



**NASRO AND NATIONAL ROAD SAFETY FOUNDATION
ANNOUNCE 3rd ANNUAL
"INNOVATION IN THE CLASSROOM" AWARD**



Winner gets free registration & travel to NASRO Conference in Reno and \$1,000 in SRO's name to PD for traffic safety education

NEW YORK, March 15, 2012 – NASRO is partnering again with The National Road Safety Foundation (NRSF) to encourage innovation in teaching young people about traffic safety, as the 3rd annual "Innovation in the Classroom" award program begins. The award recognizes an SRO who is doing outstanding work teaching young people in the classroom about traffic safety and driver education.

The winning SRO will get free registration and travel to the NASRO National Conference in Reno in July, and a \$1,000 honorarium will be donated by NRSF in the SRO's name to his or her police department, to be used in support of traffic safety education efforts in local schools. The winner will be announced at the NASRO National Conference, and the winner will present the winning lesson or program as part of the SRO Course Seminar. Criteria for the award are:

- **SRO has employed new and/or innovative ways to engage students in understanding safe driving messages.**
- **The techniques and/or resources can be easily adapted for use in schools by other school resource officers.**

Deadline for entries is May 1, 2012. Complete contest details and entry information can be viewed at www.nasro.org. "The National Road Safety Foundation is pleased to support this program to stimulate excellence and innovation in driver education," said David Reich, public relations director for NRSF, a non-profit organization that for nearly 50 years has been producing and distributing free traffic safety teaching and training programs for use throughout the U.S. "Through this program, innovative teaching ideas will be shared with the broader SRO and driver education community."

Last year's winner, Officer Chip Yeaton of the Canton Mass. PD, presented his lesson plan that included what he calls a "hands-on" approach by bringing the class into the Police Department to experience what a police officer sees and feels when a traffic stop is made. A traffic stop is simulated and students have the chance to sit in the driver's seat of the police cruiser to view a stop from the officer's perspective. Officer Yeaton says it's an eye-opening experience for the students.

More than 37,000 people are killed every year in traffic crashes, including some 5,000 teens, according to the National Highway Traffic Safety Administration. Traffic crashes continue to be the leading cause of death for teens in the United States.

"We are pleased that the NRSF is continuing to work with NASRO to encourage innovative and effective classroom instruction on traffic safety," said Mo Canady, executive director of NASRO. "Knowledge, coupled with practice, is key to having safer roads as young people learn to drive. We encourage our members to participate in this program to share good teaching ideas."

NRSF has teaching programs on distracted driving, speed and aggression, driving under the influence, drowsy driving and driver proficiency. All programs, which are free, include films, discussion guides and ready-to-use PowerPoint presentations. Free materials can be downloaded from www.nrsf.org or materials can be ordered online or by calling 1-866-SAFEPATH.

* * *