

2026 Drive2Life PSA Contest



The Dangers of Speeding

Students ages 13 to 19 in grades 6–12 can enter the **2026 Drive2Life PSA Contest** to address the dangers of speeding.

HOW TO ENTER

Each participating student must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement (PSA) video to educate drivers about **the dangers of speeding**.

One Grand Prize student winner will receive \$2,000 and an all expense paid trip to NYC to produce his or her PSA with an Emmy Award-winning producer. Plus, the winner and his or her PSA will be featured on *Teen Kids News!* See the Prizes section below for more details.

Go to nrsf.org/contests/drive2life to download:

- Contest Entry Form
- Contest Rules

CONTEST DEADLINE

- Entries submitted by mail must be received by March 23, 2026.
- Entries submitted online must be received by 11:59 p.m. ET on March 23, 2026.

CONTEST OVERVIEW

- Entry must be a script not more than two pages on 8.5 x 11-inch paper for a 30-second video that reflects the contest topic: The Dangers of Speeding.
- One entry per student.
- Only individual entries will be accepted — no group entries.
- No videos or disc submissions.
- A teacher or a parent/legal guardian must submit the entry.
- There are two ways to enter:
 - **By mail** to the address in the next column.
 - Teachers may mail all their students' entries in one envelope — each entry does not need to be in a separate envelope.
 - **Online** via the portal at nrsf.org/contests/drive2life
 - Teachers may upload all their students' entries at once at this online portal.
- Each entry must be accompanied by a completed and signed contest entry form. Entry forms must be stapled to entries that are mailed in. Entry forms must be scanned to accompany entries that are submitted online. Download the entry form at nrsf.org/contests/drive2life (Note to teachers: You may want to fill out the teacher portion of the entry form before copying it to distribute to students.)
- Winners will be notified on or about **April 24, 2026**.

MAILING ADDRESS

If submitting by mail, entries with completed entry forms must be mailed to:

Drive2Life PSA Contest
c/o National Road Safety Foundation
18 East 50th Street
New York, NY 10022

JUDGING CRITERIA

Entries will be judged on the following criteria:

1. Originality and creativity [10 points] (Is the PSA script unique and creative?)
2. PSA concept [10 points] (Does the PSA script clearly and accurately address the contest topic — to educate drivers about the dangers of speeding? Are the message and concept effective?)
3. Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA script well organized?)
4. Quality of writing [5 points] (Does the PSA script reflect proper spelling and grammar?)

PRIZES

Prizes will be awarded to students and teachers.

• Student Prizes

- The Grand Prize winner receives \$2,000 and an all expense paid trip to NYC to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video! The winner and PSA video will be featured on *Teen Kids News*.
- Two runners-up will receive \$500 each and have their name, school, and PSA title on the NRSF website.

• Teacher Prizes

- One teacher of each student winner will receive a \$100 Visa gift card.

See the Official Rules at nrsf.org/contests/drive2life for details.

WINNERS' LIST

For a list of winners (available after May 4, 2026), please send an email to feedback@nrsf.org with the subject line, "2026 Drive2Life PSA Contest Winners' List."



nrsf.org



adtsea.org

NO PURCHASE NECESSARY. Void where prohibited. The Drive2Life PSA Contest ("Contest") is open to students ages 13 to 19 who are currently enrolled in grades 6–12 in one of the 50 United States or the District of Columbia, who are residents of the United States, and who attend a public school, accredited private school, or home school in compliance with the laws of its state. To enter the Contest, each student must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to educate drivers about the dangers of speeding. One entry per person. One Grand Prize student winner will receive \$2,000 plus a trip to NYC to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video. Two Runner-up student winners will receive \$500 each. (Total ARV of student prizes: \$4,500.) The teacher of each winning student will receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$300). Entry Period: 12:01 a.m. ET January 19, 2026, to March 23, 2026 at 11:59 p.m. ET. Mail entries must be received by March 23, 2026. Entries submitted online must be received by 11:59 p.m. ET on March 23, 2026. See complete Official Rules at nrsf.org/contests/drive2life.

Dear Educator,

When it comes to road safety, drivers need to be aware of the critical dangers of speeding. This year, the National Road Safety Foundation (NRSF) is focusing its annual **Drive2Life PSA Contest on the very real and preventable risks of driving too fast.** Speeding remains one of the leading causes of crashes nationwide. Higher speeds reduce a driver's reaction time, increase stopping distance, and greatly intensify the severity of crashes. Even a slight increase in speed can dramatically raise the likelihood of serious injury or death.

NRSF has teamed up once again with the American Driver & Traffic Safety Education Association (ADTSEA) to create a rich program that provides students with essential facts and tips about the dangers of speeding. Students will learn how speeding affects vehicle control, visibility, roadway conditions, and the safety of others. 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 Driver's Seat, Impact Teen Drivers, and others.

