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NASRO AND THE NRSF TEAM UP TO RECOGNIZE INNOVATION IN DRIVER ED CLASSROOMS

NEW YORK, October 28, 2009 – NASRO, the National Association of School Resource Officers, is partnering with The National Road Safety Foundation (NRSF) to encourage innovation in teaching young people about traffic safety. The groups jointly announced a new program, "Innovation in the Classroom," that will annually recognize and reward a school resource officer (SRO) who is doing outstanding work teaching young people in the classroom about traffic safety and driver education.

The winning SRO will receive a \$2,000 incentive, to be shared with the school where he or she teaches. The winner will be announced at the NASRO National Conference in Louisville, KY August, 2nd 2010.

"It is the Foundation's hope that this program will stimulate innovation in driver education and disseminate these innovative ideas to the broader SRO and driver education community," said David Reich, public relations director for The National Road Safety Foundation, Inc., a non-profit organization that for more than 45 years has been producing and distributing free traffic safety teaching/training programs for use throughout the U.S.

Last year, according to the National Highway Traffic Safety Administration (NHTSA), more than 37,000 people were killed in traffic crashes, including some 5,000 teens. Traffic crashes continue to be the leading cause of death for teens in the United States.

"We are pleased that the NRSF has taken the initiative to encourage innovative and effective classroom instruction on traffic safety," said Dr. Richard J. Caster, executive director of NASRO. "Knowledge, coupled with practice, is key to having safer roads as young people begin driving."

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 will be April 1st, 2010. Complete contest details and entry information can be viewed at www.nasro.org.

NRSF has teaching programs on 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. You can register to order or download your free materials by logging on to www.nrsf.org.