Kids News” in May for Global Youth Traffic Safety Month. He will be featured in select fall issues of Scholastic classroom magazines, which reach nearly 25 million students. The PSA can be seen at www.teenlane.org.

Four runners-up in the Drive2Life contest each won a \$500 prize. Runners-up in the Grades 6–8 category are Salada Alderman, age 14, of Cleveland, TN and Nicole Waters, 13, of Star, ID. Runners-up in grades 9–12 are Megan Casey, 18, of Springfield, OH and Sarah Stanley, 15, of Lehi, UT.

Drive Safe Auto Show Tie-ins Engage Teens in Four Major Markets

NRSF partners with four of the nation's biggest auto shows – in Los Angeles, Chicago, Washington DC and Atlanta – to engage teens in promoting safe driving behavior.

In advance of each auto show, we get the word out to teens in the area to submit ideas for a PSA about distracted driving. The winner of each regional Drive Safe contest gets a \$2,000 cash prize. We also send a director and crew to the winner's school to help create a finished public service announcement that debuts at the local auto show before airing on TV nationwide.

At the Atlanta International Auto Show, we worked with the Georgia Office of Highway Safety to produce a 4-day Teen Safe Driver Expo where we had hundreds of kids and adults learn about safe driving behavior by experiencing hands-on driving simulators and negotiating a winding course on a pedal kart while wearing goggles that simulate driving while impaired.

We plan to be back at the four auto shows next year with the Drive Safe PSA Contests, so watch our site for news of when each contest opens. You can see all Drive Safe winners' videos online at <http://www.nrsf.org/teenlane/content/contests>

Our Drive Safe winners this season were:

Drive Safe Los Angeles	Drive Safe D.C.	Drive Safe Chicago	Drive Safe Atlanta
Franklin Reitzas, 18, Bell Canyon, CA	Makiya Mason, 16, Suitland, MD	Haynen Johnson, 17, Valparaiso, IN	Rhiannon Belcher, 15, Leesburg, GA



Franklin Reitzas, standing, as he directs his winning Drive Safe L.A. PSA



Drive Safe winner (c) Makiya Mason with from left, teacher John Richardson, Michelle Anderson and David Reich of NRSF and Parents



Drive Safe Atlanta Winner Rhiannon Belcher with Michelle Anderson, Harris Blackwood, Director of Georgia's Office of Highway Safety and David Reich



Drive Safe Chicago winner Haynen Johnson, left, directs his PSA

New York International Auto Show

At the World Traffic Safety Symposium at the New York Auto Show, The National Road Safety Foundation again co-sponsored scholarships for the winners of the annual Designs for Safety competition for college students.



NRSF's Michelle Anderson with 4th place winner Bradley Bell & Mark Sheinberg of GNYADA

NRSF scholarships were presented to 4th place winner Bradley Bell of the University of Bridgeport for his "Better Grip," which is an ergonomic steering wheel that helps drivers properly position their hands on the wheel, and to 5th place winner Jermaine Vassel of Montclair State University. His idea is an inflatable safety barrier that can protect an area after a crash while hiding the crash scene from passing motorists, avoiding "rubbernecking" that creates traffic delays, and potential crashes.



Fifth place winner, Jermain Vassel of Montclair State University

News from our Partners in Traffic Safety



FCCLA: “Safe Rides – Save Lives”

NRSF again partnered with the Family, Career and Community Leaders of America (FCCLA) to empower young people by having them create public service announcements that can have an impact on teen traffic safety. The Safe Rides-Save Lives contest focuses on the importance of having drivers and passengers buckled up before putting the vehicle into drive. According to the Centers for Disease Control, seat belts reduce serious crash-related injuries and deaths by about half.

The FCCLA Chapter at Lake Stevens High School in Lake Stevens, Wash., placed first and won \$3,500 for their school. Their winning PSA begins by asking the question “What can you do in three seconds?” It connects with common activities that teens typically do many times throughout the day, and continues with the warning “if you don’t buckle your seat belt, you may not have three more seconds.” To view the winning PSA, visit: <http://www.nrsf.org/teenlane/contests/safe-rides-save-lives>

Grace Fortney, a member of Lake Stevens High School chapter of FCCLA and the State Secretary for Washington State FCCLA, was the videographer behind the submission of the winning PSA. Growing up as the daughter of a police officer, she knew the importance of using a seatbelt, but it wasn’t until she began driving that she realized it was her responsibility to ensure her passengers buckled up as well. Reminding her sister and friends to buckle up as passengers became her inspiration for the PSA.

In addition to the cash prize, Lake

Stevens High School will have their PSA shown at the FCCLA National Leadership Conference in Atlanta this summer, in front of more than 8,000 students and adult leaders.

Rosholt H.S. in South Dakota won 2nd place and Westlake H.S. in Utah placed 3rd.