The program concludes with an activity that challenges students to enter the 2026 Drive2Life PSA Contest by writing a short script or treatment for a 30-second video message that warns about the dangers of speeding, and may offer helpful tips to prevent it, such as planning ahead, allowing more travel time, and understanding how speed affects stopping distance. 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. (Retail price of all student prizes to be \$4,500.) The winner and their PSA will also be featured on Teen Kids News.

Runner-up Prizes: Two students will receive a cash prize of \$500 each, and their name, school, city, and state will be 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 23, 2026. 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 are excited to hear your comments.

Sincerely,
Michelle Anderson
The National Road Safety Foundation



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 about the dangers of speeding.
- Support language, communication, and creative skills with the **2026 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 THE DANGERS OF SPEEDING

Start the activity by making a list of the dangers of speeding. Ask students: why do people speed? Is a speed limit sign required or suggested? What is the definition of the speed limit? What is the basic speed law? How does speeding affect your stopping distance? How does speeding affect your reaction time? How does speeding affect your vision and perception? What is perception? What are the consequences of speeding? Have the students respond to these questions; then

ask how should the students respond to the speed limit.

Next, if you have students who aren't drivers yet, ask them what they experience as a passenger with a driver who was speeding.

Next ask students: what they have experienced as a pedestrian or bicyclist with a driver who is speeding. Ask:

Do you feel safe as a pedestrian or bicyclist around speeding vehicles?

How do you feel when you are a passenger in a vehicle when it is speeding?

Statistics show that in 2023, male drivers aged 15–20 had the highest percentage of speeding among all male age groups involved in fatal crashes, with 37% speeding at the time of the crash. Male drivers aged 21–24 had the second-highest rate at 33%, making young males overall the most likely to be speeding in fatal crashes compared with older age groups. Among female drivers, the 15–20 and 21–24 age groups shared the highest percentage of speeding in fatal crashes, with each group at 18%.*

Discuss how drivers share responsibility for road safety with other road users and vehicles can cause serious harm if used carelessly or at unsafe speeds. Ask the students: How does a driver's speed choice affect other road users, even if they are following the rules?

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 errors.



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

*Source: NHTSA Young Drivers Traffic Safety Facts, 2023 <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813736>



nrsf.org



adtsea.org

Answers: Part 1:

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

Ask students: What should drivers do to ensure they do not speed while driving or encourage the driver not to speed if they are a passenger in a car? Share the following answers with students if they don't suggest them:

- Obey the speed limit
- Leave earlier, if you have time there is less pressure to speed and try to make up time
- Realize that you will not make up the time you think you can by speeding
- Understand the basic speed law (drive at a speed safe and cautious for existing conditions)
- Know that the speed limit is the fastest allowed speed in the best conditions
- As a passenger, ask the driver to slow down and tell the driver they are not going to make up time by speeding

What are the effects and consequences of speeding?

- Stopping distance increases
- Your ability to perceive hazards decreases as speed increases
- Reaction time (the time it takes to see a hazard and react) is reduced
- Driving errors become more severe at higher speeds
- Increases the risk of motor vehicle crashes, injuries, fatalities, and property damage
- Can result in fines and traffic citations

Driving is a shared responsibility that is challenging, 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., follow speed limits, use your turn signals, yield "right-of-way"), signs, signals, and roadway markings.
- Being attentive to the driving task at all times, remaining undistracted, and being prepared to make changes to speed or direction to avoid crashes.

When driving, you interact with a variety of roadway users, including large vehicles, emergency vehicles, other car drivers, motorcyclists, bicyclists, micro-mobility users, and pedestrians. All roadway users you interact with are people with lives, loved ones, and futures. Crashes can be avoided by driving the speed limit and increasing your following distance.

Have students work in groups of four to complete Part 2 and take turns completing the activity to show how stopping distance and perception are affected the faster you go. Then have them share their discoveries to help reinforce the importance of not speeding. 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 strategies on how to get drivers to not speed to keep their communities safe.

RESOURCES

National Road Safety Foundation – nrsf.org

American Driver & Traffic Safety Education Association - adtsea.org



2026 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 the dangers of speeding. 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 23, 2026. Entries submitted by mail must be received by March 23, 2026.

2026 DRIVE2LIFE PSA CONTEST ENTRY FORM

Contest Topic: **The Dangers of Speeding**

TO ENTER Students ages 13 to 19 in grades 6-12 must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement (PSA) video to educate drivers about the dangers of speeding.

