

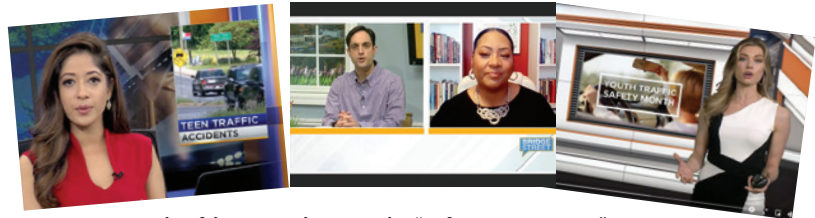
## The Safest Summer Ever

The National Road Safety Foundation is proudly partnering again this summer with the nation’s premier youth health and safety organization, SADD, and their student leaders to help make this the safest summer ever on our roads and highways.

The period between Memorial Day and Labor Day is often referred to as “the 100 deadliest days,” because statistics show there’s a 21 percent spike in teen traffic deaths during the summer driving period.

Building on a successful campaign last year, NRSF and SADD are working together again to call attention to the issue and engage with peers, parents and the community at large. The two groups are mounting a massive social media campaign to call attention to a range of safe driving issues from distracted and drowsy driving, as well as many other driving skills.

The campaign has different safe driving messages posted on social media every week, with those posts amplified by shares and re-posts by SADD chapters and members nationwide.



A sample of the networks airing the “Safest Summer Ever” campaign.

**SAFEST SUMMER EVER!**

JOIN THE #NRSFSQUAD AND MAKE SUMMER 2021 THE SAFEST ONE YET!

NRSF SADD #DrivingSkills1

In addition, both groups are doing media outreach, with representatives of the NRSF and student leaders from SADD doing interviews with media in dozens of markets throughout the U.S., from Washington, D.C. to New Orleans to Sacramento, and many points in between.

“We’re mobilizing the tens of thousands of student safety advocates in the SADD community at the middle school, high school and college level to help spread important safe driving messages to peers, friends and family,” said SADD President and CEO Rick Birt. “We hope to make this the safest summer ever, not only for teens on the road, but for all drivers and passengers.”

Posts can be seen throughout the summer at #SADDnation and #NRSForg.

# Be the Driver You Want Your Child to Be!

Kelly Browning, Ph.D., Executive Director, Impact Teen Drivers



Impact Teen Drivers is proud to partner with the National Road Safety Foundation to address the public health crisis of teen car crashes due to reckless and distracted driving—the #1 killer of teens in the U.S. We are a nationally recognized nonprofit dedicated to saving lives and reducing serious injuries from 100% preventable car crashes.

The summer or “100 deadliest days” (Memorial Day through Labor Day) is the most dangerous period for teen drivers. Parents are the #1 influencers of their children, and it is critical that they engage with teen drivers during this time and throughout their driving experience. You can help make the driving experience safe and positive by making sure your kids have adequate sleep the night before they drive or ride with another teen driver. Know where your kids are going and ensure that they follow your state’s Graduated Driver Licensing laws regarding passengers and the time of day that they drive. And remember, parents need to role-model safe driving behaviors. **Be the Driver You Want Your Child to Be!**

Impact Teen Drivers was privileged to partner with the National Road Safety Foundation to create Under Your Influence, a podcast series for parents and other teen influencers. The podcasts

provide tips and evidence-based strategies to keep kids safe behind the wheel—as drivers and as passengers. Listeners will hear the stories of affected family members who have lost a loved one due to reckless and distracted driving. Under Your Influence will launch in July and be available for download on Apple and Spotify and at [ImpactTeenDrivers.org](https://www.impactteendrivers.org). Our website also has additional resources, like our Parent-Teen Graduated Driver Licensing module, teen interactive education modules that meet National Health Education and Injury Prevention Standards, and more. We encourage you to share links to these resources through social media, your newsletter, or directly with partner organizations.

Together, we can change the culture of driving to one that is distraction-free—thereby saving lives not only in this generation, but in all future generations of drivers.

## Data Points to Another Tragic Outcome of the Pandemic

### – More Deaths on Our Roads

The National Highway Traffic Safety Administration reported in June that 38,680 people were killed on U.S. roadways in 2020 – the highest number since 2007 and an increase of 7.2% from the year before. Traffic deaths surged even though there was a significant decline in driving during the COVID-19 pandemic. Factoring in a 13.2% decrease in miles driven, the fatality rate in 2020 was 1.37 deaths per 100 million miles driven, up from 1.11 the year before.

