

100 Safest Days

The 100 days between Memorial Day and Labor Day are often referred to as the 100 deadliest days, **since teen traffic deaths usually spike by more than 20 percent**. Statistics show **we lose an average of 9 teens in crashes every day during the summer**.

Why?

- **School is out** and teens spend more time behind the wheel.
- Since **teens are inexperienced behind the wheel**, they are almost three times as likely as older drivers to get in a crash, according to the Insurance Institute for Highway Safety.
- **Distracted driving** accounts for 60% of teen crashes. Distraction includes but is not limited to multiple passengers, phones, and eating/drinking.
- **Speeding is a big factor**. Among men ages 15-20, 35% were speeding when involved in a fatal crash. Of young female drivers involved in fatal crashes, 17% were speeding.
- **Drunk driving**. Even though the national drinking age is 21, some teens still drink and drive. In 2022, 30% of young drivers 15 to 20 years old who were killed in crashes had a BAC of .01 g/dL or higher.

That's why the National Road Safety Foundation is again teaming up with dozens of other safety and youth-



based organizations to make this the **100 Safest Days of Summer** and to stop these preventable crashes from happening.

NRSF, with lead partners Impact Teen Drivers, SADD and FCCLA, have put together a summer-long initiative that will flood the airwaves and social media channels with messages and

tips for traveling safely on our roads and highways. Each week, we'll put the focus on a different driver safety topic, from speeding, alcohol and drug impairment to drowsy driving and seat belt safety. We'll also cover parent and peer empowerment, as well as passenger empowerment by encouraging passengers to **SPEAK UP** when in a vehicle being driven unsafely.

Several dozen organizations, local, state and federal police and safety agencies, have joined the coalition, and they'll be sharing our messaging and creating their own as well – all aimed at reducing the terrible toll of traffic crashes.

Our goal is simple and clear: Zero fatalities.

Join the coalition and share the messaging. Visit www.100safestdaysofsummer.org for information and free resources. For help with local media outreach, contact david@nrsf.org

Together, we can make this the Safest Summer Ever on our roads and highways.

New Resources from NRSF

The National Road Safety Foundation has an extensive collection of **free resources** available to teachers, parents, law enforcement and anyone who interacts with others to talk about safe driving. Our resources cover a full range of driving safety-related topics, including some that address specific driving scenarios that often prove challenging, especially for new drivers.

Working with our partners at ADTSEA (American Driver Training & Safety Education Association), which represents driver educators, we have added **four new instructional videos** to our portfolio. They deal with tailgating, following distance, passing, and zipper merges.

All our resources are available to view or download at www.nrsf.org/resources/driving-skills





It's 12:19 pm on March 22, 2022, in Tishomingo, Oklahoma.

The 16-year-old driver of a Chevrolet Spark and five of her friends are returning to school after lunch. She approaches an intersection with a stop sign. She slows but doesn't come to a complete stop. Instead, she speeds up and attempts to make a left turn in front of oncoming traffic — in this case, a tractor trailer, whose driver tries unsuccessfully to avoid hitting the Chevy Spark.

All six teens are fatally injured in the collision. The truck driver is uninjured but dies a year later...according to his family, from a broken heart.

Six young lives, gone in a flash. Their friends, families, and community will never be the same. I can only imagine their pain. I say that not only as the Chairwoman of the National Transportation Safety Board (NTSB), which investigated this tragedy, but as the mother of a teenage driver myself.

The NTSB is an independent federal agency charged by Congress with investigating every civil aviation accident in the United States and significant events in other modes of transportation, including roadway crashes like this. Our investigation found that the teen driver was likely impaired by marijuana at the time of the crash. This, combined with her inexperience and the distraction caused by her friends, led to the catastrophe.

Traffic safety professionals know marijuana is impairing. It decreases motor coordination, slows reaction time, and impairs judgment of time and distance — all of which are critical for safe driving. And yet, as our Tishomingo investigation revealed, there's widespread public misconception about the legality of driving under the influence of marijuana and the extent of its impairing effects. The research is startling:



Driving and the Misconceptions of Marijuana Use

Hon. Jennifer Homendy

Chairwoman, National Transportation Safety Board



- One study revealed that a third of teens (33%) and over a quarter of adults (27%) surveyed perceive it to be legal to drive under the influence of marijuana in states where it's been legalized for recreational use.
- In a separate study, 94% of drivers said drinking and driving is "very" or "extremely" dangerous. Only 70% said the same of driving within an hour of using marijuana.

