

## Teens Invited to Submit Ideas for TV Ad about Safe Driving

Winner of Drive2Life PSA Contest Gets \$2,000 and Chance to Work with Emmy-Winning Director to Make PSA that will Air on TV Nationwide

Entries are now being accepted for the 15th annual Drive2Life PSA Contest, sponsored by the National Road Safety Foundation. Teens 13-19 nationwide are invited to submit their ideas for a 30-second TV public service announcement (PSA) about passenger empowerment – encouraging passengers to SPEAK UP when in a vehicle being driven unsafely or if they see someone displaying reckless behavior before getting into a vehicle.

In addition to a grand prize of \$2,000, the winner will be invited to New York to work with an Emmy-winning director to film and edit the winning idea into a PSA that will be featured on more than 170 TV stations nationwide, including the nationally syndicated show Teen Kids News. Runners-up in two age categories will receive \$500 and all the winners' teachers will get \$100 gift certificates.

Entries will be judged by the NRSF staff and a blue-ribbon panel of driver education teachers in partnership with ADTSEA, the American Driver & Traffic Safety Education Association.

**The deadline for entries is March 25, 2024.**

Full contest information, entry form and lesson plans on passenger empowerment are online at <https://www.nrsf.org/contests/drive2life>. The site also has winning PSAs from past contests.



## National Passenger Safety Week Empowers Passengers to SPEAK UP



Teaming up with Candace Lightner's We Save Lives, the NRSF again led the charge for the 3rd annual National Passenger Safety Week, Jan. 21-28. We saturated the airwaves with passenger empowerment messages – encouraging passengers to

SPEAK UP if in a vehicle being driven dangerously – with a nationwide virtual media tour doing interviews on dozens of local TV stations, supported by news releases and Op Eds as well as paid media on the top all-news radio stations in New York City and Washington, D.C.

“Although we push the SPEAK UP message during this week that's been recognized by NHTSA, it's important to incorporate the SPEAK UP message

whenever possible in other safety outreach efforts we do throughout the year,” said Michelle Anderson, Director of Operations for NRSF. “Unfortunately, we can't confine reckless driving to one week, so we need to continually encourage passengers to SPEAK UP. It can – and will – save lives.”

To learn more about how you can make a difference, please visit [nationalpassengersafety.org](http://nationalpassengersafety.org)

# A Lower DWI BAC Limit Will Save Lives

Thomas M. Louizou  
Co-founder .05 Saves Lives Coalition



Over the past 20 years, more than 10,000 people have died annually in traffic crashes involving a drunk driver. The progress made in the 1980s and 90s after states enacted tougher DWI laws and high visibility enforcement protocols like checkpoints and roving patrols plateaued by 2000 and the impaired driving crash rate has remained unchanged for decades.

Since the pandemic, excessive speed, impaired driving, and other reckless driving behaviors have increased. By the end of 2021, 13,384 people died in alcohol-impaired driving deaths – a 32% increase since 2019. And speeding drivers involved in fatal crashes were more than twice as likely to be impaired than drivers not speeding. Still, DWI has remained the leading contributor to crashes since records were kept.

A remedy is needed, **now**. Fortunately, we have one that has the potential to lower impaired driving fatalities significantly – **a lower BAC limit**. It is a common-sense measure, data driven, based on sound research, and already being employed in countries around the

world to deter drunk driving. A recent WHO Global Road Safety Status report notes that the U.S. as a nation does not meet any of the five global best practice laws, including a .05 BAC law.

In 2013, the National Transportation Safety Board recommended that all 50 States lower their BAC limit from .08 to .05. Since then, only Utah has passed a .05 law.

## How does a .05 BAC law prevent crashes, deaths, and injuries?

Simply by preventing people from driving after they have been drinking.

The broad deterrent effect of .05 laws has been shown to reduce drunk driving at all BAC levels - high, as well as low. NHTSA's evaluation of Utah's .05 BAC law confirmed a 19% decline in their fatal crash rate, in striking comparison to a 6% decline in border states that served as a control. In addition, the impact of Utah's .05 BAC law was a significant improvement over the rest of the nation's performance. As predicted, drivers in Utah showed identical (23%) declines in high as well as low BACs greater than .05, .08 and .15 in the year after the law went into effect.

When we discuss lowering BAC limits, the temptation is to focus narrowly on drivers with BACs between .05 and .079 BAC. It is true that even a small amount of alcohol can affect driving ability. In fact, drivers between .05 and .079 BAC are seven times more likely to be in a fatal crash than drivers without any alcohol in their systems. In 2021, there were 2,266 people killed in alcohol-related crashes where a driver had a BAC of .01 to .07. However, it is undeniable that drivers

with extremely high BACs over .15% account for most drunk driving deaths, as the law's opponents are so quick to point out. But it is folly to ignore the proof that a .05 BAC limit reduces drunk driving at all BAC levels.

## A .05 BAC law is a clear and effective reminder to separate drinking from driving.

Virtually all drivers are impaired at .05%BAC. It is a reasonable standard to set that the public and many roadway safety orgs support. It is not typically reached with a couple of beers after work, or a glass of wine or two with dinner.

Furthermore, Utah's experience contradicted the dire predictions and misinformation broadcast by the hospitality industry in opposing its .05 BAC law: arrests for drunk driving did not climb sharply, and alcohol sales did not decline. When the nation moved from a .10 to a .08 BAC limit, opponents raised these same false flags. International experience among almost 100 countries with a .05 BAC law reinforces its life-saving benefits in reducing alcohol related crashes and fatalities. Although people in those countries drink more per capita than people in the US, there are fewer deaths on the roads.

