

## 2nd Annual National Passenger Safety Week Scores Big

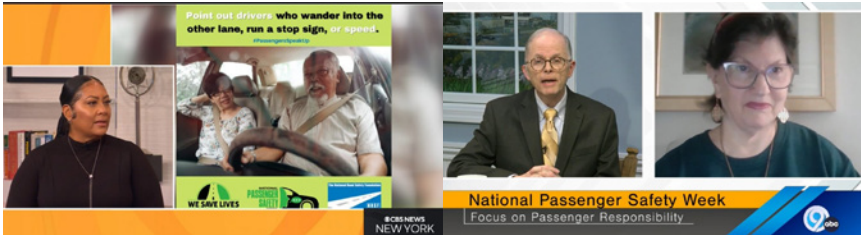
The National Road Safety Foundation kicked off the new year in a big way, promoting the 2nd annual National Passenger Safety Week with massive exposure in newspapers, on TV and radio and all across social media.

In partnership with We Save Lives founder and longtime traffic safety activist Candace Lightner, we led the charge to empower passengers to SPEAK UP when in a vehicle being driven unsafely. This year, more than 60 organizations – state and regional agencies, non-profit groups, and youth advocacy groups like SADD and FCCLA – joined with us to get the word out. NHTSA included National Passenger Safety Week on its annual calendar of official events, which helped bring more attention.

Candace Lightner, SADD’s Rick Birt and our team did more than four dozen TV interviews, appearing via zoom on stations in cities large and small, from Presque Isle in northern Maine across the coast to Portland, Oregon, and major markets in between including New York City, Washington D.C., New Orleans, Phoenix and Las Vegas. Several state highway safety offices and state AAA affiliates did their own media outreach, with stories on TV and in newspapers in Louisiana, Alabama, Texas, Kentucky, Ohio, California and elsewhere – all amplifying the message for passengers to SPEAK UP.

“Encouraging passengers to have the courage to SPEAK UP is important,” Lightner notes, “and we are grateful for the support of so many organizations in helping spread the word during National Passenger Safety Week. But reckless driving and crashes happen year-round, so speaking up should not be limited to one week in January. It’s crucial that we communicate the SPEAK UP message in our safe driving messaging all year long in order to save lives and prevent tragedy.”

More info is at [nationalpassengersafety.org](http://nationalpassengersafety.org).



NRSF’s Michelle Anderson (left) and We Save Lives’ Candace Lightner doing TV interviews for National Passenger Safety Week

## NRSF Founder Honored by NY City

Fred Manocherian, who founded the National Road Safety Foundation just over 60 years ago, was honored by the City of New York with a special proclamation from Mayor Eric Adams.

The proclamation reads, in part, “New York’s strength comes from the generations of individuals who have chosen to share their wealth of knowledge and talent with those who live within the five boroughs. In that spirit, it gives me great pleasure to join in celebrating the 60th anniversary of the National Road Safety Foundation and shining a spotlight on its founder, Fred Manocherian, a national advocate for

*traffic safety... He has been ceaselessly devoted to the promotion of traffic safety and responsible driving. In 1970, Fred testified before Congress to the prevention of drunk driving, which led to the formation of the National Highway Traffic Safety Administration... It is impossible to overstate the tremendous benefit that Fred Manocherian and the NRSF have brought to the five boroughs. I applaud them for their efforts to ensure the care and well-being of all who live and commute in our city.”*

Signed,  
Eric Adams,  
Mayor of the City of New York



Fred was inspired to encourage safe driving after he lost two high school friends to a drunk driver. He began writing letters and speaking to politicians and leaders to stop drunk driving, and in 1962 founded what is now the National Road Safety Foundation. His lifelong passion for saving lives on the road has been recognized by NHTSA, the Governors Highway Safety Association, the New York Auto Show and others.

# Roadside Oral Fluid Testing Can Combat Impaired Driving

By Chuck DeWeese



As of this writing, 21 states and the District of Columbia have taken measures to legalize the recreational use of cannabis. Regardless of where you stand on the issue, public officials need to send a clear message that it remains dangerous and illegal to drive under the influence of any substance and to pass laws to assist law enforcement.

More than 11,000 people die annually from impaired driving crashes in the United States. It's hard to measure how many crashes are caused by drugged driving, but estimates show that almost 44 percent of drivers in fatal car crashes tested positive for drugs. Driving under the influence of drugs (whether prescribed, illicit or legal) and/or alcohol can have profound effects on driving.

There is a misconception that law enforcement lacks the tools to detect drug impairment. While it is true that currently there is no magical device that can detect drug "impairment" and there is no per-se limit that indicates impairment equivalent to the Blood Alcohol Content (BAC), specially trained Drug Recognition Experts (DRE's) can accurately detect drug impairment via a 12-step examination.