The misconceptions are understandable considering how marijuana use has soared in the U.S. over the last few decades, how fast the laws are changing, and how confusing they can be.

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Clearly, we have a lot of work to do. Among the tangible steps the NTSB recommended are the following:

- We must educate drivers of all ages that marijuana is impairing, period — and that driving under its influence is not only unsafe but illegal everywhere.
- Driver's ed courses are the perfect place to do so. We should bring back this vital educational opportunity, which has become increasingly rare in U.S. high schools.
- We should also educate students early about the risks of marijuana-impaired driving, starting in elementary school.
- And states that permit the legal sale of marijuana should require a warning label advising users not to drive after marijuana use due to its impairing effects.

Action. That's how we honor the six young lives lost in Tishomingo. That's how we create a future where no other family endures such tremendous loss.



Maryland Teen Wins Drive2Life PSA Contest with Script About Dangers Of Speeding

“Don’t Speed Away a Future” is the Message

A teen from Suitland, MD has won the National Road Safety Foundation’s **17th annual Drive2Life PSA Contest**, which asked teens nationwide for ideas for a TV public service announcement about the dangers of speeding. Speed is a factor in 29 percent of all fatal crashes, resulting in 11,775 fatalities in 2023, with hundreds of thousands of injuries and an estimated annual cost in the billions.

Joesiah Travers, 16, who is finishing his junior year at Suitland High School, won the \$2,000 top prize from entries received from throughout the nation. His TV/Media Production Arts teacher is John Richardson. Judging was done by a blue-ribbon panel of driver education teachers from the American Driver & Traffic Safety Education Association (ADTSEA).

As part of his prize, Joesiah will travel to New York to work with an Emmy Award-winning producer to turn his idea into a PSA that will air nationwide on more than 160 TV stations on the nationally-syndicated program “Teen Kids News.”

Joesiah’s public service announcement script, titled “Don’t Speed Away a Future,” opens with a view of a teen’s room, as we hear the sound of a heartbeat. A narrator says, “Right now, someone is pushing their car to the limit, thinking they’re shaving off five minutes of their trip. But they’re actually burning through fifty years.” We see a speedometer hitting 90 mph, and it transforms into dates.. 2030... 2045...2060. The narrator continues, “Speed isn’t just about how fast you’re moving. It’s about how quickly you’re leaving your future behind...every graduation, every wedding, every sunrise.” As we hear the sound of a crash, the screens turns to white and then to a family dinner table,

with the focus on an empty chair. Words on the screen appear, saying, “Speeding catches up with you.”

“I wanted to show how people often think about speed instead of safety,” Joesiah said. “It can catch up with you.”

“Joesiah’s script puts the dangers of speeding into real human terms, which we think will resonate with young viewers,” said Michelle Anderson of the National Road Safety Foundation.

A link to the PSA will be up after June 16 at www.nrsf.org/contests/drive2life

Two runners-up were also selected and received \$500 each. Amulya Bisaria, a senior at Bridgewater-Raritan HS in New Jersey was first runner-up. Second runner up was Shristi Dhungel, a senior at West Scranton HS in Pennsylvania. The teachers of the winner and runners-up each receive a \$100 gift card.

The contest was conducted in partnership with the American Driver & Traffic Safety Education Association, which represents driver education teachers and instructors nationally.



Texas Teens Win Teens in the Driver Seat “Driving the Message” Video Contest

Three students at Pine Tree High School in Longview, TX won first place in the 19th annual Driving the Message Contest, a national competition hosted by Teens in the Driver Seat in partnership with the National Road Safety Foundation.

Students Douglas Palmer, Kaitlynn (Cohen) Minor and Channing Johnson had placed second in a previous Driving the Message contest. They won this year with their video, “Be a Leader, Not a Speeder.”



Stills from “Be a Leader, Not a Speeder”

Their submission stood out among 190 entries from ten states.

The teens earned a \$1,500 prize for their school and the opportunity to have their video professionally re-produced by an Emmy Award-winning production team. Their video will be featured later this year in an episode of Teen Kids News, which airs on nearly 160 TV stations nationwide.



