

## The 4th “E” for Traffic Safety

Traditional thinking in the traffic safety community says there are three “E”s that together comprise a full traffic safety effort. They are **Engineering** (vehicles, infrastructure and technology), **Enforcement** of traffic safety laws, and **Education** (driver ed, knowledge of laws and safe driving behavior).



For many years, we at The National Road Safety Foundation have worked primarily on the third E, Education, with free programs, PSAs and other materials to help educate drivers about safe driving behavior and decisions. Our programs have been used by teachers, police and others to reach millions of young people with messages about impaired, drowsy and distracted driving, as well as issues like tailgating and speeding.

**But there’s a fourth “E” that we and others have been working on, and it’s quite effective. It’s called “Engagement.”**

For us, Engagement means getting young people directly involved in creating and communicating messages about safe driving and then modeling that good behavior for others to follow.

Youth advocacy groups like NOYS, SADD, which is now celebrating its 35th

year, and FCCLA have done a masterful job at getting young people engaged. SADD and FCCLA groups are active in thousands of schools nationwide, with tens of thousands of engaged student members. We are proud to be working closely with both of these important youth movements, sponsoring programs and contests that encourage and reward engagement by so many student leaders.

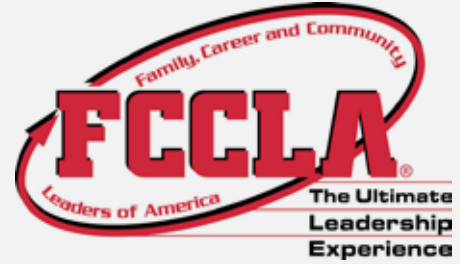
As noted elsewhere in this newsletter, NRSF is strengthening its relationship with FCCLA, sponsoring a youth contest and providing materials that have been adopted for their traffic safety programs. Our partnership with SADD remains strong as we support programs like the annual Driving Skills 101 contest, which is developed by the group’s teen leaders.

NRSF also encourages teens to get involved individually, by sponsoring

exciting contests that invite young people to create their own messages aimed at their peers. Our Drive2Life PSA Contest, run in conjunction with Scholastic, is entering its 8th year, drawing nearly 2,000 entries from throughout the nation last year. We also run similar contests regionally, partnering with the big auto shows in Los Angeles, Chicago and, new in 2017, Atlanta. Our Walk Safe, Drive Safe contest invites tweens to get engaged, with ideas for messages on distracted walking and encouraging older siblings and parents to drive safely.

We invite you to become engaged in the effort to make our roads safer. Check out our contests, or see how our free programs, videos and PSAs can work in your school or community. As always, we welcome your feedback or ideas. Write us at [info@nrsf.org](mailto:info@nrsf.org).

# NRSF Partners with GHSA, FCCLA and National Safety Council



NRSF has expanded its partnerships with three respected groups with whom we've had long working relationships.

**GHSA** -- We've been a longtime exhibitor at the annual Governors Highway Safety Association (GHSA) conferences and we are proud to take our relationship to the next level to support this important group, which represents all of the state highway safety offices

NRSF also gave a grant to support innovative approaches that address the serious issue of drowsy and fatigued driving, responsible for an estimated 328,000 crashes every year. The funds will support grants to be awarded by GHSA to state highway safety offices through a competitive application process to be announced early in 2017.

**FCCLA** is one of the largest student leadership organizations, with more than 160,000 student members in 5,400 high schools nationwide. After being an exhibitor at their national conference for many years, we have become the sponsor of FCCLA's teen traffic safety program FACTS - Families Acting for Community Traffic Safety. FACTS is a peer education program

through which students work to save lives through personal, vehicle, and road safety by educating adults and youth about traffic safety and supporting enforcement of local rules and regulations for community traffic safety. NRSF program materials are now part of the group's recommended resources for school and community traffic safety outreach, and we are sponsoring the Safe Rides Save Lives PSA competition, to raise awareness of teen driver risk in relation to the number of passengers in a vehicle.

**The National Safety Council (NSC)** deals with many aspects of public and workplace safety, and traffic safety has long been a key focus of the group. NRSF has become a major sponsor of the NSC's Teen Driver Safety Coalition, which currently coordinates teen driver initiatives including expansion of GDL (graduated driver licensing) programs in ten states, with more to be added.

NRSF is pleased and proud to be working closely with these groups to help support their traffic safety efforts. Together, we can and will make our roads and highways safer.

## Happy 35th to SADD – Students Against Destructive Decisions



Our friends at SADD celebrated their 35th anniversary in New York, where the Student Leadership Council gathered for its annual planning session and to meet with The National Road Safety Foundation's team to work on next year's #DrivingSkills101 program, which we sponsor. Before the day's meetings began, the group walked a few blocks over to Rockefeller Center, where they gathered with "SADD 35" signs on the Plaza where The Today Show tapes. We're told they got some on-camera time. Congrats and Happy Anniversary.



