

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



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



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.



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

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

nrsf.org/contests/drive2life for contest details and entry information. Entries may be submitted online or by mail by teachers or parents/caregivers.' At the bottom, it says '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

THE NATIONAL ROAD SAFETY FOUNDATION

DRIVE2LIFE

2026

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 x 11-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.