

FLORIDA TEEN WINS “DRIVE2LIFE” PSA CONTEST

EMILY MOCHEL’S “ORDERING YOUR DEATH” CONCEPT TOPS MORE THAN 900 ENTRIES



Drive 2 Life winner Emily Mochel on set at filming of her Public Service Announcement (PSA)

Emily Mochel, a senior at Cypress Bay High School in Weston, Florida hopes to pursue a career in advertising and she plans to study it when she begins college next fall.

Emily’s career dreams got a big boost when she was named winner of the 5th annual Drive2Life PSA Competition, sponsored by The National Road Safety Foundation, Inc. (NRSF) and distributed to grades 6 through 12 nationwide by Scholastic, the global children’s publishing, education and media company

Her idea, titled “Ordering Your Death,” was chosen from more than 900 entries received from teens nationwide. Emily won a \$1,000 prize and a trip to New York City, where she spent two days working with the producers of the nationally-

syndicated TV series “Teen Kids News” to film and edit her winning idea.

This year’s contest asked teens to be creative with messages that caution people about impaired driving and suggest ways to avoid being in a car with someone who may be driving while impaired.

Emily’s idea shows a group of teens relaxing at a friend’s home and the host asks what they want to drink. One asks for “a fender-bender, and the next asks for “a fatal crash with no survivors.” A third friend says “I’ll have a designated driver, with a shot of responsibility,” and the host gives her a bottle of water.

“I was looking for a way to tell an old story differently,” Emily said. “Instead of showing a crash, I wanted to convince

people to have a plan in advance for who will be sober and able to drive.”

Several seniors from Tuckahoe High School in Eastchester, N.Y. volunteered to portray partygoers in the spot. The making of the winning PSA was profiled on “Teen Kids News” on more than 220 TV stations throughout the U.S. and will be featured in fall issues of Scholastic classroom magazines.

Four runners-up were also selected in the nationwide competition, each winning a \$500 prize. Runners-up are Gabrielle Sexton, of Seeley Lake, MT, Emily Recinos, of Palmdale, CA, BriAnna Evans, from Scranton, PA, and Anna Carmolli, of Grand Haven, MI.

You can see the winning PSA by clicking on www.nrsf.org or www.teenlane.org.

Older Drivers Having Fewer Crashes

A new study from the Insurance Institute for Highway Safety shows that today's older drivers are less likely than seniors of previous generations to be involved in crashes.

The fatal crash rate among drivers ages 70 and up fell by 42 percent between 1997 and 2012, while drivers ages 35 – 54 had a 30 percent drop in fatal crashes. Experts attribute some of the drop to the newer and safer vehicles now on the roads. They also point to better awareness of the risks facing older drivers, and efforts by adult children and caregivers to monitor seniors' driving and take action when it seems to be called for.

NRSF recognizes the importance of monitoring older drivers' behavior and addressed the issue in its program "The Conversation." It features a 26-minute video that includes several seniors talking about their driving experiences (including the late folksinger Pete Seeger). It also has a simple self-assessment and a driver safety checklist to help adult children and caregivers assess the driving ability of their older parents.

The issue of whether it's time to give up the car keys is often a tough one to bring up, since it impacts an older person's sense



of mobility and freedom. But "The Conversation" can help make it a bit easier.

The program can be downloaded free of charge from our website at www.nrsf.org under the heading "Free Traffic Safety Programs."

NRSF Participates in First NY State Safe Teen Driver Summit

NRSF will be in Lake George early in May for the Empire State's first Safe Teen Driver Summit, organized by the New York Governor's Traffic Safety Committee.

Several dozen teens from throughout the state will be tasked with developing a comprehensive plan to engage their peers on "safe, undistracted, controlled and

sober driving" that will become a teen-developed and teen-executed campaign which will be implemented throughout the state during the 2014-2015 school year.

NRSF will be there with free program materials to assist the teens in their very important undertaking.



NRSF Hosts SADD Student Leaders



SADD Student Leadership Council at the NRSF in New York City

As part of its partnership with SADD (Students Against Destructive Decisions), The National Road Safety Foundation again played host to the SADD Student Leadership Committee.

The SADD SLC teens were the guests of NRSF in New York City for two days last October, where the group gathered to plan for future SADD activities including the SADD national conference in Washington in June.

The teens also provided valuable input for new videos and programs the NRSF is planning.

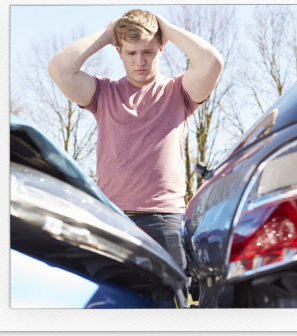
Visit TEEN LANE

It's up online and it's chock full of useful information on teen driving safety. TEEN LANE, from NRSF, has great videos, discussion guides, PowerPoints and links to other sites to give young people everything they need to do their part to make our roads and highways safer.