SADD staff and student leaders with NRSF staff

## DRIVE SAFE TEEN PSA CONTESTS EXPAND

We are in the third year of the [Drive Safe Chicago](#) PSA Contest, working with the Chicago Auto Show to encourage teens to spread the word about the dangers of distracted driving. We invite teens in Chicagoland to give us their ideas for TV public service announcements.

We're doing the same thing, for the second year, with the Los Angeles International Auto Show, with our [Drive Safe Los Angeles](#) PSA Contest.

And now we're pleased to announce a third partnership, with the Atlanta Auto Show, the biggest in the southeast. The [Drive Safe Atlanta](#) PSA Contest opens for entries on January 3. Teens from throughout Georgia are invited to participate. The entry deadline is Feb. 27.

We salute the executives at the Chicago, Los Angeles and Atlanta Auto Shows, as well as their member auto dealers, for recognizing the importance of teen driving safety and giving it visibility at these high-traffic shows.

For info on our Drive Safe PSA Contests, visit [www.teenlane.org/contests](http://www.teenlane.org/contests)

### Drive Safe Contest Dates:

Drive Safe Chicago – 2017 contest deadline is Dec. 14, 2016. Auto Show opens Feb. 13, 2017.

Drive Safe Atlanta – 2017 contest opens Jan. 2; deadline is Feb. 27, 2017. Auto Show opens March 21, 2017.

Drive Safe Los Angeles – 2017 contest opens June 30; deadline is Oct. 20, 2017. Auto Show opens Nov. 17 2017.



The proliferation of mobile devices is creating a new pedestrian safety risk—distracted walking. That's why The National Road Safety Foundation, with Scholastic, the global children's publishing, education and media company, invites teens to share their ideas to educate peers and others about the risks of walking while using a mobile device.

Entries are now open for the annual Drive2Life PSA Contest, with the theme "Distracted Walking = Dangerous Walking."

The winner will get a \$1,000 prize and an expenses-paid trip to New York to work with an Emmy Award-winning director to turn the idea into a public service message that will be broadcast nationwide next May during Global Youth Traffic Safety Month. Two runners-up in each grade category (grades 6–8, 9–12) will receive \$500.

"Many of those same risks from distracted driving apply to pedestrians too," said NRSF's Michelle Anderson. "More than 60 children are hit by cars every day and thousands of young people make unexpected trips to the emergency room due to injuries from walking while distracted. When the interaction is with a motor vehicle, pedestrian injuries are often serious or even deadly."

Students in grades 6–12 are invited to submit their ideas for a 30-second PSA on distracted walking. Entries can be scripts or storyboards, but no videos or group entries will be accepted. The deadline is Feb. 17, 2017. Information, entry form and complete rules are at [www.nrsf.org.teenlane.org/contests/drive\\_2\\_life](http://www.nrsf.org.teenlane.org/contests/drive_2_life) or [www.scholastic.com/Drive2Life](http://www.scholastic.com/Drive2Life).

The winning spot will be broadcast in May 2017 on more than 220 TV stations on nationally-syndicated "Teen Kids News." The winner will be profiled in Scholastic Classroom Magazines, reaching nearly 5 million students and 50,000 teachers.

Last year, high school senior Jake Lundell, of Plymouth, MN won, from a record 1,586 entries. The spot is narrated by "Death," dressed in black as he trails "Katie," walking with her head down as she is on her phone. "Death" mentions that Katie likes to text...a lot, as she begins to text while she walks. Not looking, Katie almost walks in front of a passing car. "Death" pulls her back just in time and he says to the camera, "I'll give her today, but tomorrow... who knows?" You can view the spot at [www.nrsf.org/sites/default/files/D2L-DistractionsCanBeDeadly.mp4](http://www.nrsf.org/sites/default/files/D2L-DistractionsCanBeDeadly.mp4)





# 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 JUNE THROUGH OCTOBER. 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. <http://www.nrsf.org/teenlane/content/drivesafela>



Open to 13 ~19 year old students in Illinois, Indiana, Wisconsin and Iowa. **SUBMISSIONS OPEN IN JUNE 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. <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](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.



18 East 50th Street, New York, NY 10022 • TOLL FREE 866.SAFEPATH (866-723-3728)  
[info@nrsf.org](mailto:info@nrsf.org) • [www.nrsf.org](http://www.nrsf.org) • [www.teenlane.org](http://www.teenlane.org)

# NRSF HONORS TOP DRIVER ED TEACHERS



Teacher Excellence Award-winners (from 2nd left) Becky Hardy, Yusuf Quidwai and Judy Weber-Jones, with NRSF's Michelle Anderson (left) and David Reich (right). ADTSEA past-president Rich Hanson (2nd right) led the peer review committee.

