

NRSF LAUNCHES LATEST DRIVE2LIFE PSA CONTEST

Teens invited to submit ideas for PSA on distracted walking.

The National Road Safety Foundation, partnering with Scholastic, has launched its 5th Annual Drive2Life contest, inviting teens in Grades 6 – 12 to enter their ideas for a TV public service announcement that warns of the dangers of distracted walking, which is becoming a significant cause of injuries nationwide.

The winner will receive a \$1,000 prize and an expenses-paid trip to New York to work with an Emmy Award-winning producer to plan, shoot and edit his or her idea into a finished 30-second spot that will air nationwide on “Teen Kids News,” seen on more than 220 TV stations. Two runners-up in each of two age categories (grades 6 – 8 and grades 9 – 12) will receive \$500.

Last year, Michigan high school senior Julia Huuki won from among nearly 900 entrants. Her idea, “Would you ever?” shows her looking down at her cell phone as she bumps into another person, and finally, crosses the street and walks in front of a moving vehicle. As we hear the horn honk and brakes screech, words on screen say “Smart phones can make you do stupid things. Look up! You’re the only one responsible for your own safety.”



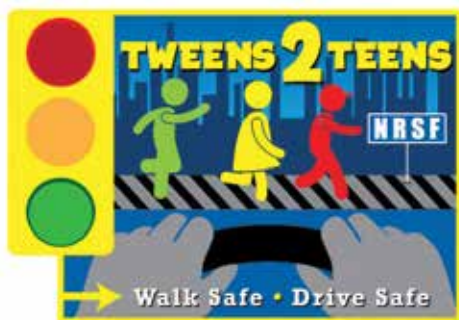
A frame from last year's winning PSA

“We know about the risks of distracted driving, but many of those same dangers apply to pedestrians as well,” said Michelle Anderson of The NRSF. “Every year, thousands of young people get unexpected trips to the ER because of injuries from walking distracted. More than 60 children are hit by cars every day.”

For more information for the entry form and complete rules, visit www.teenlane.org/contests/drive_2_life OR www.scholastic.com/Drive2Life. Deadline for entries is February 5, 2016.

TWEENS INVITED TO TALK TO TEENS ABOUT SAFE WALKING AND SAFE DRIVING

Tweens2Teens: Walk Safe, Drive Safe asks tweens in Grades 3 – 5 for distracted walking & driving ideas



NRSF has just launched a new nationwide contest to engage tweens in grades 3 – 5 in the dialogue about distracted walking and distracted driving.

The Tweens2Teens Walk Safe, Drive Safe Contest invites kids and teachers in Grades 3 – 5 to develop a visual message – a poster, photo essay, storyboard or any combination of visual formats – to talk to teens and all drivers and pedestrians about safe, distraction-free walking and driving.

One class will win \$2,500 for their school, and two runners-up will each receive a \$1,500 prize for their schools. Deadline for entries is December 18, 2015.

The Tweens2Teens Walk Safe, Drive Safe Contest is being promoted by WeAreTeachers, the powerful online teacher resource.

Contest rules, entry forms and lesson plans are on the We Are Teachers contest page at <http://www.weareteachers.com/grants-contests>. Or visit The National Road Safety Foundation’s site www.teenlane.org and click on the Tweens link.



NEWS



SADD's 2015-2016 SLC members with NRSF's Behrooz Shokati (left) and Michelle Anderson (5th from left)

NRSF HOSTS SADD LEADERSHIP COUNCIL IN N.Y. CITY

Ten SADD student leaders, along with SADD President Dawn Teixeira and staffers Rick Burt and Jessica Roscoe, were the guests of The NRSF for a working weekend in The Big Apple in October. They mapped out plans for 2016 NRSF/SADD programs including the #DrivingSkills101 contest sponsored by The NRSF.