Even with more officers being trained as DRE's or the Advanced Roadside

Impaired Driving Enforcement (ARIDE), we are still missing too many impaired drivers on our roadways. DRE's represent only about 2% of all law enforcement officers in the US.

While there are no devices on the market that can detect "impairment", there is a technology that can detect the "presence" and "recent use" of drugs and provide every law enforcement officer with the probable cause necessary to continue their investigation. Analogous to the non-evidential roadside portable breath test which indicates recent use of alcohol, scientists have created a portable, handheld, non-evidential oral fluid test that can detect the presence of six different drugs: amphetamines, benzodiazepines, cannabis (THC), cocaine, methamphetamines and opiates.

Some key benefits of a roadside drug testing instrument include:

- Portability for mobile deployment
- Easy to use and rapid results within minutes
- Minimally invasive
- Cut-off levels are set to detect recent ingestion of drugs
- Provides results proximate to the time of the traffic stop or crash prior to substances leaving the body.

Oral fluid testing can help detect the presence of a drug(s) when officers observe facts and circumstances of impairment, which include sobriety tests and other general indicators. However, many of these signs can be dismissed due to admissions of medical problems, sleep deprivation or inexperience. This is where roadside testing can add probable cause to determine that the impairment is substance-induced and allow for officers to have the driver

further evaluated by certified DRE's. Alabama, Indiana and Michigan have all implemented successful oral fluid roadside screening programs and interest is growing across the country.

And we cannot overstate the potential impact on deterring drug-impaired drivers from getting behind the wheel in the first place, especially if they know that law enforcement can drug test at roadside. The time is now for state leaders to allow oral fluid testing at roadside and to invest in this life-saving technology.

Crashes resulting from impaired driving are deadly but are also heartbreakingly preventable. Not one group, organization, or leader can stop impaired driving alone. Regardless of where you stand on the issue of cannabis consumption or drinking alcohol, we can all agree that making sure our roads and highways are safe must remain a priority.

Our communities need to recognize the dangers of driving impaired, and we need to ensure that when local leaders reform laws around cannabis, they are also taking steps not to put people in danger on our roadways. One simple step is to pass laws allowing for roadside oral fluid testing and providing the resources to law enforcement to obtain this technology.

*Chuck DeWeese served as the Assistant Commissioner of the NYS Highway Safety Office and as Chair of the Governor's Highway Safety Association (GHSA). He is now principal at Connecting Clients Consulting LLC., where he consults on traffic safety issues including drug and alcohol impairment. He can be reached at [ConnectingclientsLLC@gmail.com](mailto:ConnectingclientsLLC@gmail.com)*

# GHSA and National Road Safety Foundation Provide Grants for Safe Youth Mobility in Underserved Areas

\$75,000 in funding will allow three states to expand outreach to help youth in diverse and low income communities stay safe while walking, biking and scooting



The Governors Highway Safety Association has awarded grants totaling \$75,000 from the National Road Safety Foundation to State Highway Safety Offices in Colorado, Kentucky and Minnesota to work with community-based groups representing underserved populations to provide safe youth mobility options like walking, biking or riding a scooter. This is the second consecutive year that GHSA and NRSF have provided funding for youth safety initiatives in socioeconomically disadvantaged areas with limited financial resources.

Traffic crashes are one of the leading causes of death for young people in the United States. Nearly 1,100 youth (age 14 and younger) died in traffic crashes in 2020 – up 3% from the year before – and another 139,000 were injured, according to recent data from the National Highway Traffic Safety Administration.

Speeding remains incredibly dangerous for all road users, but the impacts are especially pronounced for youth. The percentage of speeding-related pedestrian crashes involving people ages 15 and younger more than doubled between 2018 and 2020, according to a GHSA data analysis.<sup>1</sup>

Our roads have become even more dangerous for young road users in the past few years amid a surge in dangerous and reckless driving.

“Youth deserve to get safely to their destination however they choose, without having to get in a car – whether it’s walking, biking, scooting or skateboarding,” said GHSA Chief Executive Officer Jonathan Adkins. “Unfortunately, youth are at risk every time they share the road with motor vehicles. I’m glad that GHSA is once again teaming up with the National Road Safety Foundation to enable three states to expand their outreach and engage with more diverse and low-income communities. Making biking, walking and scooting the norm for more youth will benefit all roadway users.”

