

Turning the 100 Deadliest Days into 100 Safest Days of Summer

For years, the period from Memorial Day through Labor Day has often been called “the 100 deadliest days” for teen drivers. Statistics show that teen traffic fatalities spike by about 20% during the summer, with an average of seven teens dying on our roads every day.

Five years ago, NRSF teamed with Students Against Destructive Decisions (SADD) to turn the summertime from the deadliest to “the safest summer ever,” with media and social media outreach.

This summer, NRSF is partnering with We Save Lives and Impact Teen Drivers to form a coalition to get the messaging out to an even broader

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audience. The group renamed the campaign “The 100 Safest Days of Summer.”

Other partners in the campaign are the Brain Injury Alliance-New Jersey, Florida Teen Safe Driving Coalition, Gweedo Memorial Foundation, Teens in the Driver Seat, Youth of Virginia Speak Out (YOVASO), Washington D.C. Regional

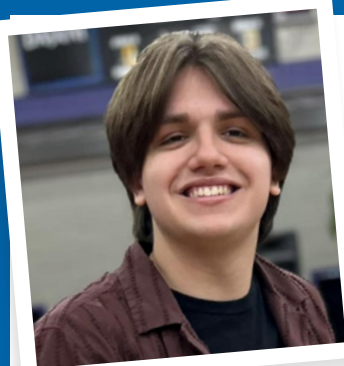


Alcohol Program, the Christopher King Foundation, and SADD.

We launched with a flurry of virtual TV interviews nationwide, with teen leaders from the lead partners helping with some TV spots. A campaign logo was also created, and social media outreach continues through the summer.

It's never too late to join the campaign, either now or for next summer. Contact Michelle Anderson at info@nrsf.org.

Georgia Teen Wins 15th Annual Drive2life PSA Contest



Hunter Cleveland

A Georgia teen has won the NRSF's 15th annual Drive2Life PSA Contest, which asked teens nationwide for ideas for a TV public service announcement encouraging passengers to SPEAK UP when in a vehicle being driven unsafely.

Hunter Cleveland, 16, a student at Jasper County High School in Monticello, GA, won the \$2,000 top prize from more than 200 entries received. His film teacher at the school is Tyson Harty. One of Harty's other students, Morgan Day, 15, was a runner-up in the contest. Charlie Kessler, 17, who attends Fargo South High School in Fargo, ND, was the other runner-up. The teachers of the winner and runners-up each received a \$100 gift card.

Judging was done by a blue-ribbon panel of driver education teachers from the American Driver & Traffic Safety Education Association (ADTSEA), which, for the first

time, partnered with NRSF to promote the contest.

Cleveland's PSA, “Break the Silence,” shows a teen in the car as his mom is driving and texting. We see his eyes glance nervously as she continues texting, and the camera pulls back to show his mouth covered with tape that reads, “Should I say anything?” The next scene shows four girls in a car, laughing. A passenger hands the driver a beer to sip, and we see a passenger in the rearview mirror with tape over her mouth that says, “I don't want to spoil the fun.” We then see a boy in a car driven by his dad, who is shouting angrily at another driver. The boy's mouth is covered with tape, which he rips off as he says, “Don't let anything stop you from speaking up.” The narrator says, “In a dangerous situation, don't stay silent. Speak up. You may not get a second chance,” as those words appear on the screen.

As part of his prize, Cleveland spent a few days in New York working with an Emmy-winning crew to plan, film and edit the spot, which can be seen at www.nrsf.org/contests/drive2life. It will air on more than 160 TV stations nationwide later this year.



Teens in the Driver Seat® Empowering Youth to Save Lives on Our Roads

by Lisa Minjares-Kyle, M.S., RSP1®
Program Manager, Associate Research Scientist, Teens in the Driver Seat

The Teens in the Driver Seat® Program (TDS) began in San Antonio, Texas, in 2001 after a string of fatal crashes took the lives of 10 teens in a span of 6 weeks. Nationally, at this time, roughly 6,000 teens were also being killed in car crashes every year, the equivalent of a plane full of teens crashing weekly (NHTSA). In response to this growing need for something based on best-practices, the TDS program was developed. Since then, TDS has grown and adapted to youth traffic safety needs over the past 20+ years.

