

NRSF Partners with National Sleep Foundation

Drowsy driving is impaired driving. It's a factor in an estimated one out of every five fatal crashes.

NRSF partnered with the National Sleep Foundation more than 20 years ago, when we produced a series of films depicting real-life crashes that were caused by drowsy driving. The films and the accompanying teaching materials are still popular with driver education teachers and they're available free at nrsf.org/resources/drowsy-driving

NRSF is renewing its partnership with the National Sleep Foundation as it embarks on an ambitious program to build greater awareness of drowsy driving as a serious safety issue.

As a prelude to Drowsy Driving Prevention Week (Nov. 1-7), we'll sponsor NSF's Drowsy Driving Forum, Oct. 29 in Washington. The forum will bring together leaders in transportation safety, public health and government to elevate visibility, release new research and identify practical solutions to reduce fatigue-related crashes. Featured speaker will be Dr. Mark Rosekind, new chair of the National Sleep Foundation and a past NHTSA Administrator.



100 Safest Days of Summer Wrap-up

The 100 Safest Days of Summer campaign continued to get traction, as several dozen organizations joined the coalition and, along with many state, local and regional agencies in law enforcement and public health amplified teen safe driving messages via TV, newspapers, social media and local activities.

NRSF led the charge, along with Impact Teen Drivers and FCCLA. Teen leaders from FCCLA as well as Tammy Guido McGee of the Gweedo Memorial Foundation helped with more than 50 local TV interviews covering small and mid-size markets and some of the biggest including Los Angeles, San Francisco, Atlanta, Detroit and Washington DC.

Interested in joining this impactful campaign next year? Contact Michelle at info@nrsf.org.



We're So Proud...

We are thrilled to congratulate our teammate **Michelle Anderson**, who was honored with the prestigious **Kathryn J.R. Swanson Public Service Award** from the Governors Highway Safety Association.

Michelle, our Director of Operations, received the recognition for her more than 30 years in traffic safety leadership at the annual GHSA conference in Minneapolis in early September.

It's an honor well-deserved and we are so proud. Way to go, Michelle.





My son Sammy was 12 years old when he was killed by a driver on our street in Brooklyn. After his death, I carried so much pain that I knew if I didn't channel it into change, it would consume me. So I joined with others — people who had been fighting for safe streets long before Sammy died, as well as those with more recent losses and injuries. What began as a handful of grieving family members and crash survivors sitting around a table has grown into a national network of thousands who have turned unimaginable pain into organized, effective advocacy to save other families from what happened to ours.

Families for Safe Streets (FSS) is a data-driven organization. We know that our members' stories are powerful, and we are deliberate about where we ask them to be told, because we want every story to make the biggest possible impact and save the most lives. That means looking upstream: rather than only responding after a crash has happened, we look for the interventions that can prevent the crash in the first place, and we put our members' voices behind the policies most likely to get there.

As we successfully advocated for lower speed limits, automated enforcement, and safe roadway design, we learned a hard truth: for a small segment of drivers, these solutions are not enough. This relatively small number of repeat, extreme speeders and reckless drivers remains undeterred, causing an outsized share of traffic deaths. Moreover, the tools states have relied on for decades — tickets, fines, and license suspensions — simply are not stopping them. An estimated 75 percent of drivers with suspended licenses continue to drive anyway. When FSS members looked at the data alongside our own families' stories, one thing became clear: we needed a tool that could physically stop a dangerous driver from speeding, not just punish them after the fact.

That's why FSS launched our Stop Super Speeders campaign in 2023, calling on states to require Intelligent



Stop Super Speeders

How Families Turned Grief Into a Bipartisan, Life-Saving Movement for Intelligent Speed Assistance

by Amy Cohen

Founder & President, Families for Safe Streets

Speed Assistance, or ISA, in the vehicles of the highest-risk repeat offenders on our roads. ISA uses GPS and speed-limit data to prevent a vehicle from exceeding the posted speed limit. It is narrowly targeted at the small number of drivers whose licenses have already been suspended or revoked for extreme

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or repeat speeding, street racing, or reckless driving. It doesn't restrict law-abiding drivers. It simply makes it physically impossible for the state's most dangerous drivers to do what they've already proven, again and again, that they will do: drive too fast and put everyone around them at risk.

We selected this fight because it is one of the rare places in road safety where the technology, data, and the political will all line up. It imposes no burden on responsible drivers, except those who have already demonstrated that they cannot be trusted to drive safely, while addressing a serious problem—speeding—that kills more than 11,000 people each year in the United States.

For families like mine, that combination of feasibility and impact made Stop Super Speeders an obvious place to put our members' energy.

