



CELEBRATING 50 YEARS

Fred Manocherian, Founder of The National Road Safety Foundation, Inc.

50 years ago, a young New York businessman followed through on a promise he made a few years earlier as a recent high school graduate. He had been outraged at the death of two of his White Plains (NY) High School classmates who, a week after graduation, were killed by a drunk driver. He vowed to work toward making our roads safer and ending the senseless tragedy of alcohol-related traffic crashes.

Fifty years ago, Fraydun Manocherian founded what is now The National Road Safety Foundation.

During those fifty years, NRSF has created groundbreaking material and programs to educate young people about driving safely. The Foundation's first film, *The Aftermath*, is still widely used in classrooms throughout the nation, telling in graphic detail the story of former Olympic Diving champion Bruce Kimball, who killed two teens and injured several others while driving drunk. The Foundation's book, *Flesh, Metal & Glass*, written by Mr. Manocherian, continues to serve as a step-by-step handbook on driving safety for new drivers.

Over the years, NRSF has produced films, public service announcements, lesson plans and printed materials covering a full range of driving safety issues, including speeding and aggressive driving, impaired driving, drowsy driving, distracted driving

and driver proficiency subjects such as tailgating, left turns into traffic and driving in difficult weather conditions.

All NRSF materials are distributed free of charge to schools, driver education teachers, police agencies, traffic safety advocates and youth-led groups like SADD, FCCLA and others. Over the past fifty years, NRSF programs have been viewed by millions of people nationwide.

NRSF is actively involved with advocacy groups including SADD (Students Against Destructive Decisions) and NOYS (National Organizations for Youth Safety) to enlist young people in communicating important safe driving messages to their peers. Our Drive2Life PSA Contest, now entering its fourth year, has had the endorsement and personal participation

of U.S. Secretary of Transportation Ray LaHood. The contest expanded last year with a partnership with Scholastic, the leading in-school resources publisher, resulting in more than 700 excellent entries from throughout the nation.

The Foundation's programs have been cited by traffic safety leaders as innovative and useful.

Our materials have been recognized and adopted for use in the official teaching curriculum by the American Driver and Traffic Safety Education Association (ADTSEA), which represents the nation's driver ed teachers. The National Association of School Resource Officers (NASRO) shares our material with thousands of police officers who use them, in their visits to local schools.

~continued on page 2

David Strickland, head of the National Highway Traffic Safety Administration, in a letter saluting the Foundation on its 50th anniversary, said, in part, “NHTSA is fortunate to have The National Road Safety Foundation as a partner in so many traffic safety initiatives. Your organization’s outreach to novice drivers, especially through school-based programs and mass media campaigns, has been widely recognized and made a contribution to U.S. highway safety progress in the past half century... Thank you for all the Foundation has done and continues to do to help keep our Nation’s roads safe.”

We’d like to think our efforts have played some small part in helping bring down the grim annual statistics of traffic fatalities, which are on track to hit a 60-year low. But our founder and the NRSF staff all believe that even one traffic death is unacceptable, and we will continue our work to help reduce the senseless carnage on our roads and highways.

NRSF Teams Up with SADD



2012-2013 SADD National Student Leadership Council in New York City.

NRSF has been a friend of SADD (Students Against Destructive Decisions) for many years, attending their national conferences and making our program material available to their members and chapters.

Earlier this year and again in late October, we hosted SADD’s Student Leadership Council (SLC) in New York, where they mapped out plans for the coming year. And in 2013, we are moving our relationship with SADD to a new level, partnering on an exciting new program called #DrivingSkills101 – Back to Basics. More information is available at www.SADD.org.

We are impressed with the wisdom and passion of the young people on the SADD SLC, and we all are fortunate to have their energy and creativity working to make our roads safer for everyone.

NRSF and Scholastic Launch Drive2Life PSA Contest



NRSF and Scholastic have teamed up for the second year, enlisting teens to help get the word out about distracted driving and ways to prevent it. The Drive2Life PSA Contest invites young people in grades 6 - 12 to submit their ideas for a public service announcement that suggests ways people can prevent

distractions while driving or as a passenger.

The winner gets a \$1,000 prize and a trip to New York to work with an Emmy Award-winning TV producer to bring his or her idea to the screen. The final PSA will air nationwide on “Teen Kids News”

and elsewhere during Global Youth Traffic Safety Month in May.