There are many milestones when it comes to being a teenager, and one of the biggest is getting a driver's license. With this major milestone comes major responsibility and risk. Unfortunately, car crashes continue to be one of the leading causes of injury and death for young people under the age of 25 in the United States (CDC). Youth are also overrepresented in car crashes, meaning that despite driving less, they crash more than older, experienced drivers (IIHS). We know that driver inexperience puts teens at a higher risk of crash alongside the addition of 5 risk factors:

- Distracted Driving
- Nighttime Driving
- Speeding
- Low Seat Belt Use
- Impaired Driving

In addition to these five driving risks, TDS covers pedestrian safety, bicyclist safety, and driving safely around commercial motor vehicles. Our vision is to ensure that America's youth live long and healthy lives through safe practices in our transportation system.

The TDS program uses three evidence-based frameworks and approaches to guide programming, outreach, and education – Peer-to-Peer (P2P), Positive Youth Development (PYD) and Traffic Safety Culture (TSC).

Youth have a powerful influence on their peers, and it is important to empower them. Teen leaders focus on



educating, leading, and influencing their peers to adopt safe behaviors that can ultimately save their lives.

Adolescence is a meaningful life stage full of developmental milestones. TDS uses PYD to help guide youth involvement in their communities, schools, and organizations to achieve better health outcomes.

Individuals' social environment and culture can inform their beliefs, ultimately impacting their safety decisions. TDS uses the TSC to better inform our programming, outreach, and messaging to address these cultural elements.

Youth have a powerful influence on their peers, and it is important to empower them.

Simply put, the TDS program provides tools and resources designed to help grow and change safety culture. Junior high and high schools can first sign up for a free resource kit of outreach items (check availability in your state here: <https://www.t-driver.com/about-us/tds-regional-contacts/>). Next, schools are encouraged to utilize these resource

kit items throughout the school year by following our All-Star Rewards Program (<https://www.t-driver.com/allstar/>). A high school can complete seven traffic safety units and, as a bonus, earn cash rewards (where funding is supported) for actively participating in the program. Finally, schools are also supported by Regional Representatives year-round providing guidance, education and training to student teams.

Some of the TDS leadership and learning elements include:

- Driving the Message Contest: <https://www.t-driver.com/get-involved/dtm/>
- Teen Advisory Board: <https://www.t-driver.com/about-us/teen-advisory-board/>
- Extra Mile: <https://www.t-driver.com/extra-mile/>
- Youth Transportation Safety Summit: <https://www.y-driver.com/youth-transportation-safety-summit/>

TDS works great with multiple types of student organizations including FCCLA, HOSA, DECA, Student Council, and National Honors Society to name a few.

Car crashes are a complex problem created by multiple issues. It will take all of us working together to bring crashes to zero. Will you join us?



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Order your toolkit today:
<https://www.t-driver.com/order-form-online-access/>



Utah school wins FCCLA Safe Rides-Save Lives Contest

Carson Wycherly, a senior at Westlake High School in Saratoga Springs, Utah, won a \$3,500 prize for his FCCLA chapter by placing first in the Safe Rides-Save Lives PSA Contest, sponsored by NRSF. Candace Wilson is the FCCLA Advisor at the school.

The winning message opens showing a car that has crashed, with smoke rising from the hood as somber music plays. Words come on the screen telling us that 26,585 passengers died in crashes in 2021. We then see the driver raising his head from the steering wheel, while slightly blurred in the background, we see the passenger slumped over, apparently unconscious or dead. Words on the screen say, "You can change that. Advocate for yourself."

The first runner-up is Lehi High School in Lehi, UT. Second runner-up is Minden High School in Minden, NE.

"Carson's PSA was chosen because it shows in an impactful way the importance of passengers speaking up, which we hope will resonate with young people as well as their families and their communities," said Michelle Anderson, NRSF director of operations.



NRSF Honors Winners of Courageous Persuaders Video Contest

Some 1,200 students from 126 high schools in 34 states participated in this year's Courageous Persuaders Video Contest, sponsored in part by NRSF and organized by the Detroit Auto Dealers Association. NRSF provided prize money for the top winners in three categories.