The 2023 grants will enable State Highway Safety Offices in Colorado, Kentucky and Minnesota to support, implement and evaluate youth active transportation safety programs. The specific programs these grants will fund are:

The Colorado Highway Safety Office will partner with Adelante Community Development<sup>2</sup> a non-profit organization focused on serving Latino families and entrepreneurs, to recruit and train teens as part of the Traffic Safety Youth Advisory Board (TSYAB). These teens will assist in providing their peers with education on pedestrian, bicycle and other safe mobility practices within their community of Commerce City. As a Latina-led nonprofit, Adelante will empower and support the TSYAB teens with resources in both English and Spanish to inform, engage and educate their peers and collect data that can be used to update outdated infrastructure within the Commerce City community.

The Kentucky Office of Highway Safety will provide funding through a partnership with Tri-State Trails<sup>3</sup>, an initiative of the Green Umbrella Regional Sustainability Alliance that connects people and places with regional trails and bikeway networks. Funding will be used to build an educational traffic garden in Dayton, Ky. – an interactive space where children can learn road patterns, designs, and rules. Upon completion, the traffic garden will be used to teach students traffic laws, bicycle handling skills and safety precautions in a safe environment that is separated from motor vehicle traffic.

The Minnesota Office of Traffic Safety will offer support to the Rochester Police Department to expand its outreach initiative, Rochester Cops & Kids Community Bike Program. Through this partnership, Rochester Police officers will recruit and train youth leaders (explorers and cadets) on pedestrian, bike, scooter and skateboard safety practices so they can educate their peers at events such as bike rodeos. Funding will also be used to distribute safety gear at events and create a multilingual public service announcement to encourage awareness and participation in safe micromobility.

“We must invest in neighborhoods that have been ignored for too long,” said Michelle Anderson, NRSF Director of Operations. “These grants will help deliver equitable, affordable and sustainable transportation solutions to underserved communities and ensure a safer environment for our next generation of road users.”

<sup>1</sup> <https://www.ghsa.org/resources/Pedestrians22>, <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813285>

<sup>2</sup> <https://adelantecommunity.org/history>

<sup>3</sup> <https://tristatetrails.org>

# NRSF Developing New Teaching Module on Speeding

Driver education association (ADTSEA) working with NRSF on new program

The number of speed-related crashes spiked during the pandemic and speed continues to be a major factor in crashes, which is why the National Road Safety Foundation is working with ADTSEA -- the American Driver Training and Safety Education Association -- to develop a new teaching program about speeding, for use by driver education instructors and parents nationwide.

The module, which is being created with input from driver education instructors, will address the statistics behind speeding, why people speed and offer perspective on how long it takes to stop a vehicle at various speeds.

The program will be a self-contained one-unit PowerPoint module with embedded videos, lesson plan and suggested supporting classroom activities. It will debut at the ADTSEA National Conference in Wichita in July and will then be available free on the NRSF and ADTSEA websites.

# Public Picks Winner in Drive Safe Chicago PSA Contest



NRSF's Michelle Anderson with winners of the Drive Safe Chicago PSA Contest

Kennedy Helmkamp, 15, a student at Gillespie High School in Gillespie, IL, won the 9th annual Drive Safe Chicago PSA Contest. She won \$2,000 and worked with an Emmy-winning production team to make her winning script into a 30-second public service announcement that will air nationwide on Teen Kids News.

Teens from Illinois and neighboring states were invited to submit their ideas for a PSA to encourage passengers to SPEAK UP when in a vehicle being driven dangerously. Three finalists were selected and their scripts were professionally produced. Public voting was then held on the Chicago Auto Show's Facebook page, where the winner was selected.

In Helkamp's winning TV spot, a driver says, "Everyone's going too slowly." The passenger, to the camera, says, "She's

always speeding, but she's driving so what can I do?" There's a similar dialogue after the driver says, "I can beat this light" and then "Did I just blow a stop sign?"

Finally, the driver speaks up and says, "Either pull over and let me out or slow down. You're going to get us both killed." The driver apologizes and says to the camera, "She's right. I've got to slow down." The closing screen shows the message: "Be a smart passenger. SPEAK UP!"

Getting a \$1,000 prize was the first runner-up Brooklin Walker, 17, who attends the Kokomo Area Career Center in Kokomo, IN. Taylor Washington, 17, a student at Merrillville High School in Merrillville, IN, was second runner-up, with a \$500 prize. All three were honored at the Chicago Auto Show during the media preview day.

# Drive2Life Winner to be Announced in May

The deadline for entries has passed and judging will soon take place to determine the winner and runners-up in the 2023 Drive2Life PSA Contest, sponsored by the National Road Safety Foundation with assistance from Young Minds Inspired, the nation's leading provider of free educational outreach programs through its YMI Educator Network, reaching more

than 2 million teachers at virtually every school in the nation.

