



NHTSA Administrator – Mark Rosekind, PhD

Toward Zero Fatalities...

by Mark Rosekind PhD., Administrator, The National Highway Traffic Safety Administration



Through a combination of engineering, education and enforcement, the number of traffic fatalities has been dropping for the past 20 years – from 42,065 in 1996 to 32,675 in 2014. But NHTSA Administrator Dr. Mark Rosekind finds that unacceptable. He feels that we should no longer accept any deaths on our roads and highways.

The National Road Safety Foundation believes that education is a key to making our roads safer. We've been creating free educational materials to teach about impaired and distracted driving, speed and aggressive driving, drowsiness and more. But we've added another E-word to the mix, which we feel can help move the numbers downward – Engagement.

Engaging young people by involving them in the creation and communication of safe driving behavioral messages can make a difference. It's why we support safety advocacy efforts by youth-driven partners like SADD, NOYS and FCCLA. It's why we sponsor traffic safety PSA contests for teens nationally and regionally in some of our nation's biggest markets.

Dr. Rosekind acknowledges that it will take many years – possibly decades – to get to his goal of Zero Fatalities, but, he says, we must begin that process now. We agree.

There are two numbers that we talk about a lot at the National Highway Traffic Safety Administration: 32,675. That's how many lives we lost on American roadways in 2014. 94 percent. That's how many crashes that are tied to a human choice or error. I believe that the only acceptable goal is zero traffic deaths.

Every American should be able to drive, ride or walk to their destination safely, every time. And if we are going to reach that goal, then we need to focus on the human behavior that is most responsible.

Throughout February and early March, NHTSA convened a series of six Driving Behavioral Change in Traffic Safety summits across the United States. At these summits, NHTSA challenged both traditional and new partners to think hard about where we are with traffic safety behavioral programs and to consider where we want to be—both in the near term and in the more distant future.

Participants in these summits confirmed the value of proven safety countermeasures like high-visibility enforcement for reducing impaired driving and increasing seat belt use—but also stressed the need to look at new approaches. After all, we know that we cannot continue just doing more of the same and expect different results.

The summits were designed to look beyond our traditional boundaries to see if proven countermeasures from other disciplines could be used to reduce road traffic injuries and deaths. We also looked to fast-moving disciplines such as marketing with social media to identify opportunities for evaluation and measurement that are appropriate uses of public resources.

We found that there are some new ideas such as behavioral economics that need examination, and that there is room for better program implementation with improved epidemiology, expanded partnerships and new technologies.

We also took a hard look at the future with a discussion about what transportation system components would be necessary in a future scenario in which there would be zero traffic deaths and what steps are necessary for us to achieve that vision.

System-wide changes—new technologies, optimized behaviors, proactive safety culture—are achievable if we know where we are going and stay on course. Based on what we heard at these summits, that scenario will likely be far different than our current world. Many of our current programs—education programs, strong laws and law enforcement—will exist in optimized form. But there will also be fundamental differences—advanced technologies, new roles and responsibilities, different attitudes and expectations—that will need to be considered and created.

We also have a lot of work to do in the near term. We have new countermeasure strategies to evaluate, new programs to implement, new partners to engage, innovation in communications and messaging, and a range of tried and proven safety strategies to reinforce.

There is a lot at stake. More than a half million lives will be lost over the next twenty years if we just keep doing the same things we are doing now. We will change this future and put ourselves on the road to zero traffic deaths if we each own that vision and commit to doing our part.

NRSF at Auto Shows in L.A. & Chicago

The National Road Safety Foundation sponsored teen PSA contests at two of the nation's biggest auto shows.



Winning teens from the California Friday Night Live Partnership, with, at left, Michelle Anderson of NRSF, Brendan Flynn of the L.A. Auto Show, second from right, and, far right, David Reich of NRSF.



Drive Safe Chicago winner Abigail Evans with Michelle Anderson of NRSF, left, Colin Wickstrom, Chicago Auto Show Chairman, and, at right, David Reich of NRSF.

Drive Safe L.A.

At the Los Angeles Auto Show in November, a group of high school students from chapters of Friday Night Live Partnership in Los Angeles and Orange County, Calif. won top prize of \$2,500 in the first Drive Safe Los Angeles PSA Contest, organized by NRSF and promoted by the L.A. Auto Show.

