

PEDESTRIAN SAFETY THE FOCUS OF DRIVE2LIFE PSA CONTEST



Now in its 6th year, the Drive2Life PSA Contest, sponsored by The National Road Safety Foundation with school publishing giant Scholastic, is looking for ideas for a PSA on an aspect of pedestrian safety that has grown in risk over the past several years.



Distracted walking, caused largely by people looking at their cellphones and other mobile devices, is a growing phenomenon, especially among teens and young adults.

winner gets a \$1,000 prize and a trip to New York City to work with an Emmy Award-winning producer to make the idea into a real PSA that will air nationwide on Teen Kids News.

Entries are open through February 10th, 2015 to all teens in grades 6 - 12. The

Visit www.teenlane.org/contests for more info.

NRSF TEAMS UP WITH NOYS AND NHTSA ON NATIONAL SEAT BELT CAMPAIGN

The National Road Safety Foundation (NRSF) has joined with National Organizations for Youth Safety (NOYS) and the National Highway Traffic Safety Administration (NHTSA) for the first nationwide teen seat belt initiative. NRSF is providing funding for prizes for the "Seat Belts Save" Challenge, which invites high schools nationwide to develop local campaigns to increase and document seat belt usage among high school students.

NHTSA initiated the program to increase seat belt usage among teens, who have a significantly lower seat belt usage rate than

the general population. Last year more than half of teen drivers and 60 percent of teen passengers killed in crashes were not wearing seat belts.

The fall campaign had participation from 92 schools in some 32 states. For information on the spring campaign, which begins March 17th, 2015, visit www.seatbeltsave.org



DRIVE SAFE CHICAGO

NRSF has teamed with the Chicago Auto Show, the nation's largest, to engage teens in the midwest in getting the word out about the dangers of distracted driving.

The first Drive Safe Chicago PSA Contest invites students ages 14 – 19 in Illinois, Wisconsin, Indiana and Iowa to submit their ideas for a PSA on distracted driving.

The winner will get \$2,000 and will work with the Emmy Award-winning producers of Teen Kids News to make the concept into a finished spot that will be shown on the giant video wall at the Chicago Auto Show before airing

nationally. All entrants will receive two free tickets to the Chicago Auto Show, which is February 14 – 22, 2015.

“Distracted driving is a serious risk that needs to be addressed at all levels,” said John Webb, 2015 Chicago Auto Show chairman. “Today’s cars are safer than ever, with many innovations that help avoid crashes and protect occupants in the event of one. But driver inattention – distraction – continues to be a major



factor in crashes. We hope the Drive Safe Chicago campaign engages teens to be messengers both to their peers and to adults that distracted driving is dangerous driving.”

Entry deadline is January 9th, 2015. For info, visit teenlane.org/contests

NRSF Presents at NJ, NY and New England Driver Ed Teacher Conferences



From left to right, Pam Fisher, Michelle Anderson and Jackie Malaska

Our Michelle Anderson spent two days in New Jersey at the NJ Teen Safe Driving Coalition teacher training conference, organized by former NJ Governor’s Highway Safety Rep Pam Fisher and Maureen Nussman, with Jackie Malaska, Executive Director of NJAHPERD (New Jersey Association for Health, Physical Education, Recreation and Dance).

The conference provided driver ed teachers, college students studying for their Driver Education Teaching Certificate, and driving school instructors with access to resources and up-to-date information to enhance the driver education curriculum, resulting in safe teen driving behaviors

Michelle also participated in two major driver ed teacher conferences in the Northeast recently. She traveled to western Massachusetts to present highlights of our newer programs to the New England Driver Training Education Association. She also went to picturesque Lake Placid, NY to present at the NY State Highway Safety Symposium.



SADD’s 2014-2015 Student Leadership Council

NRSF HOSTS SADD’S ANNUAL STUDENT LEADERSHIP COUNCIL MEETING

NRSF was pleased to sponsor, once again, the annual meeting of the SADD Student Leadership Council. This impressive group of teen leaders spent three days in October in New York, which included a day working with the NRSF team on upcoming driver safety projects and the annual #DrivingSkills101 Challenge for youth. The group included teens from Pennsylvania, New Jersey, Tennessee, North Dakota, Virginia, Alabama and Indiana, along with SADD adult leaders.