As part of our ongoing support of ADTSEA, the American Driver Training & Education Association, NRSF honors outstanding work by driver ed teachers.

At the ADTSEA National Conference in Portland OR in July, we presented the Teacher Excellence Award to three teachers who were selected by a peer review committee led by Rich Hanson, a past ADTSEA president.

The award, which carries with it a cash stipend, went to Judy Weber-Jones, a teacher at Gibson City-Melvin-Sibley High School in Gibson City, IL; Becky Hardy of Turtle Mountain Community High School, Belcourt, ND, and Yusuf A. Quidwai of Q Driving School in Omak, WA.

Judy Weber-Jones, a driver ed teacher for 31 years, has worked to change laws in Illinois, including a No-Texting Ban, tougher GDL laws and increased fines for speeding. She helped initiate the Illinois Dept. of Transportation's Operation Teen Safe Driving program, mentoring 105 schools throughout the state in the first year. Teaching driver education, she said, "has been the best decision in my life."

Becky Hardy began teaching driver education 38 years ago in a small town that had one stop sign and no paved roads. While serving as an officer in

the North Dakota Driver & Traffic Safety Education Association, she helped bring higher standards to the state's driver ed curriculum. "Traffic safety education has always made sense to me," she said. "I love teaching driver education because it is so important and the students truly want to learn to drive safely."

The third TEA honoree, Yusuf Quidwai, operates Q Driving School in Omak, WA. An educator at the local and state level for more than 30 years and past president of the Washington Traffic Safety Education Association, he has worked to update the state's traffic safety curriculum and has trained instructors throughout the state, while personally teaching at three small public schools in order to keep their programs alive. "I love to teach this life-long skill to young students," he said.

"All driver education instructors are passionate about ensuring that their students become safe drivers, but our Teacher Excellence Award winners have consistently gone above and beyond in that mission," said ADTSEA's Rich Hanson. "We hope they will inspire others to excel."

We at NRSF agree. Our hats are off to them and all their peers in the classroom.

## Teen/Parent Safe Driving Event in Philadelphia

The first DRV SAFE 4 PA Teen/Parent Driving Safety Day was held in Philadelphia during National Teen Driver Safety Week in October. It was organized by the Simeone Foundation Automotive Museum and The National Road Safety Foundation, with assistance from our friends at the Pennsylvania Department of Transportation, Street Smarts and the Pennsylvania DUI Association.

"Every year, we lose too many of our family, friends and neighbors in traffic crashes," said Dr. Fred Simeone, a retired neurosurgeon and director of the Simeone Foundation Automotive Museum. "In addition to fatalities, I've seen too many seriously injured crash victims on my operating table, often with traumatic brain injuries that will leave them impaired for life. What makes these deaths and injuries even more upsetting is that so many are totally preventable if people were better educated about safe driving."

Participants included AAA Mid-Atlantic, the Pennsylvania Teen Safe Driving Coalition, Street Smarts Programs, Children's Hospital of Philadelphia, ENDD (EndDistractedDriving) and State Farm Insurance. Officers from the Pennsylvania State Police and the Philadelphia Police Department also assisted with DUI checkpoint demonstrations, and the Ford Driving Skills for Life program had in-car drunk and distracted driving simulations.



# LOOK FOR US AT THESE 2017 CONFERENCES

## FEB

Feb 10 - 13	<b>Chicago Auto Show</b>	Chicago, IL
Feb 26 - 28	<b>NJAPERD</b> <i>NJ Association of Health, Physical Education, Recreation &amp; Dance</i>	Long Branch, NJ

## MAR

Mar 21 - 23	<b>Atlanta Auto Show</b>	Atlanta, GA
Mar 26 - 28	<b>Lifesavers</b>	Charlotte, NC

## APR

Apr 21	<b>NY Auto Show</b>	New York, NY
--------	---------------------	--------------

## JUN

Jun 22 - 25	<b>PTA National Conference</b>	Las Vegas, NV
Jun 25 - 28	<b>SADD National Conference</b>	Tampa, FL

## JUL

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

## SEP

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

## NOV

Nov 17 - 19	<b>Los Angeles Auto Show</b>	Los Angeles, CA
-------------	------------------------------	-----------------

## Like us on Facebook...Follow us on Twitter

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.

 [facebook.com/nrsf1962](https://facebook.com/nrsf1962)

 [nrsf1962](https://nrsf1962)

 [twitter.com/nrsf1962](https://twitter.com/nrsf1962)

 [youtube.com/nationalroadsafety](https://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](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org).*



18 East 50th Street, New York, NY 10022