The winners also had the chance to work with the producers of Teen Kids News to turn their PSA idea into a 30-second TV spot that had its debut at the L.A. Auto Show's inaugural Teen Safety Sunday. The winning concept, titled "I Didn't See," shows someone saying, "I was texting and driving and I didn't see..." The sentence is finished by five other people, explaining what they didn't notice, as the visual shows what led to each crash. Not seen were a red light, a stop sign, another car and, finally, a woman pushing a baby stroller. The screen goes black as the voiceover says, "What you don't see when you look down to text can change your life - and the lives of others - forever. Don't text and drive."

"Distracted driving is a serious risk that needs to be addressed at all levels, starting with hyper-connected teens entering the driver's seat," said L.A. Auto Show President Lisa Kaz. Kellie Goodwin, program associate for the California Friday Night Live Partnership, said, "The young people wanted a very simple and direct message to show the dangers of distracted driving."

The SADD Club at Murrieta Valley High in Murrieta, Calif. won \$1,500 for their school as the runner-up.

Check our site and Facebook page for info on the Drive Safe Los Angeles contest next fall, open to teens in the greater L.A. region.

Drive Safe Chicago

Abigail Evans, a senior at Washington Township (Ind.) High School won \$2,000 for her PSA idea.

She was one of three finalists all from the same class, taught by Greg Simms at Washington Township High School. They worked with the producer of Teen Kids News, who spent two days at the school.

The finalists' spots were posted on the Chicago Auto Show's Facebook page and the public was invited to vote for their favorite.

Our winner Abigail got 2,126 votes, from a total of 5,154 votes cast online. First runner-up Dustin Payne received 1,563 votes and second runner-up Paige Ruesch got 1,465. All the finalists' videos were shown at a news conference at the Chicago Auto Show.

"Distracted driving is a serious risk that needs to be addressed at all levels," said Colin Wickstrom, 2016 Chicago Auto Show chairman. "Today's cars are safer than ever, but driver inattention - distraction - continues to be a major factor in crashes. The Drive Safe Chicago campaign engages teens to be messengers both to their peers and to all drivers that distracted driving is dangerous driving."

People can view all three videos on our site at www.nrsf.org/teenlane/content/drive-safe-chicago.

MINNESOTA TEEN WINS DRIVE2LIFE PSA CONTEST

H.S. Senior Wins from Nearly 1,600 entries

Jake Lundell, 18, a senior at Benilde-St. Margaret's School in St. Louis Park, Minn., has been named grand prize winner of the 6th annual Drive2Life PSA Contest, sponsored by NRSF and distributed by Scholastic, the global children's publishing, education and media company. A record-breaking 1,586 entries were received from teens nationwide.

Jake's idea for a public service message about distracted walking was called "Distractions can be Deadly." It's narrated by "Death," dressed in black as "Katie," played by Jake's sister, is walking with her head down looking at her phone. "Death" talks directly to the camera, explaining that life's going great for Katie. She's class president, captain of the soccer team, and she just aced her SATs. He mentions that Katie likes to text...a lot, as she takes her phone from her pocket and begins to text while she's walking. A car drives past her, coming so close that she can feel the breeze of the near-miss. "Death" says to the camera,

"I'll give her today, but tomorrow... who knows?"

In addition to a \$1,000 prize, Jake, the first boy to win Drive2Life since it began six years ago, got to visit New York City in April to work with the producers of the nationally-syndicated TV series "Teen Kids News" to script, film and edit his winning PSA. The finished spot aired during Global Youth Traffic Safety Month in May on more than 220 TV stations nationwide. Jake's PSA and story will be featured in fall issues of Scholastic classroom magazines. The PSA is viewable on our sites at www.nrsf.org and www.teenlane.org.

Four runners-up were also selected in the nationwide competition, each winning a \$500 prize. Runners-up in the Grades 6-8 category are



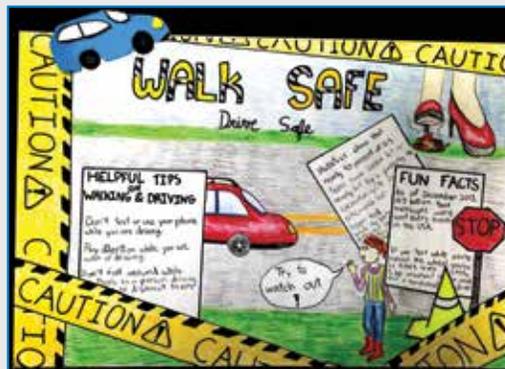
A scene from Jake Lundell's winning PSA. Jake plays "Death" in the spot.

Robert Gieseman, 14, of Camden Hills Regional High School in Rockport, ME, and Maya Federle, 14, of Central Middle School in Columbus, IN. Grades 9-12 runners-up are Bryce Panni, 17, of West Scranton High School in Scranton, PA and Danielle Campagna, 18, of Cypress Bay High School in Weston, FL.

