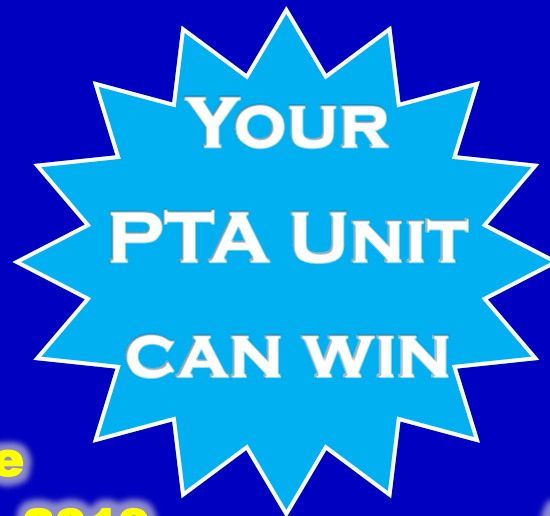


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Launch Date
FEBRUARY 11th, 2019

Deadline Date
APRIL 12th, 2019



Distracted Walking Poster Contest

Open to all Pennsylvania PTA Unit

For students in Grades 1 – 6



The National Road Safety Foundation is teaming up with Pennsylvania PTA for a contest to call attention to the dangers of distracted walking.

DID YOU KNOW?

Nearly 6,000 pedestrians are killed in traffic crashes every year

Many are children distracted by mobile devices

Tens of thousands of pedestrians are injured

PTA Units in Pennsylvania can win...

\$1,500 First Prize

Three \$500 Runner-up Prizes

*Winning poster design will be printed and distributed throughout the State
and also featured on Teen Kids News*

Visit <http://nrsf.org/teenlane/content/contests> -OR- contact PA PTA for details

DeFEET DISTRACTIONS PENNSYLVANIA CONTEST RULES

Official Contest Rules

No Purchase Necessary. Void where prohibited. The DeFEET DISTRACTIONS PENNSYLVANIA Poster Contest ("Contest") starts on February 11, 2019 and closes on April 12th, 2019, at which time all entries must be received.

How to Enter: The contest is open to individual students in Grades 1 – 6 attending schools in Pennsylvania with PTA Units that are members in good standing of the Pennsylvania PTA ("PA PTA"). Entrants must submit a poster that presents a message warning of the dangers of distracted walking. Entries may be submitted only by a representative of the school's PTA. Multiple entries from each PTA Unit may be submitted in one package; however each individual entry must have full contact information and parental signature on an official entry form.

Entrants may download an official entry form from <http://www.nrsf.org/teenlane/tweena/defeetpta>. A lesson plan and related information about distracted walking is available at the same site.

Completed entry forms must be mailed by the deadline date to: Pennsylvania PTA, Attention: Poster Contest 4804 Derry Street Harrisburg, PA 17111. All entries must include a poster (no larger than 8-1/2" x 11"), PTA Unit representative's name, address, phone and email contact information, as well as name and address of the PTA Unit's school. Each entry must include the name and grade of the student and have the student's parent signature. Entries must be submitted by mail only (not by email).

Each entry must be in keeping with the image of The National Road Safety Foundation ("NRSF") and the PTA and may not be offensive or

inappropriate, as determined by NRSF and PA PTA in their sole discretion. An entry may not defame or invade publicity rights or the privacy

rights of any person living or deceased or otherwise infringe on any person's personal or property rights or any third-party rights. NRSF reserves the right to disqualify any entry it deems to be offensive, inappropriate or not in keeping with the image of NRSF or PTA, in their sole discretion.

Eligibility: The contest is open only to individual students currently in Grades 1 – 6 and attending a school in Pennsylvania that has an active PA PTA Unit. Entrants must be legal residents of the United States. Employees of NRSF and the PA PTA and members of their families living in the same household, their parents, subsidiaries, affiliates, and their advertising, promotion or production agencies are not eligible to enter.

All personal information collected from entrants, parents/guardians and teachers will be retained in accordance with NRSF's records retention policies for the Contest. All entries will be kept for one year following the selection of winners. All winning entries will be kept for up to three years. By submitting an entry, the entrant understands and consents to the collection and maintenance of his or her information and acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with U.S. federal or applicable state law.

Entries will be provided to both NRSF and PA PTA and will be subject to the privacy policy of NRSF and subject to review by PA PTA. NRSF privacy policy may be found at www.nrsf.org/terms

Continued on next page

NRSF and PA PTA are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected or postage-due entries or for any computer, network, technical, typographical, human or other error, problem or malfunction related to or in connection with the Contest.

Entries: By submitting an entry, each entrant agrees that NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify or dispose of any entry and elements embodied therein online, in print, film, television or in any other media for advertising, promotional or other purposes throughout the world in perpetuity, without additional compensation or notification, or permission of the entrant, except as prohibited by law.

Judging Criteria: Entries will be judged on the following criteria:

Concept originality and creativity (35 points)

Execution – is the poster clean and easy to read? Spelling counts. (35 points)

Clarity of message (30 points)

Prizes: One Grand Prize of \$1,500 will be awarded to the winning PTA Unit. Three runners-up will each receive \$500 for their schools' PTA Units.