Only individual written entries will be accepted. NO GROUP ENTRIES. NO VIDEOS OR DISCS. Each entry must be accompanied by a completed entry form and must be submitted by the student's parent/legal guardian or teacher. Entries may be submitted online (uploaded) at nrsf.org/contests/drive2life Or entries may be mailed to **Drive2Life PSA Contest, C/O National Road Safety Foundation, 18 East 50th Street, New York NY 10022**. Uploaded entries must be received by 11:59 p.m. ET on March 23, 2026. Mailed entries must be received by March 23, 2026. Teachers may mail their students' entries in one envelope or attach to an online submission. See Official Rules at nrsf.org/contests/drive2life for details.



PRIZES

One Grand Prize student winner: \$2,000 plus and all expense paid trip to NYC to produce his or her PSA with an Emmy Award-winning producer for broadcast on *Teen Kids News*.

Two runners up 13-19 years old in grades 6-12: \$500 each

Teacher of each winner: A \$100 Visa Gift Card

Complete both sections of this form. Please type or print clearly in ink, not pencil.

FOR STUDENTS

Student's Name: Grade: Age:

Title Created for Your PSA Entry:

School Name:

School Address:

City: State: Zip:

Parent's/Guardian's Name:

Parent's/Guardian's Phone Number: Email:

Student's Email:

By signing below, I represent that I am the parent/legal guardian of the above-named student and agree and consent to his/her entry and use of his/her name, likeness, and entry by ADTSEA and/or The National Road Safety Foundation (NRSF) without further notice and/or compensation for any lawful purpose whatsoever, including advertising, promotional, public relations, or trade purposes.

Parent's/Guardian's Signature:

FOR TEACHERS

Teacher's Name: Subject(s) Taught:

Teacher's Email: Phone:

By signing below, I represent that I am the teacher of the above-named student and agree to the use of my name and likeness by ADTSEA and/or NRSF without further notice and/or compensation for any lawful purpose, including advertising, promotional, public relations, or trade purposes.

Check this box to be added to NRSF's mailing list for FREE traffic safety resources.

Teacher's Signature:

HOW DID YOU HEAR ABOUT THE CONTEST?



nrsf.org



adtsea.org

Information provided is subject to NRSF's privacy policies, which can be found at nrsf.org/nrsf-terms-use. NO PURCHASE NECESSARY. Void where prohibited. The Drive2Life PSA Contest ("Contest") is open to students ages 13 to 19 who are currently enrolled in grades 6-12 in one of the 50 United States or the District of Columbia, who are residents of the United States, and who attend a public school, accredited private school, or home school in compliance with the laws of its state. To enter the Contest, each student must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to educate drivers about the dangers of speeding. One entry per person. One Grand Prize student winner will receive \$2,000 plus a trip to NYC to work with an Emmy Award-winning producer to transform his/her entry into a 30-second video. Two Runner-up student winners will receive \$500 each. (Total ARV of student prizes: \$4,500.) The teacher of each winning student will receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$300). Entry Period: 12:01 a.m. ET January 19, 2026, to March 23, 2026 at 11:59 p.m. ET. Mailed entries must be received by March 23, 2026. Entries submitted online must be received by 11:59 p.m. ET on March 23, 2026. See complete Official Rules at nrsf.org/contests/drive2life.

2026 DRIVE2LIFE PSA CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. CONTEST SUBJECT TO THESE OFFICIAL RULES.

1. TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. To enter the **Drive2Life PSA Contest** (the "Contest"), an Eligible Student (as defined below) must write a script not more than two pages on 8.5 x 11-inch paper for a 30-second public service announcement ("PSA") video to educate drivers about the dangers of speeding. Only individual entries will be accepted — NO GROUP ENTRIES. No videos or discs will be accepted. The student's teacher or parent/legal guardian must download the entry form available at nrsf.org/contests/drive2life ("contest website"). Contest starts at 12:01 a.m. Eastern Time ("ET") on **January 19, 2026**, and ends at 11:59 p.m. ET on **March 23, 2026** (collectively, the "Entry Period"). The Submitting Teacher or Parent/Legal Guardian may either submit the entry electronically (upload) on the contest website or through the mail to:

Drive2Life PSA Contest
c/o National Road Safety Foundation
18 East 50th Street
New York, NY 10022

Uploaded entries must be submitted by 11:59 p.m. ET on March 23, 2026, and mail-in entries must be received by March 23, 2026.