Pam Shadel Fischer, GHSA Senior Director of External Engagement, writing

in the GHSA newsletter, says this new data points to another tragic outcome of the pandemic – more deaths on our roadways caused by risky and dangerous driving like speeding, impaired driving and not wearing a seat belt.

“It’s mind-boggling and extremely frustrating to see the tremendous loss of life from COVID compounded by preventable traffic crashes,” she writes. “As more drivers get back behind the wheel this summer, the spike in traffic deaths is an ominous sign for the safety of our nation’s road users.”

“Throughout the pandemic, Americans have worked collectively to protect themselves and each other by wearing masks, social distancing and getting vaccinated.

We must exhibit that same diligence when it comes to safety on our roads. Slow down, buckle up, stow your phone and never drive impaired. By doing so, we can end this deadly driving epidemic and save thousands of lives



# FLORIDA TEEN WINS “DRIVE2LIFE” PSA CONTEST



Laura Gonzalez, a Florida high school student, has won the grand prize with her script about drunk and drugged driving in the 11th annual Drive2Life PSA Contest, sponsored by the NRSF.

Gonzalez, 16, a junior at Newsome High School in Lithia, FL, submitted a script for a public service announcement about the danger of drunk and

drugged driving. Her idea was selected from entries that came from teens nationwide, winning the top prize of \$1,000. She worked remotely with a New York-based Emmy Award-winning production team to shoot and edit her script into a 30-second PSA that will air on hundreds of TV stations and on the nationally-syndicated show “Teen Kids News.”

Gonzalez said she wanted the PSA to have an interesting and different look. “I hope it will draw in young people to watch it because it’s eye-catching,” she said. Her winning idea is a throwback to the era of silent movies, in black and white and using titles on the screen to show the dialogue. In it, two girls leave a party, the driver obviously too drunk to drive. Her friend grabs the keys and safely drives them home as she talks about the risks of driving drunk.

“We chose Lauren’s idea because it has a different look and communicates a simple but important message about not letting a friend drive while under the influence,” said Michelle Anderson of The National Road Safety Foundation.

The winning PSA will be available for free viewing and download at <https://www.nrsf.org/contests/drive2life>.

Four runners-up were also selected in the Drive2Life competition, each winning a \$500 prize. Runners-up in the Grades 6–8 category are Grayson Rhodes, 13, and Wyatt Raney, 13. Both are students at Stuart Pepper Middle School in Brandenburg, KY. Runners-up in grades 9–12 are Clare Inyang, 16, of Ledyard High School in Ledyard, CT and Raina Cheng, 16, of Leon Goldstein High School for the Sciences in Brooklyn, NY.

## Drive Safe PSA Contests – Update

Even as we all struggled through the pandemic, The National Road Safety Foundation continued to engage teens in talking about safe driving issues with our Drive Safe PSA Contests.

Our Drive Safe contests this year put the focus on speeding, which plays a major role in teen crashes and is a factor in 26 percent of all fatal crashes.

Kaylee Franklin, 14, of Middletown, MD, won the Drive Safe D.C. PSA Contest with a script that opens with two cars talking to each other in a parking lot. A new car brags to an older car about all its new features. The older car admits it doesn’t have all the new features. The new car talks about how fast it can go. The spot closes showing a tow truck pulling a smashed car, as a mother and child get into the older car. As the child buckles herself into the car seat, the older car says

to the new one, “I may not be a smart car, but I have a smart driver.” The words “Be a SMART driver, speeding kills” come onto the screen.

Ryan Corbin, 18, of Stevensville, MD, was named runner-up.

For our Drive Safe Chicago contest, we picked two finalists – Katie Bernfeld, 18, of Evansville, IN, and Kyle Rader, 18, of Hobart, IN. Both had their PSAs produced with our Emmy Award-winning production team, and the public then voted online via the Chicago Auto Show’s Facebook page. Kyle’s PSA was voted the winner. Her script, titled “Don’t kid around with speeding,” shows a little girl playing with toy cars, as a toy police car pulls another toy car over. We hear her dad ask what she’s doing and, as she hands him a ticket, she says, “That’s your dad, getting a speeding ticket.”

