

Pedestrian Deaths Spike. Highest in Three Decades.



The Governor’s Highway Safety Association reports that 6,227 pedestrians were killed in 2018, marking a more than 50 percent increase over the 4,109 pedestrians who died ten years earlier.

Many of the deaths occurred at night. Over ten years, the GHSA study shows, nighttime pedestrian deaths increased 45 percent, while daytime fatalities jumped 11 percent.

Speed, alcohol, cellphones, SUVs and other larger vehicles on the roads are all cited as reasons for the dramatic increase in pedestrian traffic fatalities.

Drunk driving, despite tough laws and enforcement, education efforts and changed social norming, continues to be a significant contributor to traffic fatalities, including pedestrian deaths. And the ever-present cellphone is a growing factor in distracted driving crashes, which killed 4,637 people last year, according to the National Safety Council.

A logical solution would be for drivers to exercise better behavior behind the wheel. Never drink and drive, don’t talk or text on mobile devices, and obey speed limits. Logical...yet too many of us don’t exercise caution and common sense on the road.

We urge all drivers, especially parents, to model good driving behavior because our kids *do* watch us. The National Road Safety Foundation has many programs and videos to help talk to young people about drinking and driving, distractions and speeding. Find them online at <http://www.nrsf.org/programs>

NEW From NRSF and SADD

Passport to Safe Driving

Helpful Tips for Young and New Drivers, with Talking Points for Parents

The NRSF, working with the SADD Student Leadership Council, has introduced an exciting new tool in the ongoing effort to help young drivers become better and safer drivers.

The **Passport to Safe Driving** contains a series of two-sided cards that deal with issues including speeding, blind spots, left-hand turns, adverse weather and driving at night. Each card, which fits in a passport-like folder, has tips for new drivers, with relevant talking points for parents on the back. New subjects will be added on an ongoing basis.

The project was initiated by NRSF, working closely with student leaders of SADD, as an offshoot of SADD’s

#Driving Skills 101 contest sponsored by the Foundation since 2014.

Copies of the Passport to Safe Driving are being distributed at the SADD National Conference this summer. The new educational tool was well-received by traffic safety professionals at the Lifesavers Conference and several state DMVs have asked permission to reprint them for hand-out to teens as they apply for their learner’s permit.

We would be glad to share it with other groups who feel it could be helpful in their efforts with young drivers. Email NRSF for more information at info@nrsf.org.



Graduated Driver Licensing Reduces Teen Crashes

by Brett Robinson

Executive Director

American Driver and Traffic Safety Education Association (ADTSEA)



Research has proven Graduated Driver Licensing (GDL) to be one of, if not the most, effective countermeasure to reduce novice teen driver crashes, injuries and fatalities. However, GDL is a comprehensive system that is only as effective as the sum of all of the components contained within the GDL model framework.

Many states maintain they have a GDL system; however, they only contain certain elements of a comprehensive GDL system. One of these core elements is Stage I and Stage II driver education. Only a few states now require driver education as a core element of their GDL law. Driver education that meets the National Highway Traffic Safety Administration's Novice Teen Driver Education and Training Administrative Standards (NTDETAS), with coordinated parental/guardian involvement, is an essential core element of the novice teen's learning-to-drive experience.

Recent studies in Nebraska and by the AAA Foundation for Traffic Safety (Oregon and Manitoba) have shown promise for driver education. These studies identified a slight reduction in citations and crashes for those novice teen drivers who received driver education versus those who only received the required hours of supervised driving practice required under the GDL law.

State GDL laws have evolved and have been strengthened over the last several decades – progress has been made. As that progress continues, state GDL laws must be enhanced to include all elements of a comprehensive GDL system, including mandatory driver education, for the full potential of GDL laws to be realized.

NRSF and GHSA Award Grants to 5 States for Innovative Drowsy Driving Projects



NRSF and the Governors Highway Safety Association (GHSA) have awarded \$15,000 grants to five states for drowsy driving prevention programs. This is the third year NRSF has partnered with GHSA to provide grants to battle drowsy driving.

States applied for the grants, which were reviewed by a panel of issue experts.

States to receive the grants this year are:

- **Georgia**, to create a major presence at the Georgia National Fair, and to produce materials to be used at other events and online.
- **Iowa**, partnering with Iowa State University to produce a virtual reality experience to affirm the message that “drowsy driving is not a game.”
- **Minnesota**, to purchase wearable sleep measurement tools to assist research to understand and improve detection of driver fatigue nationwide.
- **Nebraska**, for an initiative that focuses on education for young adults and senior drivers through coordinated events in several counties.
- **New York**, to partner with Stony Brook University's School of Health Technology to effectively educate law enforcement about drowsy driving.