All prizes are funded and awarded by NRSF.

Selection of Winners: Entries submitted will be judged by NRSF and PA PTA. The winner and runners-up will be notified on or around May 10, 2019. Each entrant agrees to be bound by the Official Rules and the decisions of the judges are final in all matters relating to this Contest.

By entering and/or accepting a prize, each entrant and/or winner hereby releases and holds harmless NRSF and PA PTA, their respective

affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

This prize is contingent upon the Grand Prize winner providing reasonable assistance to NRSF in terms of any necessary information to include in news releases and other press material.

Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

General: By entering, each entrant agrees to abide by these Official Rules, warrants and represents that their entry is their original work. Further, each entrant grants to NRSF and PA PTA the right to use names, information provided, images, and likeness in any media now or hereafter known for advertising, promotion, and/or other purposes throughout the world without additional compensation or notification to, or permission of, the entrant, except as prohibited. If NRSF discovers at any time, during or after the Contest, that an entry contained infringing material, the entrant that submitted the entry will be immediately disqualified.

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In the event the Contest is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of the Sponsor that corrupt or impair the administration, security, fairness, or proper play of the Contest, the Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Contest or any portion thereof and/or terminate the participation of any participant whose conduct potentially compromises the Contest, and is at its sole discretion to award the prizes from among all eligible non-suspect entries received prior to termination using the judging procedures outlined above.

Winners List: For the names of the Winner and Runners-Up, send a self-addressed stamped envelope after May 31, 2019 to DeFEET DISTRACTIONS NEW YORK Winners List, The National Road Safety Foundation, Inc., 18 East 50th St., New York, NY 10022.

Sponsors and Administrators: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022, and Pennsylvania PTA 4804 Derry Street Harrisburg, PA 17111.



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HELP PREVENT DISTRACTED WALKING

TO ENTER Students in grades 1–6 must create a poster or collage on 8.5 x 11inch paper showing how they can help prevent distracted walking. A parent or teacher can submit student entries.

Entries will be judged on the following criteria: 1) Originality and creativity (30 points); 2) Concept (30 points); 3) Clarity of message (30 points); and 4) Quality of writing (10 points)

Open to students in grades 1–6. Only individual entries will be accepted—no group posters or collages. No videos, CDs, or digit al submissions. Teachers may mail entries in one envelope for the whole class.

For the complete Official Rules, visit <http://www.nrsf.org/teenlane/tweena/defeetpta>

MAIL ENTRY (with completed form stapled to it)

TO: PENNSYLVANIA PTA
ATTENTION: Poster Contest
4804 Derry Street
Harrisburg, PA 17111

ALL ENTRIES MUST BE RECEIVED ON OR BEFORE APRIL 12, 2019

PRIZES

One grand prize of \$1,500 will be awarded to the winning PTA Unit

Three runners-up will each receive \$500 for their schools' PTA Unit

The following must be filled out completely.

Student's Name: _____ Grade: _____

Parent's/Guardian's Name: _____

Parent's/Guardian's Phone Number: _____ Email: _____

School Name: _____ School Phone: _____

School Address: _____

City: _____ State: _____ Zip: _____

Teacher's Name: _____

Teacher's Email: _____ Teacher's Phone: _____

By signing below, I represent that as the parent/legal guardian or teacher of the above-named student, I agree and consent to his/her entry and agree to the Official Rules (see below).

If I am a teacher, I represent that I can grant the rights set forth in the Official Rules by PA PTA and/or NRSF.

Parent's/Guardian's or Teacher's Signature: _____

Teacher: Check the box if you want to hear about other NRSF programs. Please add me to NRSF's mailing list.

Information provided is subject to NRSF's and which can be found at nrsf.org/terms. NO PURCHASE NECESSARY. Void where prohibited. The DeFEET Distractions Pennsylvania Poster Contest ("Contest") is open to students who are currently enrolled in grades 1–6 in the state of Pennsylvania, who are legal residents of the United States, and who attend a public school, accredited private school, or home school ("Schools") in compliance with the laws of its state. To enter the Contest, each student must create a poster or collage on 8.5 x 11-inch paper to help prevent distracted walking. One entry per person. One Grand Prize PTA Unit winner will receive a \$1,500 and three Runners-Up PTA Units will receive a \$500 each for their PTA Unit. (Total Approximate Retail Value of prizes: \$3,000.) Entries must be received by April 12, 2019. See complete Official Rules at <http://www.nrsf.org/teenlane/tweena/defeetpta>



Lesson Plan - Teacher Instructions

Grade level: 1 - 3

Objective: To observe surroundings and avoid distracted walking.

Standard based skills: Discuss, examine and draw images.

Materials: Paper, crayons, colored pencils and "Take the Pledge" and the "DeFEET handouts.

Introduction: Start a discussion about things that are distracting while walking. Behavior when boarding and exiting a school bus and how to safely play outdoors.

