

TEENS TALK ABOUT SAFE ROADS

We've seen how the most effective way to encourage teens to be safe drivers is to let them talk about the issue among themselves. That's why The National Road Safety Foundation has been sponsoring a series of contests to help young people create and communicate video messages about safe driving behavior.



Drive2Life

We've just completed the 5th year of our Drive2Life PSA Contest, and more than 875 teens nationwide participated. Our winner, 18-year old Julia Huuki, a senior at Houghton (Mich.) High School, helped us create a fun way to look at a growing safety issue – distracted walking. In addition to a \$1,000 prize, she and her mom were flown to New York to spend two days working with our video production team, led by Emmy Award-winning director Alan Weiss. Julia worked with the team to develop the shot list and helped direct and edit the spot. She also played a role in the spot. The finished PSA had its premiere at the kickoff of Global Youth Traffic Safety Month in May and will air on some 225 TV



stations nationwide on "Teen Kids News." Julia will also be featured in fall issues of in-school magazines from our partner Scholastic.

Drive Safe Chicago

This year, for the first time, we teamed with the Chicago Auto Show and invited teens in the Chicagoland area to give us their ideas for a TV public service announcement about distracted driving. We chose an idea from winner Rachel Diaz because it gets across the message that distraction is more than cell phones and texting. The spot by the 17-year old junior at Portage (Indiana) High School shows how having other teens in the car can be a dangerous distraction for a new driver. Her PSA had its debut at a news



conference at the auto show, and Rachel became a media star, being featured in area newspapers and also in a live TV interview on ABC7 News in the windy city.

Just Launched: Drive Safe L.A.

We are about to start a similar program with the Los Angeles Auto Show, with a teen PSA contest on driver distraction. We'll also be teaming with our friends from RADD, DCH Auto Group and SADD in California to produce a special youth traffic safety day at the Auto Show.

Check our websites (nrsf.org or teenlane.org) to learn more about these exciting contests. Entries for Drive Safe Chicago and Drive Safe L.A. open in June, and entries for Drive2Life open in the fall.

FATAL TEEN CRASHES ARE DOWN

But there's still more work to be done

A study from the Centers for Disease Control shows the number of teen drivers involved in fatal crashes has dropped by more than half over the past ten years, due to safer cars and the growing number of states implementing graduated driver licensing, which puts restrictions on new teen drivers.

Restrictions include night driving and driving with passengers other than a parent or a licensed adult.

Teen drivers were involved in 2,568 fatal crashes in 2013, which is a 55 percent drop from 2004.

We are pleased to see the numbers fall so dramatically, but we remind everyone that any death on our roads and highways is one too many. Sadly, traffic crashes still remain the leading cause of death for teens.



SADD #Driving Skills 101

Youth leaders from the Madison County SADD Group in Madison County, IN won \$2,500 in a nationwide driving skills contest sponsored by SADD (Students Against Destructive Decisions) and NRSF. They developed a PSA that will be professionally produced and nationally distributed by NRSF.

“Many crashes are due largely to teens’ driving inexperience and this contest is designed to help build awareness of driving risks,” said Dawn Teixeira, SADD President and CEO. “Throughout our 33 years, SADD students have left a tangible mark on American society, representing a culture change on the issue of impaired driving. Today, our students are teaching their peers about other challenges they face behind the wheel.”

The #DrivingSkills101 Accelerate to Safety Challenge asked teens to create a storyboard for a PSA about the dangers of speeding. The process began with students answering questions about speeding in their community, and then the top ten winners of that round were invited to submit a storyboard and a pitch for their PSA.

The PSA follows two main characters: a professional race car driver and a teen running late to meet his friend. It flashes between the two storylines, shows the dangers of speeding and reminds viewers that in everyday life, speeding can have dire consequences. The tagline: “Life isn’t a race; go your own pace.”

“This PSA not only informs our schools and SADD chapters about the issues of speeding among young drivers, but it also brings our community together to recognize these important issues,” Tenasha Stephens, spokesperson for Madison County SADD from Elwood High School, said. “Our SADD chapters will benefit from the video by having an educational resource to share within their schools.”

Madison County SADD covers seven schools across Madison County, Indiana: Anderson H.S., Anderson Preparatory Academy, Frankton H.S., Fendleton H.S., Lapel H.S., Elwood H.S., and Alexandria H.S. The nearly 600 SADD students reach about 6,000 youth in their communities.

This year’s challenge is the third phase of the NRSF/SADD partnership. The #DrivingSkills101 concept was vetted by a dozen youth leaders comprising the SADD National Student Leadership Council.

“We are excited to support SADD’s work and mission of empowering young people to promote positive decision-making, especially involving driving,” said Michelle Anderson, NRSF Director of Operations. “We look forward to continuing this strong partnership with SADD and offering more young people opportunities to better inform their peers about safe driving.”

NRSF SPONSORS DESIGNS FOR SAFETY



Every spring, NRSF sponsors the Designs for Safety Contest for college students, as part of the World Traffic Safety Symposium held at the New York Auto Show. We sponsor the 3rd place prize of \$2,500.