The winner in the distracted driving category is "Safety Over Sound" by Kale Wood, Caleb Lim, and Cooper Cuya of El Dorado High School, Placentia, CA. The winner in the impaired driving category is "Last Drive," by Keona Agor, Caitlyn Nunez,



and Ty Nguyen, also from El Dorado High School. Winner of the Passenger Empowerment Grand Prize is "Porple the Perfect Passenger," by Margaret Wang from Corona del Sol High School, Tempe, AZ

All the winning videos can be seen at <https://courageouspersuaders.com/winners/>

NRSF Helps New Jersey Students to Urge Peers to Drive Safely through NJ Brain Injury Alliance's U Got Brains Program



With support from NRSF, students from 56 schools across New Jersey participated in the Brain Injury Alliance of New Jersey's 14th Annual U Got Brains Champion Schools Program, which challenged high school students in the Garden State to develop fun and interactive campaigns to educate their peers about the importance of safe driving.

The top three campaigns, Indian Hills High School, West Orange High School and Red Bank Catholic High School each won \$10,000 from lead sponsor NJM Insurance.

"Motor vehicle crashes remain the leading cause of traumatic brain injury in teens and young adults," said Wendy Berk, CEO of the Brain Injury Alliance of New Jersey, "but we know that with help from our Champion Schools students and their teacher advisors, we continue to reduce those numbers through this research-based program."

Since the program began, more than 200 high schools throughout New Jersey have developed campaigns addressing teen safe driving issues, while also advocating for legislation to make New Jersey's roadways safer for all users. Winning projects can be viewed at <https://jerseydrives.com/champion-schools/>

NY Auto Show Designs4Safety Winners

NRSF co-sponsored with Nissan the annual Designs4Safety college student competition at the New York Auto Show.

The top four winners all come from Paier College in Bridgeport, CT.

Grand prize of \$4,000 went to Kristen Williams for a system to help drivers navigate in fog. Leigh-Ann Ramsay took second place and \$1,500 with a safe zone system to help protect vehicles stopped on or along the road. Third place, with a \$1,000 prize, went to Erin DeRouin for a system to help keep deer away from roadways. Fourth place and \$500 was awarded to Michael Esposito for a system to enhance driver visibility.



NRSF Recognizes **ADTSEA** Teacher Excellence Award winners

Three driver education instructors are being honored by NRSF with Teacher of Excellence Awards at the annual ADTSEA conference in Albany NY. They were selected by a peer-review committee of driver education teachers, led by ADTSEA past president Harold Fleming of North Carolina.

The TEA winners are Gabriella Netch of Vermont, Deborah Fry from Virginia, and Jennifer Brown of Illinois.

These outstanding teachers represent our best, and they inspire their peers to be passionate and effective teachers of this important lifetime skill," said Harold Fleming, a past ADTSEA president who heads the TEA selection committee.

“Driver education teachers are dedicated to the young people they serve and often act as role models in ways that go far beyond driver training”

- David Reich of NRSF and a member of the ADTSEA Board of Directors.

“These Teachers of Excellence have demonstrated true passion for the important work they do to make driving safely a lifelong experience,” Reich said.

The Teacher Excellence Awards, presented by NRSF, are named in memory of Dr. Francis Kenel, a traffic safety engineer, former director of the AAA, author of teacher training materials and a mentor to countless driver education instructors.

NRSF has sponsored the TEA program since 2011.

ADTSEA
American Driver & Traffic Safety Education Association

NEW FROM NRSF and ADTSEA Teaching Program about Speeding



A new teaching program about speeding is now available free from NRSF and ADTSEA, for use by educators, parents, police and others who present to young people

The program, created with ADTSEA and a review panel of expert driver education instructors, covers speeding from a variety of angles. A discussion guide questions students about why people feel the need to speed. A short video helps explain how long it takes to stop a vehicle at various speeds, taking into account the time it takes for a driver to

see the need to stop, the reaction time to hit the brakes and the actual stopping distance once the brakes are applied.

The program can be downloaded from the NRSF site at www.nrsf.org or www.adtsea.org

NRSF plans to work with ADTSEA to develop other teaching programs to supplement and enhance the standard driver education curriculum.



NRSF Grants \$125,000 to 5 States for Youth Mobility Initiatives Through GHSA

The Governors Highway Safety Association (GHSA) has awarded a total of \$125,000 from National Road Safety Foundation to five states to partner with community-based groups to implement [safe youth mobility programs](#) that focus on walking, biking and/or riding a scooter. This is the third consecutive year NRSF has provided funding to State Highway Safety Offices for youth safety initiatives in socioeconomically disadvantaged areas with limited financial resources.