2. ELIGIBILITY: The Contest is open only to individual students ages 13 to 19 in grades 6-12 in a public school, an accredited private school, or a home school in the 50 United States (or District of Columbia), which is in compliance with the laws and regulations of its state/district and who are residents of the United States (an "Eligible Student"). **The Eligible Student's entry may only be submitted by a student's teacher (the "Submitting Teacher") or a parent/legal guardian (the "Submitting Guardian").** The Eligible Student's entry must include a completed entry form that includes the student's name, grade, and age; the title of the PSA; the student's school's name, address, city, state, zip code, and phone number; and the teacher's name, email, and phone number. Entries of participants under the age of 18 must be accompanied by a parent or legal guardian's signature of approval, as well as a parent or legal guardian's name, phone number, and email address. The Submitting Teacher or Submitting Guardian must be over 18 (19 in AL or NE) at the time of submission and residents of the United States (or the District of Columbia). Employees of ADTSEA (American Driver & Traffic Safety Education Association) The National Road Safety Foundation ("NRSF") and their affiliates, and members of their immediate families (parents, children, siblings, spouse) or family members living in the same household, (whether related or not), their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, manufacturers or distributors of Contest materials are not eligible to enter (collectively, "ADTSEA, NRSF, and Promotion Parties"). Void where prohibited or restricted by law. Any person who attempts to defraud or tamper with the Contest will be ineligible for prizes. Each Eligible Student may only enter once. The Submitting Teacher or Submitting Guardian may only enter one submission per Eligible Student, but may submit entries for an unlimited number of Eligible Students.

3. ENTRY: By submitting an entry, each Submitting Teacher/ Submitting Guardian and Eligible Student agrees NRSF shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify, create derivative works from or dispose of any entry and elements embodied therein online, including names, addresses, and biographical information, online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to or permission of the Submitting Teacher/ Submitting Guardian and Eligible Student, except as prohibited by law.

Personally identifiable information of each Eligible Student and Submitting Teacher/Submitting Guardian submitted in connection with an entry shall be subject to NRSF's privacy policies, which can be found at: nrsf.org/nrsf-terms-use

By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to NRSF. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law.

Each entry must be in keeping with ADTSEA and NRSF's images and may not be offensive or inappropriate, as determined by ADTSEA and NRSF in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or property

rights or any other third-party rights. ADTSEA and NRSF reserve the right to disqualify any entry they deem to be offensive, inappropriate, or not in keeping with ADTSEA's and NRSF's images, in their sole discretion.

4. JUDGING CRITERIA: All entries will be judged on the following criteria:

- Originality and creativity [10 points] (Is the PSA script unique and creative?)
- PSA concept [10 points] (Does the PSA script clearly and accurately address the contest topic — to educate drivers about the dangers of speeding? Are the message and concept effective?)
- Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA script well organized?)
- Quality of writing [5 points] (Does the PSA script reflect proper spelling and grammar?)

5. SELECTION OF WINNERS: One (1) Grand Prize Winner will be chosen. In addition, two (2) Runners-up will be chosen from grades 6-12 (the Grand Prize Winner and the Runners-up, collectively the "Winners").

Entries submitted will be judged by ADTSEA and NRSF. The potential winners will be notified on or around **April 24, 2026**. Each Submitting Teacher, Submitting Guardian, and Eligible Student agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. Potential Winners will be required to sign and return an affidavit of eligibility and liability/publicity release within ten (10) business days of notification attempt or an alternative winner may be selected.

By entering and/or accepting a prize, each Submitting Teacher, Submitting Guardian, Eligible Student, and/or Winners (including Teacher Winners as defined below) hereby releases and holds harmless ADTSEA, NRSF, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

6. PRIZES: One (1) Grand Prize Winner will be chosen from among all eligible entries ("Grand Prize Winner"). The Grand Prize Winner will receive a cash prize of \$2,000 and an all expense paid trip to NYC to work with an Emmy Award-winning producer to turn his or her entry into a 30-second video.

The PSA will be produced by the month of May 2026 for National Youth Traffic Safety Month, which is the entire month of May. The Grand Prize Winner will provide any and all reasonable assistance to NRSF and/or ADTSEA in connection with the production of the PSA. The Grand Prize Winner's production experience and the final PSA will be featured on the nationally syndicated TV show *Teen Kids News*. The video of the PSA may be posted on NRSF's and ADTSEA's websites and social media platforms.

Two (2) Runners-up Winners will also be chosen, from grades 6-12 ("Runner-up Winner"). Each Runner-up Winner will receive a cash prize of \$500 and will have their name, school, and PSA title posted on the NRSF website.

Approximate Retail Value of all student prizes: \$4,500.

The teacher of the Grand Prize Winner and the teachers of the two (2) Runner-up Winners ("Teacher Winners") will each receive a \$100 Visa Gift Card (Total ARV of teacher prizes: \$300). For purposes of the Contest, the Teacher Winner is defined as the teacher listed on the Student Contest entry form.