WINNING DRIVE2LIFE PSA SHOWS DROWSY DRIVING IS DANGEROUS DRIVING



Etame' Kandy, a senior at Palm Harbor University H.S. in Clearwater, FL, was looking online for scholarship possibilities when he came across a notice for a contest offering a \$1,000 first prize. The deadline was only a few days away, so he set to work to come up with a concept for a public service announcement about drowsy driving. Within an hour, he had an idea, wrote it up and sent it in.

About five weeks later, he got a call from Michelle Anderson telling him his entry

in The National Road Safety Foundation's 9th annual Drive2Life PSA Contest had been selected as the winner from among more than 800 submissions. Within weeks, he was in New York to work with the Emmy Award-winning producer of *Teen Kids News*, scripting, planning, filming and editing a 60-second public service announcement that will air this summer on more than 160 TV stations nationally.

"I wanted some humor to hold viewers' attention while getting across an

important safety message – it can be dangerous to drive when you are fatigued," Kandy said.

His PSA depicts an obviously sleepy teen struggling to wake up and begin her day. As she approaches her car, yawning and spilling her coffee, the car speaks, questioning her ability to drive while so tired. After some arguing, the teen gives in and agrees not to drive when drowsy.

"One thing that surprised me about making the video is how long it can take to get even a five-second shot," Kandy noted. "There's so much that goes into making a video, even one that's only a minute long."

The Drive2Life PSA Contest is sponsored by The National Road Safety Foundation, with participation from Scholastic, the leading publisher of magazines for students and teachers

Speed: A Major Factor in Traffic Deaths

Speeding seems to be taking the spotlight among traffic safety priorities. The Governors Highway Safety Association, in a report issued this spring, blames excessive speed as a contributor to nearly a third of traffic deaths every year. The National Transportation Safety Board added speed to its "Most Wanted List of Transportation Safety Improvements," following a study on the issue. Speeding was also a topic of discussion at the recent World Traffic Safety Symposium at the New York Auto Show, of which NRSF was a sponsor.

After reaching a low of 9,283 speeding-related fatalities in 2014, that number jumped to 10,111 in 2016. All road users are impacted, but speeding is particularly dangerous for pedestrians, cyclists and motorcycle riders. Young male drivers (ages 15-20) account for 32 percent of speed-related fatalities, and motorcycle riders make up 33 percent.

NTSB recommends solutions such as lowering speed limits in states where limits have recently been raised to as high as 80 mph. In cities, infrastructure changes such as those undertaken in many Vision Zero cities, can also slow traffic to a more



manageable and safe speed. NTSB is also calling for a national education and enforcement initiative, similar to NHTSA's highly effective "Click It or Ticket" seat belt campaign.

The simplest and most obvious solution is for drivers to obey speed limits. They should also slow down in bad weather and heavy traffic. It's so easy, and it will save lives.

Teens Help Create Safe Driving Messages Through “Drive Safe” PSA Contests

NRSF partners with four major auto shows to engage young people in communicating important safe driving messages.

We invite teens to submit their ideas for a TV message on various safety issues, and we announce the winners at the auto shows in Los Angeles, Chicago, Atlanta and D.C. Their videos air nationally on the syndicated TV show *Teen Kids News*. You can see them on our YouTube site - youtube.com/nationalroadsafety/videos

Winners and runners-up for each contest this year were:



Drive Safe Los Angeles

theme: Drinking & Driving

Winner: Serena McIntosh, 15,
Alameda, CA
Runner-Up: Correy Forrer, 17,
Alameda, CA



Drive Safe Chicago

theme: Drowsy Driving

Winner: Kaitlyn Webber, 16,
Hobart, IN
Runners-up: Johnathan Culver, 16,
LaFontaine, IN and Logan Conner, 16,
Ft. Wayne, IN



Drive Safe Atlanta

theme: Seat Belts

Winner: Caleb Cheshire, 13,
Kennesaw, GA
Runner-Up: Alyssa Bryant, 13,
Acworth, GA

Drive Safe D.C. – No contest this year.
It will return in 2020.

NRSF Teams with NY Governors Traffic Safety Committee to Engage University Students in Drowsy Driving Messaging



NRSF partnered with the GTSC (Governor’s Traffic Safety Committee) for the “Stay Awake! Stay Alive,” drowsy driving video contest. The contest was open to students at State University of New York (SUNY) schools in Albany, Buffalo and Stony Brook.

The project included special events at each school, where state officials talked about the dangers of driving when fatigued. Victim advocate Jennifer Pearce, who lost her sister to a drowsy driver, gave an impassioned talk that clearly moved the young audiences.