NRSF-Supported Guidebook on **Intelligent Speed Assistance** Published by GHSA

Speeding remains one of the most persistent threats on U.S. roadways, accounting for more than 11,000 deaths in 2024. To combat this preventable danger ahead of the busy summer travel season, the Governors Highway Safety Association (GHSA), with support from the National Road Safety Foundation (NRSF) and the SteerSafe Partnership, has produced a comprehensive new guidebook, *Intelligent Speed Assistance: A New Tool for Safer Roads*.



the most. It outlines how state safety officials can support ISA deployment and lead the transition to a safer, speed conscious culture.

To continue the momentum in expanding the use of ISA, GHSA's annual meeting in Minnesota will feature a general session highlighting the new report, giving attendees the opportunity to ask ISA providers and experts questions and learn from early adopters.

The guidebook comes as numerous states have either enacted laws implementing Intelligent Speed Assistance (ISA) or are considering doing so. The District of Columbia and three states have passed law requiring use of an ISA device for high-risk drivers, and several are considering ISA bills in 2026.

The guidebook details steps and actions for State Highway Safety Offices to help support and advance the adoption of active ISA. The in-vehicle technology identifies the posted speed limit and ensures the driver does not exceed it.

While active ISA could benefit all drivers, the guidebook highlights three groups – repeat speeding offenders, fleet drivers and newly licensed teens – who would benefit

“Speeding-related deaths remain a vexing problem and traditional approaches have only been modestly successful. Including a technological solution such as ISA can make a big impact,” said GHSA Chief Executive Officer Jonathan Adkins.

“The National Road Safety Foundation encourages everyone, especially young drivers, to embrace ISA as a tool to help build safe driving habits,” said Michelle Anderson, NRSF Director of Operations. “When paired with Graduated Driver Licensing laws, ISA adds another layer of protection and accountability during the most critical and dangerous years of learning for new drivers.”

NRSF Honors **Outstanding Driver Education Teachers** With ADTSEA **Teacher of Excellence Award**



Four driver education teachers from throughout the nation have been selected to receive the Teacher Excellence Award from NRSF at the annual conference of the American Driver & Traffic Safety Education Association (ADTSEA).

This year's honorees, selected by an ADTSEA peer committee, are Momi Nu'uhiwa from Hawaii, Boyd Westman from North Dakota, Dereck Stewart of Florida and Melissa Manson from Vermont.

Momi Nu'uhiwa teaches at the Kanu O Ka'Aina New Century Public Charter School in Kamuela, Hawaii. Boyd Westman has taught driver education in public schools since 1993 and currently teaches at the Elite Steering Driving School in Fargo, ND. Dereck Stuart is the driver education coordinator for the Florida Virtual School, based in Orlando, FL. Melissa Manson owns Cow Tales Driver Education in Sheldon, VT.

All will be honored at a luncheon hosted by NRSF at the ADTSEA national conference in July in Cary, NC, where each will give a presentation of innovative teaching techniques.

Not So Fast

by **Tim Hollister and Pam Fischer**

New Edition of *Must-Have Guide to Parenting Teens through Dangers of Driving*

We just got the latest revision of this must-have book for parents of teens learning to drive.

It's co-authored by our friends and longtime teen traffic safety advocates Tim Hollister and Pam Shadel Fischer. The book has been updated to include information on the latest vehicle technology and new driving risks, especially distraction. Tim became a safety advocate after losing his son Reid at age 16 in a speed-related crash.

It's available online at Amazon, Target, Walmart and Barnes & Noble.

Tim's story is also documented in a 9-minute film from NRSF, at www.nrsf.org/resources/speed-aggression



Nebraska SRO Wins **Innovation In The Classroom** Award

Officer Matthew Vann, who serves as a school resource officer at Bellevue West High School in Bellevue, NE, has been named the recipient of the 2026 "Innovation in the Classroom Award." The award is presented by The National Road Safety Foundation and the National Association of School Resource Officers (NASRO). Officer Vann was selected by a panel of his peers in NASRO and will receive the award at the annual NASRO Conference in Reno at the end of June.

The award recognizes innovative teaching of traffic safety in schools by a police officer, and it carries with it full conference registration and an expenses-paid trip to the NASRO Conference.

