



News  
*Alert*

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## **GHSA to Fund State Drowsy Driving Programs Through National Road Safety Foundation Grant**

*\$100,000 in Funding Available for State Highway Safety Offices to Create and Implement Drowsy Driving Programs*

WASHINGTON, D.C. – As [Drowsy Driving Prevention Week](#) approaches (November 6-13), the [Governors Highway Safety Association](#) (GHSA) has received a \$100,000 grant from the [National Road Safety Foundation](#) (NRSF) to support innovative state approaches that address the pressing issue of drowsy driving. The grants will be awarded to [State Highway Safety Offices](#) (SHSOs) through a competitive application process that will be announced in early 2017.

This grant comes on the heels of a [report](#) released in August 2016 by GHSA and [State Farm](#)<sup>®</sup> that noted drowsy driving is the cause of 328,000 crashes each year, resulting in an annual societal cost of \$109 billion. The report, *Wake Up Call! Understanding Drowsy Driving and What States Can Do*, recommended numerous programs and campaigns that states can consider to combat drowsy driving including: creating public awareness campaigns; improving data-collection methods to better assess drowsy driving crashes; developing training for law enforcement to recognize the signs of drowsy driving; and partnering with business, non-profits and educational institutions to change the culture around drowsy driving.

“There are a tremendous number of challenges that the highway safety community faces in addressing drowsy driving,” said GHSA Executive Director Jonathan Adkins. “For many states, a lack of funding has been a stumbling block. This grant will enable states to develop and implement innovative strategies to better assess and combat this problem.”

NRSF, a GHSA partner for more than two decades, has long been committed to educating the public about drowsy driving. “With an average of 6,400 people dying in drowsy driving crashes each year, this is an issue that must be addressed,” said Michelle Anderson, Director of Operations for NRSF. “We’re excited to provide states funding to research, combat, and educate the public about the dangers of drowsy driving.”

For more than half a century, NRSF has been dedicated to promoting safe driving behavior through public awareness. The Foundation has a wealth of free resources available online that

call attention to both drowsy driving and a host of other behavioral safety issues. For a full list of NRSF's free traffic safety programs, visit <http://www.nrsf.org/programs>.

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### **About GHSA**

The Governors Highway Safety Association (GHSA) is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Contact GHSA at 202-789-0942 or visit [www.ghsa.org](http://www.ghsa.org). Find us on Facebook at [www.facebook.com/GHSAHQ](http://www.facebook.com/GHSAHQ) or follow us on Twitter [@GHSAHQ](https://twitter.com/GHSAHQ).

### **About the National Road Safety Foundation**

The National Road Safety Foundation, Inc. (NRSF) is a 501 (c) (3) non-profit organization dedicated to reducing deaths and injuries on our nation's roads by promoting safe driving awareness and lifelong education. NRSF produces FREE traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driving skills, pedestrian safety and a host of other safety issues. NRSF 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](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org)