No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor's sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

7. GENERAL: By entering, the Eligible Student and Submitting Teacher/Submitting Guardian agree to release and hold harmless ADTSEA, NRSF, and Promotion Parties, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, and all others associated with the development and execution of this Contest, and the respective officers, directors, shareholders, agents, and employees of the foregoing (collectively, the "Released Parties") from any and all claims, injuries, damages, or losses to the person or



property and/or liabilities of any nature that in any way arise from participation in this Contest or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The Submitting Teacher represents and warrants that he/she has the right to grant the rights set forth herein. ADTSEA and NRSF are not responsible for delays in receiving or responding to winner prize notifications and such winner may be disqualified at ADTSEA and NRSF's sole discretion. Prizes will only be executed in and delivered to addresses within the United States. The Winners may be required to participate in reasonable promotional activities. By entering the Contest and/or accepting a prize, the Eligible Student and Submitting Teacher/Submitting Guardian grant to ADTSEA, NRSF, and Promotion Parties and their designees the right to use his or her name, likeness, hometown, biographical information, school name, and entry for any lawful purposes in connection with the Contest, including advertising and promotional purposes, in any and all media now or hereafter known throughout the world, in perpetuity, with notice, but without further permission or compensation, except where prohibited by law.

The Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries; interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections; for lack of availability or accessibility, or miscommunications due to failed computer, satellite, telephone, or cable transmissions or lines; for technical failure or jumbled, scrambled, delayed, or misdirected transmissions; for computer hardware or software malfunctions, failures, or difficulties; or for any other computer, network, technical, typographical, human or other error, problem, or malfunction related to or in connection with the Contest, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Contest, the announcement of the prizes, the processing or judging of entries or any Contest-related materials. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for any injury or damage to participants' or to any other persons' computers (whether hardware or software), relating to or resulting from downloading materials or software in connection with this Contest. If for any reason (including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, natural disasters, Covid, or any other cause beyond the control of ADTSEA and NRSF, which corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest) the Contest is not capable of being conducted as described in these rules, ADTSEA and NRSF shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

8. WINNERS' NAMES: The names of the Winners will be available on or about **May 4, 2026**. You may request the names of the Winners by sending an email to feedback@nrsf.org with the subject line "2026 Drive 2 Life PSA Winners List."

9. CONTEST SPONSOR: The National Road Safety Foundation, 18 East 50th Street, New York, NY 10022.

10. ADMINISTRATOR: The National Road Safety Foundation

For questions, please email feedback@nrsf.org



nrsf.org



adtsea.org

The Dangers of Speeding

Creating a PSA



INTRODUCTION

In this lesson, students analyze tactics used to design and deliver effective PSA messages and then apply what they learn to create their own PSA scripts for the **2026 Drive2Life PSA Contest**. See the Contest Overview, Entry Form, and Official Contest Rules at nrsf.org/contests/drive2life for details on the contest theme and entry requirements.

TARGET AUDIENCE

Students ages 13 to 19 in grades 6–12

OBJECTIVES

Analyze tactics used to design and deliver effective public service announcement (PSA) messages and assess the desired behavior change

Create scripts for informative PSA videos that incorporate research from multiple sources, engage the intended audience, and use various communication techniques to express a clear, accurate message about the dangers of speeding.

PROGRAM COMPONENTS MATERIALS NEEDED

The following materials are available at nrsf.org/contests/drive2life

- This one-page teacher's guide
- Rules, entry forms, and additional contest and program materials
- Past Drive2Life winning PSAs
- Computer with Internet access to view other sample PSAs at nrsf.org/resources/psas [NOTE: Review videos to determine whether they are useful for your group before sharing them with students.]

LESSON DIRECTIONS

Introduce students to the idea of a public service announcement (PSA). Explain that a PSA is designed to reach a specific group with a message that will change the group's behavior. Then ask: *How much impact can a PSA have on our behavior?*

As a class, watch and discuss some effective PSAs. Share the NRSF PSAs with the class, or search for other current PSAs.

For each PSA, identify the message and discuss: *What tactics were used to communicate the message? Do the PSAs use positive reinforcement to encourage positive behavior or change?*

Tell students that they will be creating their own scripts for a 30-second PSA video to educate drivers about the dangers of speeding..

Distribute copies of the sample PSA scripts and discuss the content and format as a class.

Then have each student write a script not more than two pages on 8.5 x 11-inch paper for a 30-second PSA video to enter in the **2026 Drive2Life PSA Contest**. **Remind students that storyboards or videos cannot be submitted as contest entries, only scripts.**



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Student Activity: SPEEDING

All types of people and vehicles use the roadways to travel from one point to another. If everyone shares responsibility, the transportation system will operate more safely and efficiently.

When you speed you are increasing the risk on the roadways for everyone you interact with on the road.