Check out TEEN LANE at www.teenlane.org



New Report Shows Distraction, Inexperience Biggest Factors in Teen Crashes



Driver errors account for 95 percent of traffic crashes among 15- to 18-year-old drivers, according to an analysis of National Highway Traffic Safety Administration statistics by the National Safety Council.

In its annual report of safety statistics and trends, the National Safety Council said distracted driving accounted for about 46 percent of those errors, followed at 40 percent by bad decisions such as following too closely or driving too fast.

The report also said cellphone use is now estimated to be a factor in 26 percent of all traffic vehicle crashes.

About 5 percent of those involve texting, and another 21 percent involve drivers talking on handheld or hands-free cellphones.

"Generation tXt," a free program from NRSF, talks directly to teens about distraction. It features a fast-paced 11-minute video that can be broken into three shorter teaching modules. The program includes a discussion guide and a distracted driving self-assessment quiz.

It can be viewed at www.nrsf.org and copies can be downloaded free of charge online.

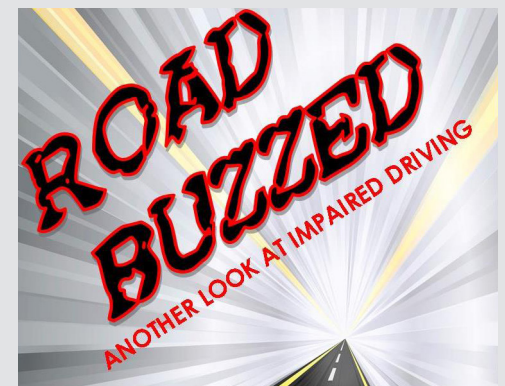
Study: Even a Slight Buzz Increases Fatal Crash Risk

Even at very low levels, alcohol consumption substantially increases the risk of causing a serious crash, a recent study by the University of California San Diego shows. The study finds that any amount of alcohol is too much before driving -- even at levels well below the legal limit. The findings support the National Highway Traffic Safety Administration's warnings that "buzzed driving is drunk driving."

The study of more than half a million fatal accidents involving drivers with BAC levels of 0.01 to 0.07 determined that drivers who have consumed alcohol in any amount are substantially more likely

to be at fault for causing a fatal crash than drivers who have not consumed any alcohol. The study says a driver with a BAC level as low as 0.01 -- the equivalent of about half a beer for the average adult male -- is nearly 50 percent more likely than a completely sober driver to be at fault for causing a fatal crash. As BAC levels increase, so does the likelihood of causing a crash.

Teens are especially vulnerable to being caught in a situation where a friend who is driving is impaired. The newest program from NRSF, "Road Buzzed: Another Look at Impaired Driving," features an 8-minute video that explains



what impairment is and how to avoid and safely get out of dangerous situations where a driver may be impaired. See it at our new Teen Lane site -- www.teenlane.org -- or email us to order a free copy at info@nrsf.org.

NRSF ON THE ROAD: Look for us at these conferences this year.

APRIL

April 25 **World Traffic Safety Symposium** New York, NY

NY Auto Show

April 26 - 29 **Lifesavers** Nashville TN

MAY

May 1 - 2 Global Youth Traffic Safety Conference Washington DC

May 2 - 3 NY State Teen Driving Summit Lake George, NY

May 5 NY State Assoc. of Traffic Safety Boards Albany, NY

JUNE

June 19 - 22 PTA National Conference Austin, TX

June 22 - 25 SADD Washington, DC

Students Against Destructive Decisions

JULY

July 6 - 10 FCCLA San Antonio, TX

Families, Career & Community Leaders of America

July 12 - 16 NASRO Conference Palm Springs, CA

National Assn of School Resource Officers

July 13 - 14 NSSP Wichita, KS

National Student Safety Program

July 14 - 17 ADTSEA Wichita, KS

American Driver Traffic Safety Education Assn

SEPT

Sept. 5 - 6 NAWHSL Grand Rapids, MI

National Assn of Women Highway Safety Leaders

Sept. 7 - 10 GHSA Grand Rapids, MI

Governors Highway Safety Assn

OCT

Oct. 19 - 22 NY State Highway Safety Symposium Lake Placid, NY

Oct. 24 - 25 New England Teachers Safety Assn Boxborough, MA

Oct. 26 - 28 NY State School Boards Assn New York, NY



The National Road Safety Foundation, a 501 (c)(3) non-profit organization founded more than 50 years ago, produces traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency, pedestrian safety and a host of other safety issues. It distributes the programs free of charge to schools, police and traffic safety advocates, community groups and individuals. It also sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For more information or to download free programs, visit www.nrsf.org or www.teenlane.org.



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