NOYS – “Seat Belts Save”



Students at Caldwell High School in Caldwell, Tex., created a comprehensive public awareness campaign that brought the student body’s seat belt usage to 91 percent and won them the \$1,500 prize for best overall campaign in the “Seat Belts Save Challenge,” a nationwide competition organized by the National Organizations for Youth Safety (NOYS) and sponsored by The National Road Safety Foundation.

Prizes of \$1,500 were also awarded in two other categories -- greatest improvement in seat belt usage, and highest seat belt use rate. Batavia High School in Batavia, Ohio, won for the highest seat belt rate, achieving an almost-perfect usage rate of 99 percent. The students at Wallace Junior/Senior High School in Wallace, Idaho, won for the greatest seat belt use increase, jumping by 60 percent.

The Seat Belts Save Challenge was initiated by NHTSA 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 2016, more than half of teen drivers killed in crashes and more than 60% of teen passengers killed in crashes were not wearing seat belts.



SADD - “#Driving Skills 101 – Dangers in the Dark”

Students from the Livingston Parish High School SADD chapter in Denham Springs, LA, won \$2,500 in the #DrivingSkills101 – Dangers in the Dark, sponsored by NRSF and Students Against Destructive Decisions (SADD).

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

The Livingston Parish SADD Chapter, with advisor Dylan Ivy, proposed a video that compares 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.

The students worked with an Emmy Award-winning TV director to produce their video, which debuts at the SADD National Conference in Washington, DC, and will be featured on the syndicated show “Teen Kids News.”

Nine other SADD chapters were also selected as finalists, each receiving \$250. 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.

DeFeet Distractions – Promoting Safe Walking

NRSF asked grade school kids to help get the message out about pedestrian safety, through the DeFeet Distractions poster contest. It's a timely project, as we see pedestrian deaths rising to their highest point in 28 years

More than 500 entries came in from around the country. The winner, Audrey Ruger, in the 4th grade at Chicago's Audubon School, won \$500 for her poster showing people looking down at their phones while walking, under the headline "Don't become a Phone Zombie." Her teacher, Amanda Matteson, won a \$250 gift card from NRSF.

Runners-up in grades 1 – 5 each received a \$150 prize, and their teachers got \$100 gift cards. The runners-up are Erni., in the first grade at Schwab Elementary School in Nashville, TN; Diana, in second grade at Millenia Elementary School in Orlando, FL; Chloe, a third grader in Petal Elementary in Petal, MS.; Mason, in fourth grade at Chicod Elementary School in Greenville, NC; and Gianna, in fifth grade at Championship Academy of Distinction in Davie, FL. (Full names are not listed here, for privacy because of the winners' ages.)

And right here in our home state, NRSF has joined forces with the New York State PTA to help educate young people about pedestrian safety and the dangers of walking while distracted.

Through PTA units statewide, the DeFeet Distractions New York contest invited grade school kids to create a poster that tells everyone – young and older – to pay attention while walking. The PTA is also holding several traffic safety events throughout the state.

The winner will get \$1,500 donated to his or her school's PTA and the design will be highlighted on NRSF and NY State PTA sites and social media. Three runners-up will each get \$500 donated to their school's PTA.



Grand Prize Winner – Audrey Ruger, of Chicago, IL (4th grade)



First Grade Level winner –
Erni of Nashville, TN



Second Grade Level winner –
Diana of Orlando, FL



Third Grade Level winner –
Chloe of Petal, MS



Fourth Grade Level winner –
Mason of Greenville, NC



Fifth Grade Level winner –
Giana of Davie, FL

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 AND THEME.**

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. (*subject to change)
 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 OPEN IN AUGUST THROUGH NOVEMBER. PLEASE CHECK OUR WEBSITE FOR EXACT DATES.**

Theme: Drunk Driving. (*subject to change)
 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. (*subject to change)
 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. (*subject to change)
 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

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 AND THEME.**

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

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- youtube.com/nationalroadsafety

Look for us at these 2018 Events

JUN		
Jun 22 - 24	National PTA Convention	New Orleans, LA
Jun 24 - 27	SADD <i>Student's Against Destructive Decisions</i>	Washington, DC
	SADD SPEAKs	Washington, DC
Jun 28 - Jul 2	FCCLA <i>Family, Career and Community Leaders of America</i>	Atlanta, GA
JUL		
Jul 19 - 21	NSSP <i>National Student Safety Program</i>	Rosemont, IL
Jul 22 - 25	ADTSEA <i>American Driver and Traffic Safety Education Association</i>	Rosemont, IL
AUG		
Aug 23 - 24	NAWHSL <i>National Association of Women Hwy. Safety Leaders</i>	Atlanta, GA
Aug 25 - 29	GHSA <i>Governors Hwy. Safety Association</i>	Atlanta, GA
NOV		
Nov 30 - Dec 9	Los Angeles Auto Show	Los Angeles, CA

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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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