#DRIVINGSKILLS101

The SADD/NRSF challenge #DrivingSkills101 offers a \$2,500 prize for the SADD Chapter with the best program for talking to teens and new drivers about selected safety issues. The current program, "Follow Our Lead," covers tailgating and aggressive driving, which is responsible for about 3,000 teen deaths annually. Entry deadline is February 2, 2016.



NRSF's Michelle Anderson (standing 4th left) with Madison County SADD Chapter.

The previous year's contest was featured at the SADD National Conference this past summer, where the Madison County (IN) SADD Chapter presented their winning campaign, "Accelerate to Safety," with the

focus on speeding. A crew from "Teen Kids News" was on hand to cover and a feature report aired on the nationally-syndicated show earlier this fall.

SADD TEENS SPEAK OUT FOR SAFETY



SADD Teen Leaders on The Hill in Washington DC.

The NRSF again sponsored SADD SPEAKS (Students for Policy, Education, Advocacy and Knowledge), an innovative effort to equip, train and empower teen leaders in traffic safety advocacy. Fourteen

teens from throughout the nation were selected and had several weeks of online training. They gathered in Washington for additional one-on-one and group training before meeting with their state and local legislators on Capitol Hill. They will be using their new skills to continue their efforts in legislative advocacy in their home states.

NRSF is proud to assist SADD as they work with these highly-motivated and impressive teen leaders.



NEW STUDY SHOWS HANDS-FREE DEVICES IN CARS ARE A DISTRACTION

We've long suspected that using hands-free devices while driving is a serious distraction. Research now bears it out.

The AAA Foundation for Traffic Safety has unveiled results of a study showing gadgets that allow drivers to send and receive verbal texts, make and receive hands-free calls and make adjustments to a car's sound system can be dangerous. Although they don't create a manual distraction, AAA's research shows they can create a serious cognitive distraction that lasts as long as 27 seconds.

Peter Kissinger, AAA Foundation President, said, "Hands-free is not risk-free. Motorists could miss stop signs, pedestrians and other vehicles while the mind is readjusting to the task of driving."

The NRSF has a free program that outlines the three types of distraction – manual, visual and cognitive. It illustrates a long list of potential driver distractions that go far beyond texting and cellphone use. "Generation tXt" is a ready-to-use PowerPoint presentation with a fast-paced video embedded. It is accompanied by a downloadable "Am I Distracted?" self-assessment quiz.

Visit nrsf.org or teenlane.org, click on "Free Programs" and then click "Distracted Driving."

NRSF HONORS TOP DRIVER ED TEACHERS AT ADTSEA NATIONAL MEETING



Michelle Anderson (3rd from left) and David Reich (5th from left) of The NRSF. ADTSEA's Award winners from right, Carlos Stalcup, Rod Hull, Greg Mangan and Michael Pluta. At far left is Rich Hanson, who coordinates the TEA judging panel for ADTSEA.

Four driver education teachers, from Vermont, North Carolina, New Hampshire and Tennessee, were selected by their peers to receive recognition for teaching excellence at the annual conference of the American Driver & Traffic Safety Education Association in Raleigh. The Teacher Excellence Awards carries a cash stipend from The National Road Safety Foundation.

Michael Pluta teaches at Mill River Union High School in N. Clarendon, Vermont. He tries to have his classes teach or reinforce other school skills. Zone control, for example,

involves physics, and crash material works well with physics, math, biology and life choices.

Carlos Stalcup teaches for Gaston Driver Education in Gastonia, N.C. He tries to help his students understand the decision-making process they will need to use in their judgment and reasoning when behind the wheel of a motor vehicle. "I emphasize that becoming a defensive driver is one of the most important decisions students make as they begin developing their individual driving skills," he noted.

Roderick Hull, who teaches at Woodsville High School in Woodsville, N.H., became a driving instructor after retiring on disability from the police department after his cruiser was struck by a drunk driver. "Because of what I experienced at the hands of a drunk driver, I felt if I could do anything to help young people become safe and responsible drivers, I wanted to be part of it," he said. He has been an outspoken proponent of stronger GDL laws.