The contest launches on December 5th; the deadline for entries is February 28th, 2013. For more information and contest rules, visit <http://www.scholastic.com/drive2life> or www.drive2life.org.

NRSF Recognizes Outstanding Driver Ed Teachers



ADTSEA's 2012 TEA Recipients Gerald Apple, Richard Salboro, Rachel Wilson and Kevin Masse.

Driver education instructors lay the foundation for teen driver proficiency and safety. In recognition of the crucial role these teachers play, The National Road Safety Foundation honors outstanding driver ed teachers at the annual meeting of the American Driver and Traffic Safety Education Association (ADTSEA), the professional association that represents traffic safety educators throughout the U.S.

At the ADTSEA national meeting last summer in Appleton, WI., NRSF presented four driver ed teachers with TEA – The Teaching Excellence Award. The winners, who each received a \$250 honorarium from NRSF, were selected by an ADTSEA peer panel.

The 2012 Teaching Excellence Award recipients were Rachel E. Wilson of Auburn Hills, MI., Gerald F. Apple of Olympia, WA., Kevin M. Masse of New Haven, VT., and Richard Salboro of Ewa Beach, HI.

Rachel Wilson has taught driver education in Michigan for six years and is currently the lead driver education instructor for AAA Michigan in Shelby Township, where she develops new learning tools for students.

Gerald Apple has been teaching driver education for 40 years and currently teaches at Shelton High School, Shelton, WA. He also works at Educational Service District 113 in Turnwater, WA., where he trains teachers and is a distance-learning traffic safety education instructor.

Kevin Masse has been teaching driver ed for 15 years at Mount Abraham Union Middle/Senior High School in New Haven, VT. He has testified before government and other groups about the impact of driver education.

Richard Salboro has been teaching driver education for six years at Waianae and Nankuli High Schools in Honolulu. He is also an instructor for the Hawaii Department of Education's driver education program, where he trains other teachers to utilize technology in teaching.

“Driving instructors are a dedicated group who truly care about saving lives and preventing needless tragedy by helping young people learn how to drive safely,” said Michelle Anderson, NRSF Director of Operations. “The winners we are honoring are the best of the best.”

Driver Ed at Crossroads

Driver education was center-stage at the GHSA Annual Conference in Baltimore this past August. A session titled Driver Ed at a Crossroads gave an overview of recent changes in driver ed, including NHTSA's adoption of the national curriculum administrative standards developed by ADTSEA.



Key findings included:

- 1 Every state now has some form of a GDL (graduated driver licensing) program.
- 2 Not every state has yet adopted driver ed as a required component of its GDL program.
- 3 Recent studies show that driver education **DOES** work to reduce young driver crashes, including an Oregon study in 2007 and a Nebraska study completed this year.
- 4 The Nebraska study showed a 17% reduction in crashes during the first two years after driver ed.
- 5 The alcohol conviction rate dropped by 65% for teen boys and by 57% for teen girls.

The new administrative standards include the content standards contained in ADTSEA's recently-released Curriculum 3.0. NRSF is proud to report that several of our films and hand-out materials are included as recommended resources in Curriculum 3.0.

NRSF ON THE ROAD

Our schedule is not yet finalized, but NRSF expects to participate in several major national conferences in 2013. The tentative schedule is to the right:



CONFERENCE SCHEDULE

APRIL

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| 4/5 | World Traffic Safety Symposium | New York, NY |
| 4/14 - 4/16 | Lifesavers | Denver, CO |

JUNE

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| 6/20 - 6/23 | National PTA Conference | Cincinnati, OH |
| 6/22 - 25 | SADD Students Against Destructive Decisions | Orlando, FL |

JULY

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| 7/7 - 7/11 | FCCLA Families, Career, and Community Leaders of America | Nashville, TN |
| 7/12 - 7/14 | NSSP National Student Safety Program | Portland, ME |
| 7/14 - 7/19 | NASRO National Association of School Resource Officers | Orlando, FL |
| 7/15 - 7/18 | ADTSEA American Driver and Traffic Safety Association | Portland, ME |

AUGUST

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| 8/22 - 8/24 | NAWHSL National Association of Women Highway Safety Leaders | San Diego, CA |
| 8/25 - 8/28 | GHSA Governor's Highway Safety Association | San Diego, CA |



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