Officer Vann has been in law enforcement since 2020 and became a school resource officer in 2023. Since becoming an SRO, he has developed and implemented a robust curriculum to teach high school students safe driving behavior. He puts an emphasis on impairment, and applied for and received



grants for equipment such as pedal carts to demonstrate the dangers of driving while impaired or distracted. The curriculum he developed is being replicated by other high schools in the area.

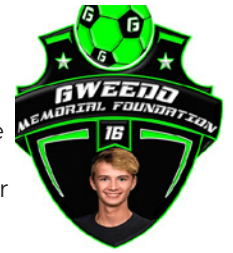
"I love building a real relationship with my students," Vann said. "They see me not only as law enforcement, but as a mentor they can trust and learn from. It's a good feeling."

Mo Canady, Executive Director of the National Association of School Resource Officers, said, "Officer Vann is a good example of the impact a school resource officer can have on our young people."

Attention Teachers

FREE In-school assembly program available from NRSF

The National Road Safety Foundation has partnered with the Gweedo Memorial Foundation to offer a free in-school assembly program perfect for back-to-school or fall programming.



The high-impact one-hour program, led by award-winning activist Tammy Guido McGee, demonstrates the real consequences of unsafe decisions and the power of speaking up. Tammy also shows how teens can protect themselves and their friends, on the road and in other dangerous situations.

Availability is limited, so teachers are encouraged to book soon. Info is at www.connergweedo.com/speaking or email Tammy at gweedomemorialfoundation@gmail.com

NRSF Teams with **Injury-Free Coalition for Kids** to Prevent **Heatstroke Deaths** in Hot Cars

Pediatric vehicular heatstroke deaths are 100% preventable and, as the summer months approach, a new campaign has been launched to educate the public about this danger that claimed the lives of 31 children last year.

The Injury Free Coalition for Kids and the National Road Safety Foundation have partnered to sponsor a social media contest to find creative ways to get the message out to drivers about the risks of children dying in hot cars. Medical professionals and medical students, the people who see first-hand the results of these deaths, were invited to submit their ideas for a video or graphic message to alert people to pediatric vehicular heatstroke. The public voted online to pick the winners of three prizes totaling \$5,000.



The winning entry, a short video titled "This Tragedy Can Be Prevented" that will be used for national campaigns on TV and social media, is from Narjan Ferguson, a medical student at AUIS College of Medicine in Barbados.

Placing second with a short video titled "On a Typical Day" were Enjuli Chhaniara and Navya Katragadda, medical residents at Valley Childrens Center in Madera, CA. A poster with the headline "Be a Hero; Check the Mirror," by Janice Delgado, a medical resident at New York Columbia-Presbyterian, was third.

"Since 1998, we have lost 1,043 children to pediatric vehicular heatstroke," said

Jeanne Rubsam, Pediatric Trauma Manager at Children's Hospital of NY and a leader of Injury Free Coalition for Kids, comprised of hospital-based, community-oriented programs whose efforts are anchored in research, education, and advocacy. "As painful as this statistic is, it is even more horrific because each of those deaths was totally preventable."

"We hope this campaign helps educate the driving public, and especially parents and caregivers, to always remember their most precious cargo in the back seat," said NRSF's Michelle Anderson. "Parents should never leave a child unattended in a car. One careless moment can change a family's lives forever."

The winning entries can be seen at <https://injuryfree.org/heatstroke/winners.cfm>



Look for **NRSF** at these upcoming events

June 2026

Jun 28 - NASRO Reno, NV
Jul 2 National Ass. of School Resource Officers

July 2026

Jul 6-10 FCCLA Washington, DC
Family, Career Community Leaders of America
Jul 12-15 ADTSEA Cary, NC
American Driver & Traffic Safety Education Association

August 2026

Aug 27-29 NAWHSL Minneapolis, PA
National Association of Women Highway Safety Leaders
Aug 29- Sep 2 GHSA Minneapolis, MN
Governors Highway Safety Association



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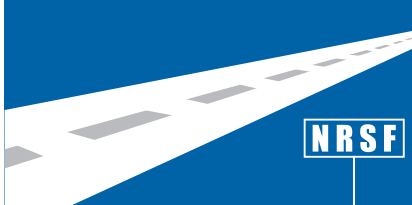
 x.com/nrsforg

 youtube.com/nationalroadsafety

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 roads and 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, pedestrian safety and passenger empowerment. 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.

The National Road Safety Foundation



18 East 50th Street, New York, NY 10022
www.nrsf.org