Engage: Ask students to demonstrate behaviors while walking, playing or getting in and out of school bus/vehicles.

Ask students to write words that supports good behavior and bad behavior. Other students can draw good behavior and careless behavior while walking.

Place all images on the board and have students select what are good behaviors and irresponsible behaviors.

Using handout: Give students a copy of the "Take the Pledge" sheet and the "DeFEET Distractions Infographic." Discuss with students and have them to take home and discuss with family and friends.

Grade level: 4 - 6

Objectives: Identify safe and distracted walking actions, the risks, and reflect on personal behaviors.

Standard based skills: Breakout into groups to discuss and write down different types of distracted walking. Share details in a collaborative discussion.

Materials: Paper, pens, Student activity sheet, "Take the Pledge" and the "DeFEET Distractions Infographic."

Introduction: Ask students where they walk, and discuss responsibilities of a pedestrian.

Engage: Distribute copies of the activity sheet and brainstorm safe tips to help avoid and prevent distracted walking.

Encourage students to come up with preventive tips that can be shared with the class, family and friends.

Using handout: Ask students to use the chart to observe their walking behaviors for three days. Give students copies of the "Take the Pledge" sheet and the "DeFEET Distractions Infographic." Discuss with student and have them to take home and discuss with family and friends.

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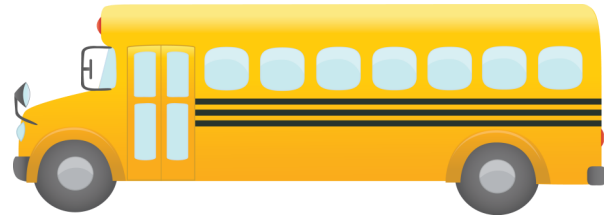


Take-Home

DeFEET Distractions Infographic



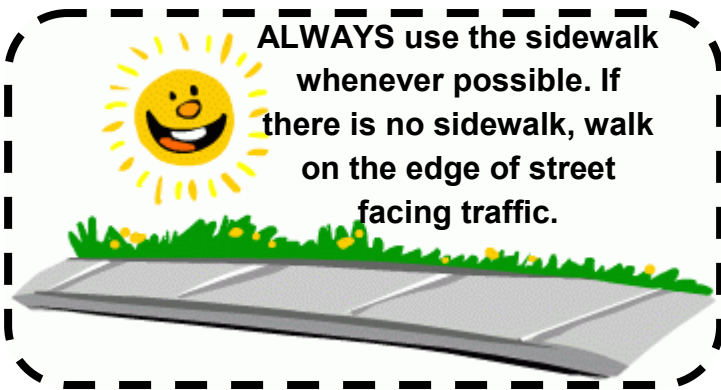
Pedestrians killed in traffic crashes



From 2006 to 2015 there were 301 school-age children killed in school transportation related crashes.



Stay 5 steps away from the curb

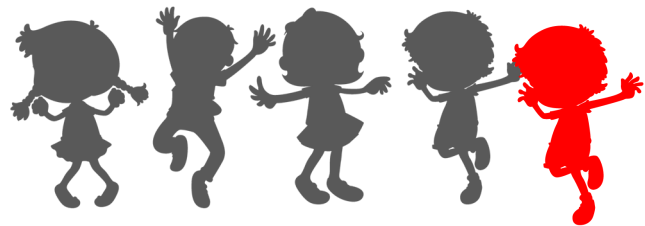


ALWAYS obey traffic signs



40 +

The number of kids hit by cars while walking every day in the U.S.



1 in 5 children under age 15 killed in car crashes in 2015 were pedestrians



Activity Sheet

Name: _____

EYES OPEN, EARS OPEN, HEADS UP!

Pedestrians have a responsibility on the road too. For the next three days, check the box that applies to you. Put an X next to anything you may do that is distracting. Be sure you're not walking when filling this in.

FOCUSED	Behavior	Day 1	Day 2	Day 3
	Keep my head and eyes up, looking around			
	Keep my ears free / low volume from headphones			
	Look left, right, and left again when crossing			
	Put my phone away, step aside to text /talk			
	Cross street at crosswalk and watch both ways for cars			
DISTRACTED	Behavior	Day 1	Day 2	Day 3
	Talk with friends while crossing the street			
	Listen to loud music while walking			
	Talk on my phone while crossing the street			
	Text/check social media while walking			
	Ignore street signs and surroundings			

What can you do to help others be safe when walking? Explain.



Take the Pledge

At some point everyone is a pedestrian. As parents and caretakers, we want to keep our children safe at all times. Talk to your children about the dangers of distracted walking and share these simple guidelines to ensure their safety.

- I will keep my head up, eyes and ears open at all times
- I will not use devices or headphones while walking or riding my bike
- I will cross at the crosswalk and not in between cars
- I promise not to talk to others while crossing the street
- I promise to ride my bike in the same direction as traffic
- I promise to look left-right-left when exiting the school bus
- I promise not to dart out in traffic
- I will encourage my friends and family to do the same

(Student signature)

(Parent signature)

(Sibling and friends signature)

(Sibling and friends signature)