Julius “Duke” Smith, 15, of Oxford, GA won our Drive Safe Georgia PSA Contest. His winning script mixes two different scenarios. One features a boy in a wheelchair, showing his bandaged legs as he writes a note. It cuts in and out with shots of a speeding car. We hear the boy speak as he writes, saying “Cuts will slowly heal, as will the bones in my legs. But the invisible hole in my chest will never fully heal.” The scene switches from a speeding car to a crash as the boys says, “I miss my brother. Slow down. It’s not worth it.”

Watch for our next round of Drive Safe PSA Contests, beginning with Drive Safe California later this year. For latest contest info and entry information, visit [www.nrsf.org/contests](http://www.nrsf.org/contests), where you can also view this year’s winners.

# NRSF HONORS TEACHERS OF EXCELLENCE

Driver education teachers from Hawaii, South Carolina and Vermont have been selected by their peers nationwide as Teachers of Excellence. The honor, with a cash stipend, comes from the NRSF and the American Driver & Traffic Safety Education Association (ADTSEA).

The 2021 Teachers of Excellence are Joell Kerr, who teaches at Hilo High School in Hilo, HI; Robert Suggs, owner of Championship Driving School in Elgin, SC and a teacher at West Florence High School, Florence SC; and Karren Meyer, who teaches at Leland and Gray Union High School in Townshend, VT.

TEA honoree Joell Kerr has taught driver education on the Big Island of Hawaii since 2008 at Waiakea High School and Hilo High School, where she also teaches secondary math. She comes from a drag racing family, and she used that passion to create High School Drags, a program on the island that reduces drag racing on the

streets by providing a place where teens can race safely under supervision.

Karren Meyer has just completed her fifth year teaching driver education at Leland and Gray Union High School in Townshend, VT. Part of why she became a driver education teacher is to help others avoid the pain she felt when she lost her older brother to a drunk driver when he was 17. She feels government, supported by businesses, must do more to encourage others to become driver education teachers. Meyer is president-elect of the Vermont Driver & Traffic Safety Education Association.

Robert Suggs, owner of Championship Driving School in Elgin, SC, has been teaching driver education for 24 years. He also teaches at West Florence High School in Florence, SC. Suggs says driver education teachers “influence the sons and daughters of America so they can grow old and share their experience.”

“These outstanding teachers inspire their peers to be passionate and effective teachers of this important life skill,” said Oregon’s Rich Hanson, a past ADTSEA president who heads the selection committee. “We are proud to honor them as the 2021 Teachers of Excellence.”

All three Teachers of Excellence will be honored at the ADTSEA national conference in Knoxville in July, where they will present innovative lesson plans to their peers.

“Driver education teachers are dedicated to the young people they serve and often serve as role models in ways that go far beyond driver training,” said David Reich of The National Road Safety Foundation 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.”

## SADD News: #DrivingSkills101

Sabih Hasan, a student at Carteret High School in Carteret, NJ has won the \$2,750 top prize for his school’s SADD chapter in the #DrivingSkills101 – Respect the Roundabout, a nationwide Public Service Announcement challenge co-sponsored by The National Road Safety Foundation.

The winning concept from Hasan mimics a horror movie. A group of friends are driving at night, chatting happily as they drive, with upbeat music in the background. Suddenly, the music becomes ominous and they all fall silent, wide-eyed as they approach a roundabout. Finally, one of the friends gives tips for safely navigating the roundabout and all returns to normal as they continue their journey.

The winning video will be shown to thousands of young people at the virtual SADD National Conference this summer, and it will be featured in the fall on the nationally-syndicated show “Teen Kids News.” Hasan’s SADD advisor at school is Jeanne Neuwirth.

“Maneuvering through a roundabout can be intimidating, especially for new and inexperienced drivers,” said Michelle Anderson of The NRSF. “Sabih’s PSA concept communicates

that fear while giving specific tips for safely driving through roundabouts.”

There are about 5,000 roundabouts in the U.S., where they are still a relatively new form of traffic control at intersections, replacing stop signs and traffic lights by allowing traffic to flow continuously, albeit at a slightly slower and safer speed. Studies for the Federal Highway Administration show roundabouts reduce intersection fatalities by 90 percent, with a 76 percent reduction in injuries. They are also safer for pedestrians, since vehicles travel at slower speeds through roundabouts.