Three student-made videos won prizes and were shown at the college events. The top prize of \$1,500 went to Ryan Mullane, a Bronx resident working toward his MBA at SUNY Albany. His video, “Hand ‘em over,” shows an obviously exhausted young man yawning as he gets behind the wheel and starts the car. The scene then winds backward to before he puts the keys into the ignition, and shows his friend standing by the window with her hand out, waiting for him to give her the keys so she can drive.

Runners-up were Edward Stanley of Patterson NY and Kaylin Connors of Victor NY.

See all three videos at nrsf.org/contests/stayawakestayalive

Plans are being made to expand the program into other colleges and universities throughout New York next year.

NRSF Put Focus On Youth Engagement at NY Auto Show and Lifesavers



The panel on youth engagement drew a standing room only crowd at Lifesavers.

Engaging young people in traffic safety initiatives was in the spotlight at two industry events this spring.

Our Michelle Anderson moderated a panel on youth engagement at the Lifesavers Conference in Louisville in April, followed two weeks later by a session NRSF help organize for the World Traffic Safety Symposium at the New York Auto Show.

Panelists at the standing-room only session at Lifesavers included Alison Collard de Beaufort of the Vision Zero Youth Council, Wendy Berk, who spoke about the Brain Injury Alliance of New Jersey's U Got Brains Champion Schools program, Baily Bindle, SADD's College Council advisor, and FCCLA students Abbie Dickinson and Destiny Morgan. All offered tips to begin engaging with young people in traffic safety efforts.

For the first time ever, The National Road Safety Foundation was able to bring a tri-state youth panel together at the New York Auto Show's World Traffic Safety Symposium. Teen voices were heard on topics ranging from distracted driving to Advanced Driver Assist Technologies (ADAT). The moderator of the panel was Vicki Harper from State Farm Insurance, who recently partnered with SADD to conduct a survey to find out



Young people gave examples of how to reach their peers at the NY Auto Show's World Traffic Symposium

what teens think of ADAT systems. Adult representatives from the region spoke about significant teen driving initiatives in their states, followed by comments from teens. The panel included author and parent advocate Tim Hollister, with Rhea Bhat, a student leader at Darien (CT) H.S.; Chuck Conroy of the New York Governor's Traffic Safety Committee, with Maryeh Talabah and Tim Barrone of Rocky Point (NY) H.S.; Wendy Berk of the NJ Brain Injury Alliance, with SADD Student leader Dylan Mullions of Rutgers University; and Felicity DeBacco-Ernie of the Pennsylvania DUI Association and the Teen Safe Driving Coalition, with Sydnee Rodriguez from East Stroudsburg (PA) High School North.

NRSF is pleased that these events helped to bring a new perspective on youth engagement to many in the traffic safety field. We know, through our partnerships with youth advocacy groups, that young people have impressive abilities and passion to message and model good driving behavior to their peers, their families, their communities and beyond -- even to impact government leaders and lawmakers at the state and national level.

Kansas High School Wins "Seat Belts Save" Challenge

Students at Maize High School in Maize, KS created a comprehensive campaign that heightened awareness about the importance of always wearing seat belts to win \$1,500 in the national "Seat Belts Save" Challenge organized by NOYS (National Organizations for Youth Safety) and sponsored by NRSF. The campaign that included partnering with local law enforcement and businesses, got more

than 2,000 pledges to "buckle up and park the phone," while raising the belt usage rate among students to 92 percent.

NRSF awarded \$1,500 prizes to schools in two other categories. West Clermont H.S. in Batavia OH won for the greatest improvement in belt usage – up 22 percent. Washington H.S. and Academy in Princess Ann MD won for highest seat belt usage rate – 97 percent.

Nearly 49,000 students in 27 states participated in this year's Seat Belts Save Challenge.



Look for us at these 2019 Events

JUN

Jun 20 - 23	National PTA Convention	Columbus, OH
Jun 23 - 26	SADD <i>Student's Against Destructive Decisions</i>	Phoenix, AZ
Jun 23 - 28	NASRO <i>National Association of School Resource Officers</i>	Pigeon Forge, TN
Jun 30 - Jul 4	FCCLA <i>Family, Career and Community Leaders of America</i>	Anaheim, CA

JUL

Jul 19 - 22	NSSP <i>National Student Safety Program</i>	Burlington, VT
Jul 21 - 24	ADTSEA <i>American Driver and Traffic Safety Education Association</i>	Burlington, VT

AUG

Aug 22 - 25	NAWHSL <i>National Association of Women Hwy. Safety Leaders</i>	Anaheim, CA
Aug 24 - 28	GHSA <i>Governors Hwy. Safety Association</i>	Anaheim, CA

NOV

Nov 8 - 9	New York State PTA	Tarrytown NY
Nov 22 - Dec 1	Los Angeles Auto Show	Los Angeles, CA

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The National Road Safety Foundation, Inc., a 501 (c)(3) non-profit organization founded more than 55 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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