The 2024 grants go to Hawaii, Idaho, Maryland, Oregon and Texas.

- [The Hawaii Department of Transportation's Highway Safety Office](#) and the Ka'u School District are collaborating to enhance safe transportation for the youth of Ocean View, Naalehu and Pahala. To promote safe walking from transit stops to school, students will be provided reflective materials, whistles and shoes. In addition, as a result of community listening sessions, infrastructure and systems recommendations will be shared with local safety engineers and transit providers.
- [The Idaho Office of Highway Safety](#) is partnering with the Idaho Walk Bike Alliance to provide hands-on classroom instruction specifically curated for Idaho's roads. Students will learn about active transportation modes such as walking, biking or scooting, which provide equitable access to school for many in the communities covered by the grant.
- [The Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office](#) is teaming with the City of Salisbury and Salisbury University to launch a new project focused on enhancing transportation safety in the area. It will empower young leaders to be peer-to-peer educators so they can teach their fellow youth about pedestrian, bicycle and other safe mobility practices.
- [The Oregon Department of Transportation](#), in partnership with the state's Safe Routes to School program, will construct a demonstration crosswalk and walking route in Odell, OR, providing a safe way for elementary students to get to school. To involve youth in the project, a free after-school club for 5th-8th graders will be created, to take walking and rolling adventures within a mile of the school and engage neighbors and local businesses in the demonstration project.
- [The Texas Department of Transportation](#) is planning to equip its Traffic Safety Specialists with an outreach toolkit that includes active transportation educational resources. The toolkit will be used to host youth transportation safety events across Texas, where students can learn about safe bicycling, road patterns and best practices when riding on the road. The events will include interactive activities that simulate road scenarios in a safe environment.



BUCKLE UP Campaign Launches in Massachusetts Town

NRSF is helping underwrite a campaign to encourage seat belt use in Brockton, MA.

Brockton has the lowest seat belt usage rate in Massachusetts, which itself has one of the worst belt usage rates in the nation. NRSF, with Travelers Marketing Group and the Massachusetts Dept. of Transportation, sponsored a program to improve belt usage with a ground-up grassroots campaign. After meetings with community groups, churches, and individuals, a campaign slogan was selected and a media plan was developed to best reach the

city's diverse population, many of whom are not English speakers.

The slogan is "Protect who you love. Buckle Up, Brockton," was translated into four other languages spoken in Brockton. The campaign launched in May with the unveiling of a giant mural in a high-profile location downtown. The slogan will also appear on billboards and transit ads, and a series of community and school events will focus on the Buckle Up message.



Look for NRSF at these upcoming events

The National Road Safety Foundation will be participating in several major events and conferences in 2024.

June 2024

June 29-July 1 **FCCLA National Conference**
Seattle, WA Family, Career & Community Leaders of America

July 2024

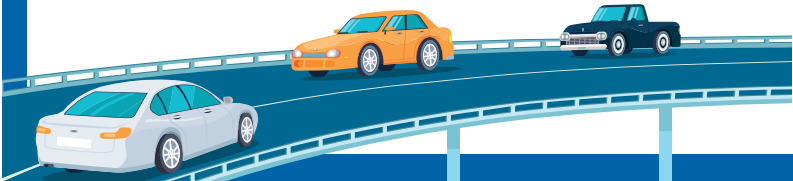
July 14-19 **NASRO**
Phoenix, AZ National Association of School Resource Officers

July 21-24 **ADTSEA**
Albany, NY American Driver & Traffic Safety Education Association/National Student Safety Program

September 2024

Sept. 5-7 **NAWHSL**
Indianapolis, IN National Association of Women Highway Safety Leaders

Sept. 7-11 **GHSA**
Indianapolis, IN Governors Highway Safety Association



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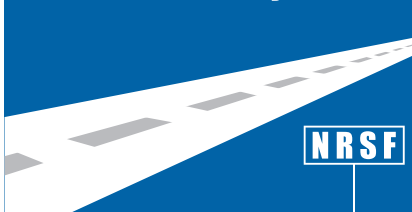
 x.com/nrsforg

 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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