Ten SADD Chapters were named as finalists in the challenge, with each receiving \$250. The finalists, which include the winner, are Cape Coral High School, Cape Coral, FL; Carteret High School, Carteret, NJ; Chaparral High School, Temecula, CA; CIVA Charter High School, Colorado Springs, CO; Delta Middle School, Delta UT; Roger Williams University, Bristol, RI; Shoreham Wading River High School, Shoreham, NY; Steele Canyon High School, Spring Valley, CA; and Whitehall Junior/Senior High School, Whitehall, NY.

The theme for next year’s #DrivingSkills101 Challenge will be announced at the SADD National Conference.

# SOUTHERN CALIFORNIA POLICE OFFICER WINS NASRO “INNOVATION IN THE CLASSROOM” AWARD

Officer Glen A. Johnsen, a school resource officer in the Fontana Unified School District in Fontana, CA, has won the 2021 “Innovation in the Classroom Award,” given by The National Road Safety Foundation and NASRO, the National Association of School Resource Officers. Officer Johnsen was selected by a panel of his peers in NASRO and receives the award at the annual NASRO Conference in Orlando in July, where he will present his award-winning teaching program to fellow officers.



Officer Johnsen is being recognized for an innovative computer game he developed with students in his school’s computer sciences class. The game uses role-playing to show students the possible consequences of making bad driving decisions, such as texting, driving recklessly or driving under the influence. In order for students to get school parking pass privileges, they must pass the computer game.

Officer Johnsen, who has been a school resource officer in Fontana for 12 years, says he hopes to share the computer game as a teaching tool with other districts.

Mo Canady, Executive Director of the National Association of School Resource Officers, said, “Officer Johnsen’s creativity in the classroom is a great example of finding new and

contemporary ways to educate young people about important traffic safety issues.”

“We are pleased to recognize Officer Johnsen’s innovative thinking that is having a positive impact on the safety of our young people,” said Michelle Anderson of The National Road Safety Foundation.

NASRO, the world’s leader in school-based policing, is a not-for-profit organization for school-based law enforcement officers, school administrators and school security and/or safety professionals who work as partners to protect schools and their students, faculty and staff members.

## NRSF State Squad Champion



(Students Against Destructive Decisions) State Coordinators who help implement programs and support membership at the state level.

Our NRSF State Squad Champ this quarter is Colorado State Coordinator Kerry Ferguson, who receives a \$200 gift card and also picks a high-performing SADD Chapter in her state to receive a swag bag of NRSF goodies.

Kerry joined SADD in 2018, when the Centennial State had only four SADD

chapters. Colorado now has 40 chapters and Kerry says she’s aiming for 240.

Kerry had been a teacher since 1994, so when she got the call to be SADD State Coordinator, she knew it would be a perfect fit for her passion for working with young people and empowering them to support causes important to them.

“Kerry is a great role model, not only for the students she works with but for other SADD State Coordinators,” said Michelle Anderson, NRSF Director of Operations.

Every quarter, we honor one of the hardworking and dedicated SADD

# Look for Us at these Upcoming Events

Look for us at these major events this year.  
Dates of non-virtual events are subject to change  
or cancellation due to the pandemic.

## JUL 2021

Jul 11 - 16 **NASRO** Orlando, FL  
*National Association of School Resource Officers*

Jul 25 - 28 **ADTSEA** Knoxville, TN  
*American Driver & Traffic Safety  
Education Association*

July TBD **SADD National Conference** Virtual Event  
*Students Against Destructive Decisions*

## SEPT 2021

Sep 11 - 15 **GHSA** Denver, CO  
*Governors Highway Safety Association*

## NOV 2021

Nov 19 - 21 **Los Angeles Auto Show** Los Angeles, CA  
*Drive Safe California*

# Like us on Facebook...Follow us on Twitter

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

 [facebook.com/NRSForg](https://facebook.com/NRSForg)

 [nrsforg](https://nrsforg)

 [twitter.com/nrsforg](https://twitter.com/nrsforg)

 [youtube.com/nationalroadsafety](https://youtube.com/nationalroadsafety)

*The National Road Safety Foundation, Inc. is a 501 (c)(3) non-profit organization that for nearly 60 years has been dedicated to reducing crashes, deaths and injuries on our nation's 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 and pedestrian safety. 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](http://www.nrsf.org).*



18 East 50th Street, New York, NY 10022