Greg Mangan, founder of Drive 4 Life Academy in Knoxville, teaches more than 800 students a year. In 2007, after reading an article about the failure of American driver training, he felt "called" to become a driving teacher. He speaks at area schools, advising parents on how to work with their teens to become safe, confident and courteous drivers and he often appears on local TV newscasts, discussing teen driving issues.

PITTSBURGH POLICE OFFICER WINS NRSF/NASRO "INNOVATION IN THE CLASSROOM" AWARD

Officer John Bruner (ret.), the school resource officer for the Keystone Oaks School District in suburban Pittsburgh, PA has been named the winner of the 2015 NASRO/National Road Safety Foundation "Innovation in the Classroom Award." The award, presented at the annual conference of the National Association of School Resource Officers in Orlando, recognizes innovative teaching of traffic safety in schools by a school resource officer (SRO). It carries with it a \$1,000 honorarium for the winner's school or police department.

Officer Bruner, who retired after 18 years as a police officer and detective, joined the Keystone Oaks School District as the Police and Safety Coordinator in February of 2015.



NRSF's Michelle Anderson with winning SRO John Bruner and Pre-School Patroller Gracie.

His award-winning program, the Pre-School Patrollers, came from the realization that teens will listen to little kids faster than they'd listen to their teachers or parents. Three pre-school students were selected, fitted for kid-size police uniforms and trained to deliver simple messages like, "Don't text and drive" or "Don't eat and drive."

"This simple concept," said Officer Bruner, "expanded into a complete educational program that now educates elementary, middle school and high school students on not only distracted driving, but seat belt awareness, drinking and driving, bullying, gun safety and drug abuse as well. The Pre-School Patrollers are at the heart of all the outreach efforts, including videos and social media."

"We salute Officer Bruner and the entire Keystone Oaks School District for creating a program that is innovative and can be replicated in other districts nationwide," said Michelle Anderson, NRSF Director of Operations. "It's a great example of what we call reverse-mentorship, where younger kids effectively communicate safety messages to older peers, their parents and beyond."

Look for us at these conferences

NOV Nov 22	Los Angeles Auto Show <i>Teen Safety Sunday</i>	Los Angeles, CA
JAN 2016 Jan 19 - 21	SADD State Coordinators Winter Conference	New York, NY
FEB Feb 11 - 13	Chicago Auto Show	Chicago, IL
APR Apr 1 Apr 3 - 5	New York Auto Show - Teen Safety LifeSavers	New York, NY Long Beach, CA
MAY May 1 - 2	GYTSM <i>Global Youth Traffic Safety Month Conference</i>	Washington, DC
JUN Jun 26 - 29	SADD <i>Students Against Destructive Decisions</i>	Pittsburgh, PA
Jun 30 - Jul 3	National PTA Conference	Orlando, FL
JUL Jul 9 - 13	NASRO <i>National Association of School Resource Officers</i>	Anaheim, CA
Jul 14 - 16	NSSP <i>National Student Safety Program</i>	Portland, OR
Jul 17 - 20	ADTSEA <i>American Driver Traffic Safety Education Association</i>	Portland, OR
AUG Aug 26 - 27	NAWHSL <i>National Association of Women Hwy. Safety Leaders</i>	Seattle, WA
Aug 28 - 31	GHSA <i>Governor's Highway Safety Association</i>	Seattle, WA

CONGRATS TO JAN MEEKER, NEW ADTSEA PRESIDENT

Congratulations to our longtime friend Jan Meeker, who was elected President of ADTSEA for the coming year. She will preside over the driver ed teachers' conference in Portland OR next summer.

Jan has been instrumental in keeping alive NSSP, the student auxiliary of ADTSEA. She's done tremendous work for teen drivers in her home state of Hawaii.



New ADTSEA President Jan Meeker

The National Road Safety Foundation, Inc., 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.



18 East 50th Street, New York, NY 10022