2026 proved us right. In a single legislative season, the number of jurisdictions with enacted Stop Super Speeders laws tripled, from three — the District of Columbia, Virginia, and Washington — to nine, as Arizona, Georgia, Hawai'i, Illinois, Maryland, and New York all enacted legislation, with bills still advancing in North Carolina and dozens of other states building momentum for 2027. Virginia also reached a milestone this year, becoming the first state to fully implement a statewide Stop Super Speeders program, giving judges the option to order ISA installation for repeat and extreme speeding offenders instead of a license suspension.

None of that happened by chance, and none of it happened without our members. In New York, the very first state where this legislation was introduced, FSS members helped craft the original bill and spent years lobbying for it before it was ultimately folded into this year's state budget. FSS members Darnell Sealy-McCreory, Amber Adler, and Raul Ampuero testified in Albany; Raul shared the story of his 9-year-old son, killed by a reckless driver in 2018, as his reason for showing up again and again. Darnell, whose daughter Niyell was killed by a

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speeding driver, later told us that the “countless phone calls, rallies,” and trips to Albany finally paid off when the bill passed in May.

Our members carried the same work to statehouses across the country. In North Carolina, our chapter organized a full day of advocacy in Raleigh, and members Ryan Moeller and Allison Simpson testified about losing their mother and husband respectively to speeding drivers, helping move House Bill 1199 out of committee. In California, more than 20 crash survivors and family members traveled to Sacramento for over 30 meetings with legislators in support of Assembly Bill 2276, with FSS member Julie Nicholson describing her own experience being struck by a speeding driver in San Francisco. In Missouri, member Asia Dunmore wrote in the Kansas City Star about losing her mother, Michelle Dunmore, to a hit-and-run speeding driver, connecting her family’s loss to data showing speed is the single most common factor in the state’s fatal crashes. Similar testimony from our members was heard in statehouses from Arizona to Maryland to Minnesota this year.

Our members didn’t stop at the statehouse door. They took the case for Stop Super Speeders directly to the public, writing op-eds in outlets from the Kansas City Star to New Hampshire’s Union Leader to North Carolina’s North State Journal, and sharing their stories with USA Today, the New York Times, People Magazine,

and other national outlets. In every case, the message was the same: this is not an abstract policy debate. It is a matter of life and death for families across the country, and the tools to prevent the next tragedy already exist.

We also built a coalition well beyond FSS. Partners like Walk San Francisco, AARP NY, Urban Phoenix Project, Ride Illinois, and more than a hundred other organizations helped organize lobby days, testified in support, and pushed individual bills forward in their states. That grassroots effort was reinforced by other institutions: the Governors Highway Safety Association released a guidebook this year to help state highway safety offices adopt ISA; the American Association of Motor Vehicle Administrators approved model legislation, with FSS represented on its working group as a technical advisor; and the National Highway Traffic Safety Administration and the Insurance Institute for Highway Safety have both contributed research that legislators relied on in committee hearings. Grassroots pressure from families who have lost loved ones, backed by institutional credibility from the agencies that set traffic safety policy, gave lawmakers on both sides of the aisle the confidence to act.

That bipartisanship is one of the things we’re proudest of. Stop Super Speeders bills were carried by Republican and Democratic sponsors alike this year, and signed into law by governors from both parties. In a moment when so much of our politics feels intractable, families who have lost loved ones to traffic



violence have found lawmakers across the spectrum willing to listen and act.

We are already looking ahead to 2027, when we plan to build on this year’s wins, expand our coalition further, and keep pushing ISA as a proven tool for the drivers who pose the greatest risk on our roads. Speeding deaths are preventable. The technology already exists. What it takes is families willing to tell their stories, lawmakers willing to act on them, and organizations like the National Road Safety Foundation and its readers willing to help carry the message. On behalf of every FSS family, thank you for that partnership, and for standing with us as we work to make sure no other parent gets the call that changed my life forever.

Amy Cohen is President and Founder of Families for Safe Streets, a national organization whose members are all traffic violence survivors and family members working to end preventable traffic deaths. Learn more about the Stop Super Speeders campaign at familiesforsafestreets.org/stop-super-speeders.

NRSF Expanding Partnership with MADD

NRSF is proud to announce an expanded partnership with MADD, which for more than 45 years has been fighting impaired driving and helping victims and survivors of drunk drivers.

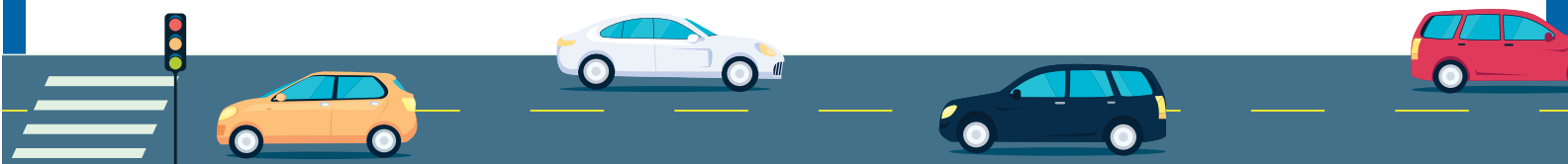
We will sponsor two new MADD student initiatives.