An .05 BAC law supported by high visibility enforcement separates drinking from driving without burdening police officers or prosecutors with extra work. It would save thousands of lives each year and make our streets safer for all road users.

Tom Louizou is the co-founder of the .05 Saves Lives Coalition, [www.05saveslives.org](http://www.05saveslives.org). He is a former Regional Administrator at USDOT-NHTSA Region 2 and FIA-USA Advisory Group member.

After a 40-year career at NHTSA, Tom provided management analysis and improvement

consulting services for GHSA's State Consulting Services Initiative, the National Road Safety Foundation, The Simone Foundation, and the Greater New York Auto Dealers Association (GNYADA) where he planned and administered the annual World Traffic Safety Symposium in conjunction with the New York Auto Show.

## NRSF/GHSA Youth Mobility Projects Update



Photo courtesy: Tri-State Trails

NRSF grants through the Governors Highway Safety Association are making a difference in safe youth mobility.

One project we supported with a major grant last year has been getting noticed by the media in northern Kentucky, where the new Youth Traffic Safety Garden in Dayton, KY's Gil Lynn Park has been covered by area newspapers and TV.

The traffic garden features a site-specific, colorful design that includes intersections with crosswalks, roundabouts, bike lanes, railroad crossings, a bus station, and bike parking. Children can explore the elements by foot and bike, while adults can gain insight into the needs and experiences of young road users.

"Teaching children about traffic safety early in life is an important step in preventing future crashes and pedestrian incidents," said Kentucky Transportation Cabinet Secretary Jim Gray. "We're excited to see how this innovative, hands-on approach impacts young Kentuckians and their families, and it complements other initiatives we are undertaking to equip all road users with a safe, connected, comfortable, equitable, and accessible transportation network."

There are an estimated 200 traffic safety gardens throughout the U.S., borrowing from a concept successfully pioneered in Holland.

New grants to five states to support youth mobility projects will be announced by NRSF and GHSA in February.

## NRSF Supports Texas A&M Teen Safety Summit



The National Road Safety Foundation helped sponsor the Teen Safety Summit hosted by the Texas A&M Transportation Institute, an agency of the State of Texas and member of The Texas A&M University System. One of the Transportation Institute's youth-directed programs is Teens in the Drivers Seat, which reaches several hundred schools nationwide.

About 100 teens from the Midwest attended the 1-day event in San Antonio, and our Michelle Anderson addressed the group, talking about youth empowerment and resources available from NRSF.

We are in talks with Texas A&M about partnering on other projects in the future.

## NRSF Teams with Detroit Auto Dealers Again on Courageous Persuaders Program

The National Road Safety Foundation is partnering again in 2024 on the Courageous Persuaders program organized by the Detroit Auto Dealers Association (DADA) Education Foundation.

In 2023, we sponsored the top prizes in two categories of the teen PSA contest, calling for teens to submit ideas for public service messages on drinking and driving and distracted driving. Hundreds of entries were received from teens nationwide.

For 2024, a third category is being added and NRSF will offer the top prize of

## Drive Safe Chicago Finalists Picked

Public Picks Winner on Chicago Auto Show Facebook Page

Three finalists have been selected in the 10th annual Drive Safe Chicago PSA Contest, sponsored by NRSF in partnership with the Chicago Auto Show. The contest invites teens in the Midwest to submit an idea for a 30-second public service video encouraging passengers to SPEAK UP if in a car being driven dangerously.

The finalists are Texas Maki, 16, of Pewaukee, WI; Carlyale Kiel, 18, of Perry Township, IN; and Riley Wilds, 17, of Ft. Wayne, IN.

They worked with the NRSF's Emmy-Award-winning production team to make their ideas into finished TV spots, and the public will be voting for their favorite on the Chicago Auto Show's Facebook page. The winner, who will receive a \$2,000 prize, will be announced at the media preview day at the auto show on Feb. 10. The runners-up will receive \$1,000 and \$500.

The winning video can be seen after Feb. 8 at <https://www.nrsf.org/contests/drive-safe-chicago>

\$2,000 in each. The new category will be passenger empowerment – encouraging passengers to SPEAK UP if in a vehicle being driven unsafely.

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

Entries are now open, and the contest deadline is March 11, 2024. For more info, visit [courageouspersuaders.com](https://courageouspersuaders.com).

# Look for Us at these Upcoming Events

The National Road Safety Foundation will be participating in several major events and conferences in 2024.

## FEBRUARY

**Feb 7-9** **Drive Safe Chicago** Chicago, IL  
*Chicago Auto Show*

## APRIL

**Apr 7-9** **Lifesavers Conference** Denver, CO

## MAY

**May 8** **Detroit Auto Dealers Association** Detroit MI  
*Courageous Persuaders Awards*

## JUNE

**Jun 29-Jul 3** **FCCLA** Seattle, WA  
*Family, Career & Community Leaders of America*

## JULY

**Jul 14-19** **NASRO** Phoenix, AZ  
*National Association of School Resource Officers*

**Jul 21-24** **ADTSEA** Albany NY  
*American Driver & Traffic Safety Education Association/  
National Student Safety Program*

## SEPTEMBER

**Sep 5-7** **NAWHSL** Indianapolis, IN  
*National Association of Women Highway Safety Leaders*

**Sep 7-11** **GHSA** Indianapolis, IN  
*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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