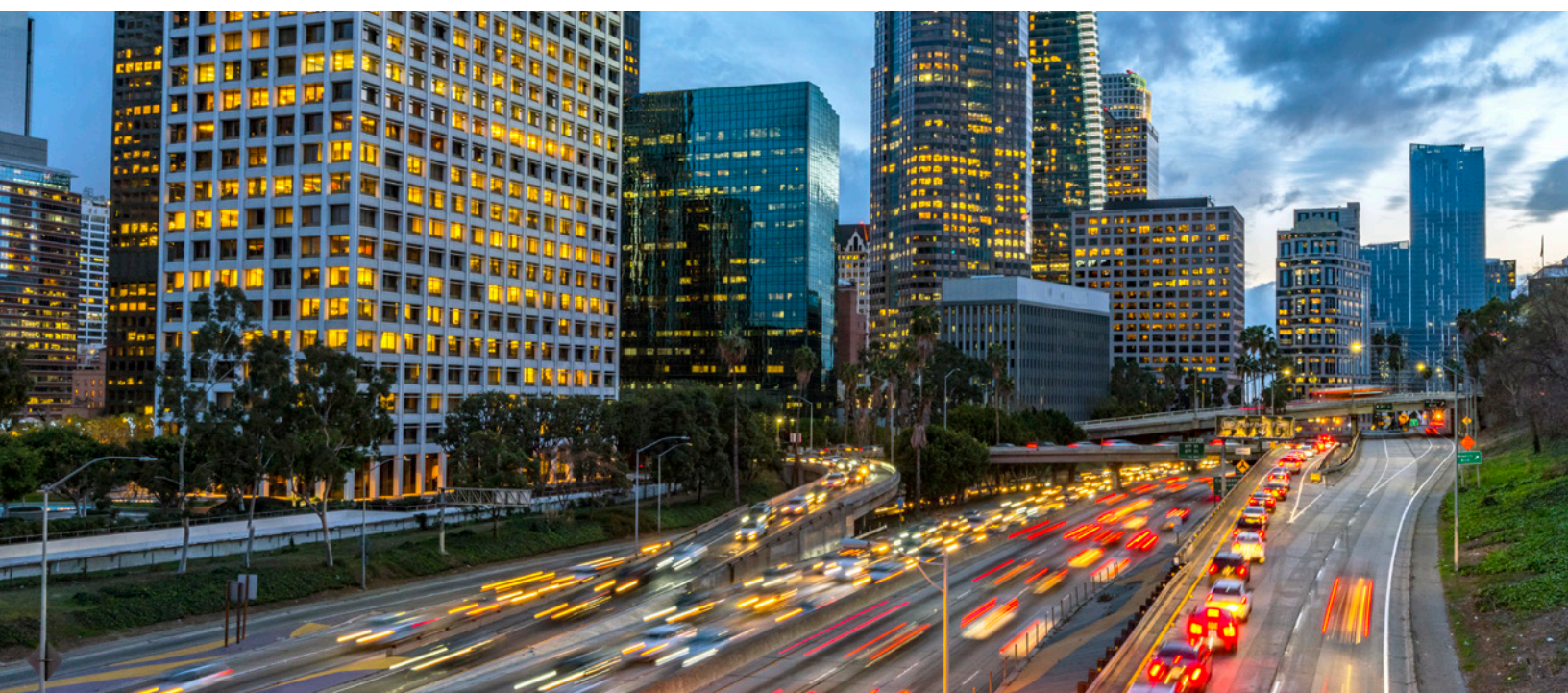
INFORMATION ABOUT SAFE DRIVING SPEED

- **Leave earlier:** If you leave earlier than the time it takes to reach your destination, you won't feel rushed or stressed to make up time by driving faster. For example, if your drive normally takes 20 minutes, leave 25–30 minutes before you need to arrive. This gives you a time buffer, makes the drive less stressful, and reduces the temptation to speed.
- **Basic Speed Law:** Drive a speed that is safe and cautious for existing conditions. If it is raining and there is a lot of water on the road drive 5-10 miles per hour under the speed limit because the speed limit is the fastest allowed speed in the best conditions.
- **Stopping distances increase:** Your stopping distance doesn't double when you double your speed, it quadruples. When we speed we are increasing our stopping distance more than we realize.
- **Increased risk of crash:** Speeding increases the risk of motor vehicle crashes, injuries, fatalities, and property damage. No matter how safe the car is there is only so much a car can do to protect us when we are speeding.



The faster we go, the less we need to steer. As we speed it is easier to oversteer our vehicle and crash, which creates injuries and fatalities.