The Arts & Culture program will encourage young people in five key markets to create content that advocates for healthy, substance-free lifestyles. Projects could include videos, art such as a community mural, digital art, and youth-led performances.

MADD Spirit will tie-in with high school homecomings. It will feature interactive presentations that focus on the dangers of underage substance and impaired driving. A youth-focused PSA encouraging alcohol-free celebrations will be created for showing in schools, social media and other digital platforms.

Details for both programs are in development. Watch this space and follow NRSF and MADD social media for more information as it becomes available.

MADD™
**IMPAIRED
DRIVING
ENDS HERE.**



Putting the Spotlight on School Bus Safety

A new national survey from the Governors Highway Safety Association finds that dangerous driving around schools and school buses is common. The survey found that nearly half of parents whose children ride a school bus say their own child has experienced a close call near a school bus or in a school zone. The findings also suggest parents do not view dangerous driving as simply a problem of awareness: 53% believe dangerous driving continues because motorists do not think they will get caught.

NRSF is partnering with BusPatrol to bring more attention to school bus safety and the crucial role drivers play. BusPatrol is the nation's leading provider of school bus stop-arm enforcement equipment. The company is expanding its public outreach to build greater understanding of school bus safety, and NRSF will assist in these efforts.

NRSF will sponsor two new award programs – School Bus Driver of the Year and School Bus Safety Advocate of the Year. Details will be announced at the first National School Bus Safety Summit, Dec. 16 in Washington, D.C.



Drive Safe Chicago Returns

The National Road Safety Foundation, supported by the Chicago Auto Show, is launching the 13th annual Drive Safe Chicago PSA Contest. Teens in Illinois, Indiana, Wisconsin and Iowa can enter by sending a script or written description of a 30-second television public service announcement that reminds drivers of the dangers of speeding. Entries must be received by mail or email by Dec. 18, 2026.



Three student finalists will be selected to work with an Emmy Award-winning director to transform their ideas into finished TV public service announcements. The public will then be invited to cast votes online to select the winner, who will receive a \$2,000 prize. The winning PSA will be broadcast on "Teen Kids News" on more than 160 TV stations nationwide. The first runner-up will receive \$1,500 and the second runner-up gets \$500. The teachers or school advisors of the winner and runners-up will each receive a \$100 gift card. All contest entrants will receive a complimentary ticket to attend the 2027 Chicago Auto Show, courtesy of Chicago Automobile Trade Association (CATA), producers of the Chicago Auto Show, which will be held Feb. 13-21, 2027 at McCormick Place.

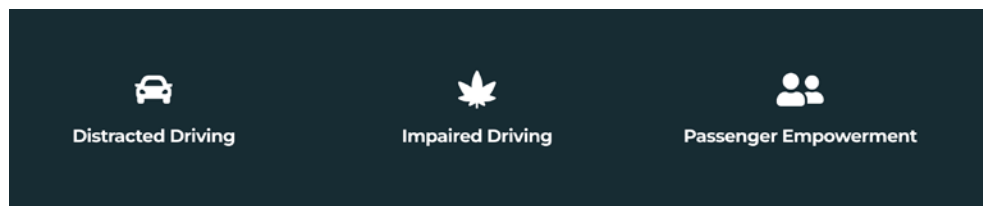
Info and entry form is at nrsf.org/contests/drive-safe-chicago.



NRSF Supports Courageous Persuaders

NRSF continues sponsorship of the Courageous Persuaders program from the Detroit Auto Dealers Association.

The Courageous Persuaders contest, now open, invites teens nationwide to submit short videos (30 seconds or less) that call attention to distracted driving, impaired driving, or speeding. NRSF is sponsoring the \$2,000 grand prize in each category - which are for this year:



Awards will be presented at a gala ceremony May 6 at the Emagine Theater in Royal Oaks, MI., hosted by a popular Detroit TV news anchor.

Entry deadline is April 7. Information and entry forms are at courageouspersuaders.com. The site also shows last year's video winners.



Teens in the **Driver Seat**

NRSF is again supporting Teens in the Driver Seat, a student peer-to-peer program from the Texas A&M Transportation Institute.

More than 2,200 schools have implemented the Teens in the Driver Seat program, reaching over 1.2 million teens each school year. The program is now in 38 states outside Texas.