Like our other student contests, the theme of Drive2Life this year is empowering passengers to SPEAK UP for safe driving.

Winners will be announced in May, during Global Youth Traffic Safety Month.

The winner will receive a \$2,000 prize and will work with an Emmy Award-winning production team to make the winning script into a 30-second TV PSA that will air nationwide on Teen Kids News on more than 170 TV stations. Two runners-up in two age categories will also win \$500 each.

# NRSF Teams with Detroit Auto Dealers Association To Curb Distracted and Impaired Driving

The National Road Safety Foundation has joined with the Detroit Auto Dealers Association (DADA) Education Foundation for the 2023 Courageous Persuaders Scholarships.

Courageous Persuaders is a competition-based scholarship program that invites high school students nationwide to create a 30-second television commercial about the dangers of impaired or distracted driving.



Winners are selected after several rounds of judging. During the first round, a panel from the DADA views the entries and identifies the top 60 contenders. Those entries are then reviewed by students in Michigan middle schools who complete questionnaires to determine the winners, to be announced at an awards ceremony in Detroit on May 10th, 2023.

Winners will be aired on television including on the nationally-syndicated Teen Kids News and via streaming video on

[courageouspersuaders.com](http://courageouspersuaders.com). The Michigan Department of State, led by Secretary of State Jocelyn Benson, will also show the winning commercial in select Michigan Secretary of State branch offices well as SOS-sponsored driver training courses.

“Drinking and driving and distracted driving are national problems and having a partnership with the National Road Safety Foundation has allowed us to expand our national reach and ultimately positively impact more lives,” said DADA Executive Director Rod Alberts.

The National Road Safety Foundation will award \$2,000 grand prizes in the two categories, as well as a Video of the Year scholarship of \$2,500 to an entrant from either category.

To view past winning commercials and to enter the 2023 competition, visit [courageouspersuaders.com](http://courageouspersuaders.com).

The Courageous Persuaders program was created in 2000 and in 2007 the Detroit Auto Dealers Association became the primary sponsor and administrator of the program through its DADA Education Foundation. Over 15 years, DADA Education Foundation has awarded almost \$300,000 in scholarships to students across 48 states.

## SADD News

More than 300 entries were received in the Driving Skills #101 Contest, sponsored by NRSF with SADD (Students Against Destructive Decisions). The theme of this year’s contest is empowering passengers to SPEAK UP when in a vehicle being driven dangerously.

Judging is completed and the winners will be announced this summer at the SADD National Conference in Washington, D.C.

In other SADD News, NRSF, as part of its commitment to help SADD grow and serve more young people nationwide, has agreed to fund a state SADD Coordinator for Georgia. Georgia has 21 active SADD chapters and the new state coordinator, Olivia Hollis, expects that number to grow substantially in the coming years. Olivia has been named

the NRSF Squad State Champion for the first quarter of 2023.

NRSF currently funds or has helped with funding for SADD state coordinators in several states. State coordinators help organize new chapters in middle and high schools, assist with local funding campaigns, organize local and regional activities and promote local chapters’ participation in national programs and activities from SADD National.

## NRSF State Squad Champion

The new Georgia State Coordinator, Olivia Hollis, has been named the NRSF Squad State Champion for the first quarter of 2023. In the short time since she came on board in November, she’s grown the number of active chapters in the state



from seven to 21 and she’s aiming to hit more than 30 before the end of this year. Olivia is putting a focus on adding middle school chapters, to get younger people engaged in SADD activities.

A Georgia native, Olivia has worked in the non-profit world for more than 20 years, including at GeorgiaCAN, a group that advocates for student success through the public school system.

# Look for Us at these Upcoming Events

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

## APR 2023

April 2-4 **Lifesavers Conference** Seattle, WA

## MAY 2023

May 10 **Detroit Auto Dealers Association** Detroit, MI  
*Courageous Persuaders Awards*

## JUN 2023

Jun 28-Jul 3 **NASRO** Indianapolis, IN  
*National Assn. of School Resource Officers*

## JUL 2023

Jul 2-6 **FCCLA** Denver, CO  
*Family, Career & Community Leaders of America*

Jul 4-7 **SADD** Washington DC  
*Students Against Destructive Decisions*

Jul 16-19 **ADTSEA** Wichita, KS  
*American Driver & Traffic Safety Education Assn*

## AUG 2023

Aug 10-12 **NAWHSL** New York, NY  
*National Association of Women Highway Safety Leaders*

Aug 12-16 **GHSA** New York, NY  
*Governors Highway Safety Association*

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*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 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).*



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