Michelle Anderson, NRSF Director of Operations, presented a check to Natalie Buchsbaum of Kean University for an idea that has built-in child safety seats in taxi cabs. Currently, cabs in New York City are exempt from the child safety seat requirement, which means parents must either carry their own bulky seats or allow their children to ride unsecured. Natalie’s idea, with help from Jayson Accordini, gets around the current situation, which is impractical and dangerous.



A New Dawn

NRSF welcomes Dawn Teixeira as the new President and CEO of SADD. She brings a wealth of non-profit experience with a variety of organizations in the fields of military support services, housing, healthcare and education.

An NRSF shout-out to Chris Egan, SADD's Director of Field Services, who ably led the group while they searched for a new CEO.

We look forward to continuing our solid relationship with this important youth advocacy organization that has 7,500 chapters in schools with more than 7 million young people.



NRSF and NOYS Help Teens Learn That "Seat Belts Save"



The Seat Belts Save Challenge was initiated by our friends at NOYS (National Organizations for Youth Safety) and NHTSA to increase seat belt usage among young people who are at particular risk because of their low belt usage rate. Last year, more than half of teen drivers killed in crashes and more than 60 percent of teen passengers killed were not wearing seat belts.

NRSF is supporting the Challenge with funding for prizes for the winning schools.

The results of the first Challenge are in and Rogers High School in Rogers, MN, has won for best overall campaign.

The school recorded a ten percent increase in seat belt usage after students ran a month-long campaign that included a school-wide kick-off to launch the seat belt

drive. Students created a series of videos and in-school announcements and promoted the campaign with banners and flyers that included data on seat belt deaths and injuries in Minnesota. The students also partnered with local police for several events and they created an innovative video that featured a rap song about buckling up.

St. John's High School in St. John's, MI, won in the best improvement category, posting a 20 percent increase in belt usage.



Gibson City-Melvin-Sibley High School in Gibson City, IL, won in the highest overall use rate category with 99.2 percent seat belt usage among the school community.

"We salute the students at the winning schools for well-executed campaigns that had a measurable impact on teen seat belt usage," said Anita Boles, CEO of NOYS. "We are pleased to see that the Seat Belts Save Challenge is making a difference."

Each winning school received a \$1,500 prize. A second Seat Belts Save Challenge is in progress for the spring 2015 semester. More information is available at www.seatbeltssave.org

NHTSA Region 2's Tom Louizou retiring

Longtime friend and devoted traffic safety expert Tom Louizou is retiring in June.

Tom has been with NHTSA for some 38 years and for many of those years has been the Region 2 Administrator, responsible for implementing and overseeing NHTSA's programs through partners in New York, New Jersey, Puerto Rico, the U.S. Virgin Islands and, for the past few years, Pennsylvania. Tom always found time to assist NRSF with information and sage advice

as we developed new driver safety programs.

Tom says he'll spend more time on the golf links, but we wouldn't be surprised to see him still working, in a consultant position, in the traffic safety field.

Good luck, Tom, from all of us at NRSF. You're definitely one of the good guys.

Look for us at these conferences this year.

JUNE

June 25 - 28 **National PTA Conference** Charlotte, NC
June 28 - July 1 **SADD** Nashville, TN
Students Against Destructive Decisions

JULY

July 5 - 10 **NASRO Conference** Orlando, FL
National Assn of School Resource Officers
July 12 - 15 **NSSP/ ADTSEA** Raleigh, NC
National Student Safety Program
American Driver Traffic Safety Education Assn

AUGUST

Aug 28 - 29 **NAWHSL** Nashville, TN
National Assn of Women Highway Safety Leaders
Aug 30 - Sep 2 **GHSA** Nashville, TN
Governors Highway Safety Assn

OCT

Oct. 18 - 21 **NYSHSS** Binghamton, NY
NY State Highway Safety Symposium

NOV

Nov. 22 - 23 **Los Angeles Auto Show** Los Angeles, CA

The National Road Safety Foundation, 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.

New NHTSA Chief Will Give Added Push to Fight Drowsy Driving

We welcome Dr. Mark Rosekind as the new Administrator of the National Highway Traffic Safety Administration.

At the Lifesavers Conference in Chicago and again at the World Traffic Safety Symposium at the New York Auto Show, Dr. Rosekind outlined plans to continue the agency's focus on impaired driving, distracted driving and seat belts, while adding a new initiative that will address drowsy driving. It's an issue Dr. Rosekind knows well, having been a leading researcher on drowsiness. His background includes directing the Fatigue Countermeasures Program at NASA and Director of the Center for Human Sleep Research at Stanford University's Sleep Disorders & Research Center.

NRSF has two free programs to alert young people to the risks of drowsy driving. "Almost Home" features a 16-minute video that tells true stories of four young people who tried to drive when drowsy. "Recognizing the Drowsy Driver" helps recognize drowsiness in yourself and others. It includes a handout that can help you recognize if you've driven drowsy and what you can do to prevent it. Both programs can be viewed or downloaded free on our website.



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