NRSF sponsorship includes the Driving the Message contest and the Youth Transportation Safety Summit, Nov. 20 in San Antonio. The Driving the Message contest encourages teens to participate in three categories – by creating a poster design, a PSA or a social media reel. This year's theme will be pedestrian safety...from the driver's viewpoint by cautioning drivers to be aware of pedestrians sharing the roadways.

The Insurance Institute for Highway Safety reports 7,080 pedestrians and 1,075 bicyclists were killed in 2024 and approximately 72,000 pedestrians and 53,000 bicyclists were injured in motor vehicle crashes on public roadways in the United States. Pedestrians comprised about 18% of crash deaths, and bicyclists made up about 3%.

Details are at www.t-driver.com/about-tds/



Teen Driver Safety Week Puts Focus on Parental Involvement

NRSF reminds parents that National Teen Driver Safety Week, Oct. 18 - 24, is the perfect time for parents to have a conversation with their teens about safe driving habits.

Motor vehicle crashes are the leading cause of preventable death for teens in the United States. The National Highway Traffic Safety Administration (NHTSA) reports 2,162 teen drivers died in traffic crashes in 2024, and an estimated 184,129 teens were injured.

Inexperience is a major factor in teen crashes, with teens more likely than older drivers to underestimate or not be able to recognize dangerous situations. They are also more likely than adults to make critical errors that can lead to serious crashes.

"Parents need to be proactive and begin a conversation about safe driving," said Michelle Anderson, director of operations at NRSF. "We have lots of free resources online to help lead those conversations."

Among key issues that deserve parental discussion are:

1. Impaired Driving: Nationally, 19% of teen passenger vehicle drivers involved in fatal crashes in 2023 had alcohol in their system. Marijuana also affects a driver's ability to react to their surroundings. Remind teens that driving under the influence of any impairing substance — including many prescription drugs or over-the-counter medication — can have deadly consequences.

2. Seat Belts: Fifty-one percent of the teen drivers who die in crashes are unbuckled. Parents should encourage their teens to always buckle up and confirm that all passengers are buckled before the vehicle moves.

3. Distracted Driving: One in three teens who text say they have done so while driving. Using a phone while driving increases a teen's risk of crashing by six times, and texting while driving increases the risk by 23 times. Other common distractions include other passengers, adjusting audio and climate controls in the vehicle, and eating or drinking.

4. Speed: Speeding, a critical issue for all drivers, is especially deadly for teens with less experience. Thirty-two percent of all teen drivers involved in fatal crashes were speeding at the time of the crash. Males are more likely to be involved in fatal speeding-related crashes than females.

5. Passengers: Passengers in a teen's vehicle can lead to disastrous consequences. Research shows the risk of a fatal crash dramatically increases in direct relation to the number of passengers in a vehicle. The likelihood that a teen driver will engage in risky behavior triples when multiple passengers are in the same vehicle.

Parents should encourage their teens and all family members to speak up if in a vehicle being driven unsafely. "Speaking up can save lives," Anderson said.

Surveys show that teens whose parents have discussions on safe driving behavior and set firm rules are typically engaged in less risky driving behaviors and are involved in fewer crashes.

NRSF will be taking to the airwaves with a TV media tour during National Teen Driver Safety Week to get lifesaving messages out to parents.



Mark Your Calendar: National Passenger Safety Week



National Passenger Safety Week is on the books again.

Mark your calendar for Jan. 24 – 30 and watch for emails about advance planning sessions. If you haven't joined us in the past and you'd like to have your organization participate, please email Michelle at info@nrsf.org.

National Passenger Safety Week encourages passengers to SPEAK UP if they feel a driver is behaving recklessly – speeding, distracted, impaired or being too aggressive behind the wheel.

Like us on Facebook, follow us on X...

Like us and follow us for the latest news, contest updates and PSAs.

 facebook.com/NRSForg

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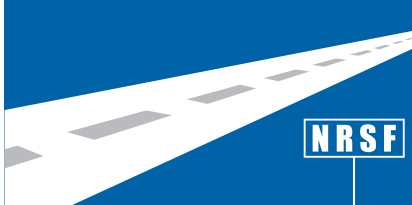
 x.com/nrsf.org

 youtube.com/nationalroadsafety

The National Road Safety Foundation, Inc. is a 501 (c)(3) non-profit organization that for more than 60 years has been dedicated to reducing crashes, deaths and injuries on our nation's roads and highways by promoting safe driving habits through greater public awareness.

NRSF produces educational programs for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, address distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety and passenger empowerment. The Foundation works with youth advocacy groups and sponsors national and regional contests to engage teens in promoting safe driving to their peers and in their communities. For information and to download free programs, visit www.nrsf.org.

The National Road Safety Foundation



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