- **Decreased perception:** As speed increases, our field of vision narrows and driving situations develop more quickly. When driving situations approach faster, we have less time to see, understand, and process what is happening around us. Perception is the ability to understand what we see. With less time to perceive the situation, important details may be missed, leading to less effective driving decisions.
- **Increase following distance:** Following distance directly affects reaction time. As driving speed increases, the amount of following distance needed also increases.
- **Speak up as a passenger:** If you are a passenger do not hesitate to speak up and ask the driver to slow down. Remind them they will not make up as much time as they think they will by speeding.
- **Obey the speed limit:** Drivers must obey speed limits and there are worse consequences for speeding than getting a ticket.



YOUR ABILITY TO PERCEIVE HAZARDS DECREASES AS SPEED INCREASES

PART 1

Read each statement related to speeding. Decide whether each statement is True or False based on what you know or what has been discussed. Place a checkmark in the True or False column for each statement.

Understanding Speed and Its Impact on Driving Safety	True	False
You can make up a lot of time by speeding.		
Speeding increases your stopping distance.		
As speed increases, perception decreases.		
Your stopping distance doubles when you double your speed.		
A police officer cannot pull you over if you are speeding five miles per hour or less.		
Higher speed increases the risk of motor vehicle crashes, injuries, fatalities, and property damage.		
Reaction time becomes more important as speed increases.		
Speeding only affects the driver and not other people on the road.		
Speed limits are set based on safety conditions such as road design, traffic, and visibility.		
The definition of a speed limit is the fastest allowed speed in the best conditions.		

PART 2

Have students work in groups of four to determine their stopping distance and perception at different speeds.

Take students to an open area with sufficient space to run safely. Students will identify a straight path approximately 50 feet long and establish a clearly marked starting line and finishing line.

Each student will complete the 50-foot distance three times: once walking, once jogging, and once running/sprinting. After each trial, the student will continue moving past the finish line without stopping. The class will then determine and record how far beyond the finish line the student traveled for each movement type (walking, jogging, and running/sprinting).

During each trial, a second student will stand approximately five feet in front of the finish line. When the moving student is about 10 feet from the finish line, the observer will hold up a random sign.

After the student crosses the finish line and comes to a stop, the students will ask the student to identify what was displayed on the sign. This process will be repeated for each movement type.

PURPOSE OF THE ACTIVITY

To help students compare momentum and stopping distance at different speeds

To demonstrate how speed affects reaction time and perception

To reinforce focus and visual awareness while moving

SAFETY NOTES

Ensure the running surface is clear of obstacles

Space students out to avoid collisions

Remind students not to stop abruptly at the finish line

TIPS FOR DRIVING AT A SAFE SPEED

- Plan ahead and leave early so you're not in a rush.
- Remember the speed limit is the fastest allowed speed in the best conditions.
- The faster you go, the less time you have to react; obeying the speed limit allows more reaction time if something unexpected happens.
- Good perception is essential while driving, but speeding reduces your ability to see and process what's happening around you. Driving at a safe speed helps you notice hazards and react in time.
- As a passenger, don't be afraid to speak up if the driver is speeding. Your input can help keep everyone in the vehicle safe.



THE FASTER YOU GO THE LESS TIME YOU HAVE TO REACT

The Dangers of Speeding

DEAR PARENTS AND CAREGIVERS

Your teen has been learning about speeding and the risks it creates. Ask them to share what they have learned, including:

- Why speeding is dangerous
- How it affects reaction time and perception
- Steps they can take to consistently drive at a safe speed

Speeding is one of the most common causes of crashes, and it's important for teens to understand the risks and how to avoid them. Even a small increase in speed can make a life-changing difference. Use these questions to guide a conversation with your teen:

- Why do people speed?
- How can you avoid the most common reasons people speed?
- What are the benefits of leaving earlier than you need to?
- What is the basic speed law?
- How are speed limits determined?
- What is the definition of a speed limit?
- What happens to our perception and reaction time when we speed?



TALK TO YOUR TEEN ABOUT SPEEDING

We encourage you to talk with your teen about:

- Not speeding, no matter who is in the car or how rushed they feel
- Not riding with other teens who speed, tailgate, or ignore traffic laws
- Speaking up if a driver is going too fast
- Calling or texting you for a ride if they feel unsafe, without fear of punishment

Please remind your teen that:

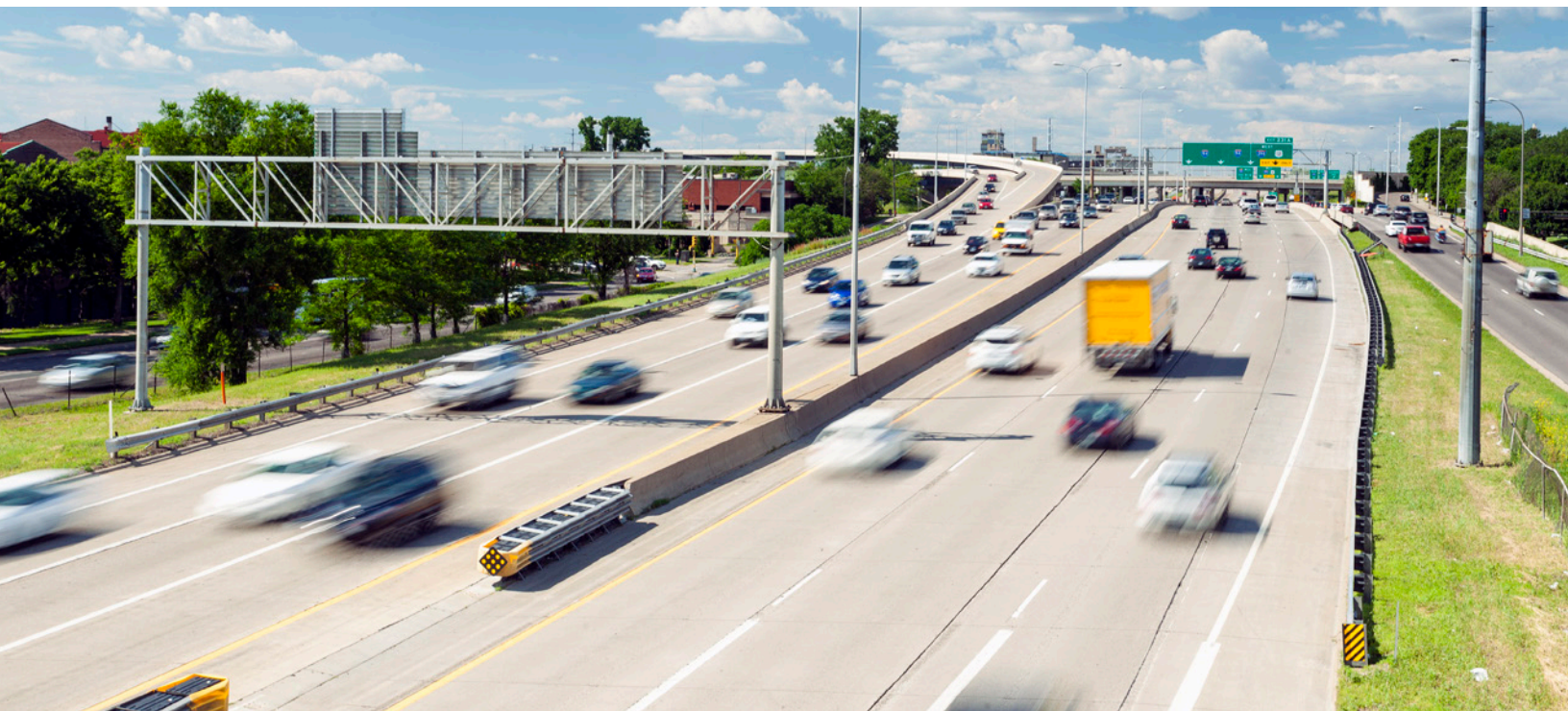
- Speeding significantly raises the likelihood of severe crashes, injuries, and fatalities
- Speeding does not justify the increased danger
- Choosing safety is a sign of maturity and responsibility
- You will always support them for making a safe decision



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CHOOSING SAFETY IS A SIGN OF MATURITY AND RESPONSIBILITY

Feedback



WE WANT TO HEAR FROM YOU

Thank you for taking part in the 2026 Drive2Life PSA contest. We would love to get feedback on your experience in participating.

1 How would you rate the overall organization of the contest?

- 1 2 3 4 5
Meh Excellent

2 Were the rules and guidelines clearly communicated?

- Yes
 No
 Somewhat

3 How would you rate the time available to submit an entry for the contest?

- Not enough time
 The right amount of time
 Too much time

4 How would you rate the student activity sheet provided?

- 1 2 3 4 5
Meh Excellent

5 How was the process to submit a PSA?

- 1 2 3 4 5
Meh Excellent

6 What did you think of the prizes given?

- 1 2 3 4 5
Meh Excellent

7 What did you most enjoy about the contest?

8 What areas of the contest do you think need improvement?

9 Would you participate in this contest again?

- Yes
 No
 Maybe

10 Would you recommend this contest to others?

- Yes
 No

11 Any additional comments or suggestions?

Please email the form to feedback@nrsf.org once you are all done filling it out. If you filled it out with pen (black or blue please)- take a picture of it with your phone and send to feedback@nrsf.org.

Thank you!



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