Tweens2Teens: WALK SAFE, DRIVE SAFE

A fourth grade class from Wexford, PA has won the first Tweens2Teens Walk Safe, Drive Safe Contest, a nationwide contest to engage tweens in grades 3 - 5 in the dialogue about distracted walking and distracted driving. The contest, sponsored by NRSF with the cooperation of the online teacher resource site WeAreTeachers, invited teachers and students to develop a visual message to talk to teens and all drivers and pedestrians about safe, distraction-free driving and walking.

The fourth grade class led by teachers Eileen Townsend and Sharon Kroll at Marshall Elementary School in the



Pittsburgh suburb of Wexford won the \$2,500 top prize for their school.

Two runners-up, whose schools each received \$1,500, are the 4th grade class of Robin Jess at Orenda Elementary

School in Clifton Park, NY and the 5th grade class of Roni Gross at Ridgeview Elementary School in Spokane, WA.

"It's important that young people become aware of the dangers of distracted driving long before they begin to drive, and many of the same distraction issues apply to walking," said Michelle Anderson, Director of Operations at The National Road Safety Foundation. "As statistics for pedestrian deaths and injuries are rising, education about distraction becomes even more essential."



News



SADD State Coordinators and NRSF team met in New York.

NRSF was proud to host the annual meeting of SADD State Coordinators. In addition to the leadership team from SADD National, led by President and CEO Dawn Teixeira, State Coordinators from 18 states braved New York's January weather to share best practices and discuss future plans for programs and growth of SADD Nation.

#DrivingSkills101 Winners

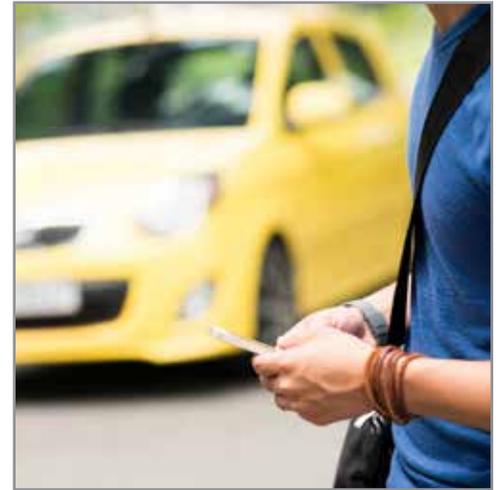
The winning SADD Chapter in the #DrivingSkills101 Challenge has been selected. Congratulations to the SADD Chapter at Wheeling Park High School in Wheeling WV. They won \$2,500.

SADD chapters were invited to submit a storyboard or other creative format to explain the dangers of tailgating. The top 10 submissions each won \$250 and then competed further by submitting a video pitch about their PSA concept.

The theme for next year's #DrivingSkills101 will be announced at the SADD National Conference in Pittsburgh this summer.



Remember... Drivers and Pedestrians Share the Road



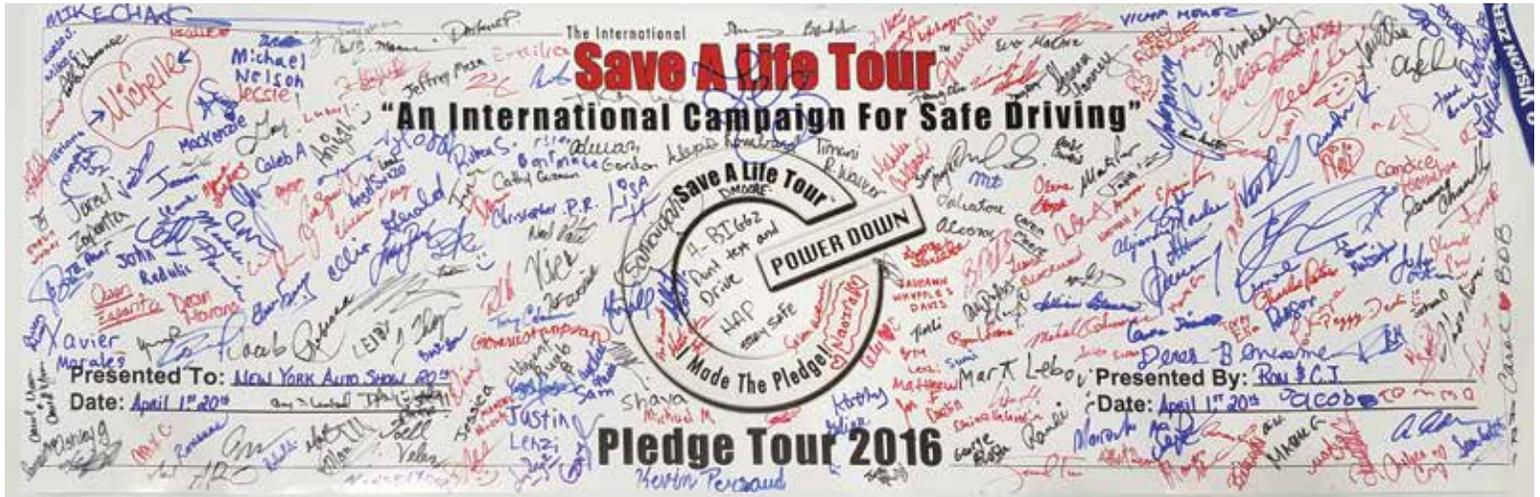
NHTSA statistics report that more than **150,000 pedestrians** ended up in emergency rooms for non-fatal crash injuries in 2013, and during that same year **4,735 pedestrians** were killed.

