

Dear Educator,

When it comes to road safety, drivers need to be aware of others they share the road with. This year, the National Road Safety Foundation (NRSF) is focusing its annual **Drive2Life PSA Contest on sharing the road with other cars, trucks, motorcycles, bicycles, e-bikes, scooters, and pedestrians.** All may be using the roads we travel on, and all have a right to do so safely.

NRSF has teamed up with the **American Driver & Traffic Safety Education Association (ADTSEA)** to create a rich program that provides students with important facts and tips on sharing the road. The activities support language arts, health, media and communication lessons, and they can easily be incorporated into activities by clubs like SADD, FCCLA, Teens in the Drivers Seat, Impact Teen Drivers, NSSP and others.

The program concludes with an activity that challenges students to enter the **2025 Drive2Life PSA Contest** by writing a short script or treatment for a 30-second video message that will caution drivers to be aware of others sharing the road, possibly offering tips for safely sharing the road with other road users. The script or treatment should be no more than two pages. All students ages 13-19 in grades 6-12 can enter, with a chance to win one of these great prizes:

- **Grand Prize:** One student Grand Prize winner will receive \$2,000, plus an all expense paid trip to NYC to produce their PSA script with an Emmy Award-winning producer. Plus, the winner and their PSA will be featured on Teen Kids News.
- **Runner-up Prizes:** Two students will receive a cash prize of \$500 each and will have their name, school, city and state posted on the NRSF website.
- **Teacher Prizes:** The teacher of each student winner will receive a \$100 Visa gift card!

The **contest deadline is March 21, 2025.** Visit www.nrsf.org/contests/drive2life for complete contest details, entry forms, and the official rules.

We hope you will share this program with other teachers in your school. Please let us know your opinion on these learning materials by emailing us at feedback@nrsf.org. We look forward to your comments

Sincerely,

Michelle Anderson
The National Road Safety Foundation



For questions, contact NRSF toll free at 866-723-3728 or by email at feedback@nrsf.org



PROGRAM COMPONENTS

Available at nrsf.org/contests/drive2life

- This two-page teacher's guide
- A reproducible student activity sheet
- A take-home letter for parents/caregivers
- **Drive2Life PSA Contest** Overview, Entry Form, and Official Rules
- PSA lesson and student handouts
- Standards alignment chart
- Program feedback form at nrsf.org/contests/drive2life

PROGRAM OBJECTIVES

- Raise awareness and educate drivers to share the road with other vehicles and pedestrians.
- Support language, communication, and creative skills with the **2025 Drive2Life PSA Contest**

HOW TO USE THIS PROGRAM

Download, photocopy, and distribute the activity sheet to all students. Prepare the materials for the activity. Distribute the take-home letter to help parents and guardians continue the conversation at home.

USING THE ACTIVITY SHEET SHARING THE ROAD

Start the activity by listing other roadway users someone can share the road with. Ask students how they can share the road with other roadway users.

- Do you watch for pedestrians and bicyclists?
- Do you look for motorcyclists?
- Do you use your turn signal ahead of time?
- When following a large vehicle, do you make sure you can see their mirrors so they can see you?
- Do you move over when a vehicle is stopped on the shoulder of the road?

Have the students respond to these questions, then ask how they should share the road with other roadway users.

Next, if you have students who aren't drivers, ask them what they experience as passengers with others sharing the road.

Next, ask students what they have experienced as pedestrians or bicyclists when sharing the roadway with other road users. Ask:

- Do other road users yield to you?
- Do other road users give you space?
- How would you like vehicles to interact with you as a pedestrian or bicyclist?
- What can you do as a pedestrian and bicyclist to share the road with other roadway users?

Statistics show that in fatal crashes involving young drivers from 2013 to 2022:*

- Occupant fatalities of other vehicles increased by 42 percent.
- Nonoccupant (pedestrians, bicyclists, or other nonoccupants) fatalities increased by 42 percent.

In fatal traffic crashes involving young drivers from 2021 to 2022:

- Occupant fatalities of other vehicles decreased by 4 percent.
- Nonoccupant fatalities decreased by 9 percent.



nrsf.org



adtsea.org

*Source: NHTSA Young Drivers Traffic Safety Facts, 2022
<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813601>

Discuss how drivers share a responsibility for road safety with other road users. Ask the students: How can drivers demonstrate their responsibility for road safety? Next, distribute the activity sheet. Review the directions for Part 1, and then have the students complete the chart on their own or with a partner. Before proceeding to Part 2, review the answers and ask students to correct any unsafe behaviors.

Answers: Part 1:

1. False
2. True
3. True
4. False
5. False
6. True
7. True
8. False
9. True
10. True



Using examples of unsafe drivers from the Part 1 chart, ask students: **What should drivers do to share the road safely with other road users, including pedestrians, bicyclists, motorcyclists, micro-mobility users (scooters, skateboarders, etc.), buses, large vehicles, emergency vehicles, etc.?** Share the following answers with students if they don't suggest them:

- Obey traffic laws
- Be attentive to the driving task at all times
- Actively search for other roadway users
- Don't be distracted
- Check your blind spots by looking in your mirrors and over your shoulders
- Increase your following distance when following other road users
- Make sure you can see the vehicle's side mirrors when following a large vehicle so they can see you
- Before turning left, be alert for other road users
- Avoid following other road users too closely
- Yield to pedestrians, bicyclists, and micro-mobility users at all times
- Do not share a lane with a bicyclist or motorcyclist
- When passing a pedestrian, bicyclist, micro-mobility user, or motorcyclist, slow down and allow as much space as possible

Driving is a challenging shared responsibility that requires continuous attention, patience, communication, cooperation, and good decision-making. Protect yourself, your passengers, and all the people you meet on or near the roadway by:

- Obeying traffic laws (e.g., following speed limits, using your turn signals, yielding "right-of-way"), signals, and roadway markings.
- Be attentive to the driving task at all times, remain undistracted, and be prepared to change speed or direction to avoid crashes.

When driving, you interact with various roadway users, including large vehicles, emergency vehicles, other car drivers, motorcyclists, bicyclists, micro-mobility users, and pedestrians. All roadway users are people with lives, loved ones, and futures. Crashes can be avoided by sharing the road with other users.

Have students work in groups of four to complete Part 2 and take turns roleplaying different situations with roadway users. Then, have them share their responses to reinforce the importance of sharing the road with other roadway users. Answers will vary.

TAKE-HOME LETTER

We encourage you to make copies of the take-home letter or include a link to it in email communications with parents and caregivers to inform them about Drive2Life and provide them with tips for sharing the road with other road users to help keep your community safe.



2025 DRIVE2LIFE PSA CONTEST

To enter the **Drive2Life PSA Contest**, students ages 13 to 19 in grades 6-12 must write a script not more than two pages on 8.5 x11-inch paper for a 30-second PSA video to educate drivers about sharing the road with other vehicles and pedestrians. See the Contest Overview, Entry Form, and Official Rules at nrsf.org/contests/drive2life for contest details and entry information. Entries may be submitted online or by mail by teachers or parents/caregivers.

Deadline: Entries submitted online must be received by 11:59 p.m. ET on March 21, 2025. Entries submitted by mail must be postmarked by March 21, 2025, and received by March 28, 2025. For a supporting lesson on creating PSAs, download the PSA Lesson at nrsf.org/contests/drive2life

RESOURCES

- National Road Safety Foundation – nrsf.org
- American Driver & Traffic Safety Education Association - adtsea.org