NRSF HONORS OUTSTANDING SCHOOL RESOURCE OFFICER

NRSF again recognized some of the nation's outstanding driver ed teachers and school resource officers.

At the NASRO (National Association of School Resource Officers) National Conference in Palm Springs, CA, NRSF presented the "Innovation in the Classroom Award" to Sgt. Terry Tilley of the Midwest City (OK) Police Department. Sgt. Tilley was nominated by fellow officer Lt. Roger Ross for his outstanding work.

For twelve years, Sgt. Tilley has brought the dangers of bad driving behavior to life for students at Midwest City High School, with a "mock wreck" staged in April, timed to coincide with the school's graduation and prom season.

The day begins with an assembly where students hear from two local people who tell their personal stories of an impaired driving crash that included, for one, a jail sentence. The students then go outside, where they see the remains of a crash. They see the fire department use the



Winning officer Sgt. Terry Tilley center, with Lt. Roger Ross and Michelle Anderson

jaws of life to get an injured passenger out of the crumpled car. They see two victims taken to the local hospital by ambulance as a medivac helicopter lands and transports another victim to a trauma center. The students then return to the auditorium to participate in a funeral for a crash victim who was killed.

It's a real eye-opener for the students," Sgt. Tilley said. "The whole experience gets them to think more carefully when they get into a car, especially regarding decisions about drinking, texting and other dangerous behavior."

NRSF RECOGNIZES TOP DRIVER ED TEACHERS

NRSF honored three driver education teachers who were selected by their peers to receive recognition for teaching excellence at the annual national conference of the American Driver & Traffic Safety Education Association in Wichita, KS. Winners of the annual Teacher Excellence Award, which carries with it a cash stipend, are Beatrice Kehr of Duluth, MN, Carol Hoormann of St. Louis, MO., and John Viau of Essex Junction, VT.



From left, David Reich with winners Beatrice Kehr, John Viau and Carol Hoormann. Far right, Rich Hanson of the ADTSEA award selection committee.

Check out the new NRSF.ORG site!

We have upgraded & redesigned our website.

GOOD LUCK TO PENNY WELLS

Penny Wells, who has been the President of SADD for many years, announced she will retire from SADD at year's end.

We at NRSF have enjoyed working with Penny and we'll be SADD to see her go. She's done tremendous things for this important teen advocacy group. We wish her all the best in future endeavors.



DRIVER ED DOES MAKE A DIFFERENCE

It's something we at the NRSF have long believed, but now there's research to back it up. Driver education does make a difference.

Sandy Maxwell, AAA's director of driver training programs, said new research from the AAA "proves our teens are safer on the roadways when they participate in driver education."

The study, released in September, showed driver education is associated with a lower incidence of crashes and convictions. Crashes are reduced by 4.3 percent and convictions by nearly 40 percent.



"The findings suggest that driver education can make a difference, but there is still much room for improvement in most existing programs," said Peter Kissinger, president of the AAA Foundation.

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

JANUARY

Jan 20 - 21 **Winter State Coordinator's Conference** Amboy, NJ

FEBRUARY

Feb 14 - 22 **Chicago Auto Show** Chicago, IL
Drive Safe Chicago Contest

Feb 22 - 24 **NJAHPERD** Long Branch, NJ
NJ Assoc. of Health & Phys Ed Recreation Dance

MARCH

March 15 - 17 **LifeSavers** Chicago, IL

APRIL

April 10 **NY Auto Show** New York, NY

April 18 **Pennsylvania PTA** Erie, PA

Apr 30 - May 1 **GYTSM** Washington, DC
Global Youth Traffic Safety Conference

JUNE

June 25 - 28 **National PTA Conference** Charlotte, NC

June 28 - July 1 **SADD** Nashville, TN
Students Against Destructive Decisions

JULY

July 5 - 10 **NASRO Conference** Orlando, FL
National Assn of School Resource Officers

July 12 - 15 **NSSP/ ADTSEA** Raleigh, NC
National Student Safety Program
American Driver Traffic Safety Education Assn

AUGUST

Aug 28 - 29 **NAWHSL** Nashville, TN
National Assn of Women Highway Safety Leaders

Aug 30 - Sep 2 **GHSA** Nashville, TN
Governors Highway Safety Assn

OCT

Oct. 18 - 21 **NYSHSS** Binghamton, NY
NY State Highway Safety Symposium



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, driving skills, 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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