A GHSA study
found that
pedestrian deaths
were up
10%
last year.

Distraction is a big factor, on the part of drivers as well as pedestrians. That's why it's important when driving to keep your eyes on the road and hands on the wheel. And if you're walking, keep your eyes up, watching what's in front of you and all around.

NRSF has some great videos that deal with distraction. Check our website for "Generation tXt" and other distracted driving videos.

NRSF HOSTS TEEN DRIVER SAFETY DAY AT NY AUTO SHOW



Dozens of teens and parents signed the banner pledging not to drive distracted.

NRSF organized and hosted the first Teen Driver Safety Day at the New York International Auto Show in the Big Apple in April.

The event, open to teens and parents, featured a number of hands-on activities and simulators to show how driving ability is seriously impaired by alcohol, drugs and distractions that range from texting to other passengers in the car. The Save A Life Tour demonstrated potentially deadly consequences resulting from poor choices and decisions made behind the wheel. The New York State Police brought their Rollover Convincer to show the impact of being in a crash when not buckled in. Our partners from the New York City Dept. of Transportation were also on hand with information and free give-aways.

At the Auto Show's World Traffic Safety Symposium, the Greater New York Automobile Dealers Association honored NRSF with the 2016 Traffic Safety Achievement Award



John Manocherian and Michelle Anderson of NRSF accept the 2016 Traffic Safety Achievement Award for Community Service from Chris Sams, at left, New York Auto Show PR Director, and Mark Scheinberg, at right, executive director of the Greater New York Automobile Dealers Association.

for Community Service. John Manocherian and Michelle Anderson accepted on behalf of NRSF.

Crashes Are Not "Accidents"

Most of us are in the habit of calling traffic crashes "accidents." Even the media often refer to crashes as accidents.

But that word is a misnomer that can trivialize the cause of a crash.

Almost all crashes – 94%, according to NHTSA – are the result of human factors, risky behaviors like drinking, distracted driving, speeding and tailgating or other decisions made by drivers.

Jeff Larason, highway safety director

for Massachusetts, has been pushing for years to get the media to stop using the word accident. He even has a blog called "Drop the A Word" and he's been successful in getting the Associated Press and other major media outlets to stop calling crashes accidents.

It may be semantics, but we agree. Traffic crashes are not accidents and we should call them as they are. Doing so can help remind us that almost all crashes are preventable.

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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.

 facebook.com/nrsf1962

 twitter.com/nrsf1962

 youtube.com/nationalroadsafety

Look for us at these conferences

JUN

Jun 26 - 29 **SADD** Pittsburgh, PA
Students Against Destructive Decisions

Jun 30 - Jul 3 **National PTA Conference** Orlando, FL

JUL

Jul 9 - 13 **NASRO** Anaheim, CA
National Association of School Resource Officers

Jul 14 - 16 **NSSP** Portland, OR
National Student Safety Program

Jul 17 - 20 **ADTSEA** Portland, OR
American Driver Traffic Safety Education Association

AUG

Aug 26 - 27 **NAWHSL** Seattle, WA
National Association of Women Hwy. Safety Leaders

Aug 28 - 31 **GHSA** Seattle, WA
Governor's Highway Safety Association

NOV

Nov 4 - 7 **DSAA Conference** San Antonio, TX
Driving School Association of the Americas

Nov 19 - 21 **L.A. Auto Show** Los Angeles, CA



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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18 East 50th Street, New York, NY 10022