

Fred Manocherian, NRSF Founder, Receives Top Honor from Nation’s Highway Safety Leaders

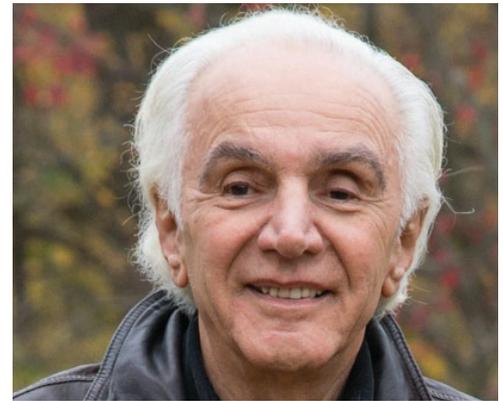
Honored for 60 years of work to save lives on nation’s roads and highways; started The National Road Safety Foundation after 2 high school friends were killed by a drunk driver.

The Governors Highway Safety Association (GHSA) presented its most prestigious honor, the James J. Howard Highway Safety Trailblazer Award, to our founder, Fred Manocherian, who has been a pioneering and relentless advocate for road safety. GHSA, a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico, presented the award in September at its annual conference.

Fred Manocherian’s dedication to traffic safety started more than six decades ago, when two of his high school classmates were struck and killed by a drunk driver shortly after graduation. In 1962, he founded what would later become The National Road Safety Foundation to educate people about the risks of dangerous driving behaviors and subsequently orchestrated a campaign that led then-President Nixon to allot \$6 million to the Highway Safety Act of 1970. Those efforts also led to the formation of the National Highway Traffic Safety Administration and the annual allocation of Highway Trust Fund monies for traffic safety education.

Through The National Road Safety Foundation, Mr. Manocherian has created dozens of films, public service announcements and other resources that are broadly distributed free of charge, beginning with “The Aftermath,”

which told the story of a drunk driving crash involving Olympic diving champion Bruce Kimball. The award-winning film, which documented the impact of drunk driving on several families and on the driver himself, is still shown in many schools and is a favorite among driver education teachers. His book “Flesh, Metal & Glass,” a comprehensive driving safety manual, has been a classroom staple for many years, with more than a million copies distributed free of charge.



Following the positive reception for the first film, NRSF has created many others dealing with a range of traffic safety issues including impaired driving, speed and aggressive driving, drowsy driving, distraction and, more recently, pedestrian and bicycle safety. NRSF has also produced and distributed hundreds of public service announcements for airing on broadcast and cable channels nationwide.

SADD News DrivingSkills101



The student leaders of SADD have selected the theme for the next #DrivingSkills 101 Challenge – Weed Out Impaired Driving.

SADD Chapters will be challenged to create an idea for a public service message about the dangers of driving while impaired by marijuana. Ten SADD Chapters will be selected as finalists, winning \$250 each.

The winning chapter will get an additional \$2,500 and will work with our Emmy Award-winning production team to make their idea into a finished TV spot that will debut at next year’s SADD National Conference before being broadcast nationwide.

More info is at www.nrsf.org/contests/driving-skills-101

A Neurosurgeon Considers the Most Devastating Result of Traffic Crashes

by Dr. Fred Simeone



News of the effects of traffic crashes is often publicized as fatalities, either individually or statistically. Losing a loved one in a fatal crash is often a sudden, devastating experience for family members, and it seems to be even more poignant when youngsters are involved.

However, as a practicing neurosurgeon for 40 years, it is clear that a fatality is not necessarily the worst outcome of a crash. Because the body is unrestrained in many of these traumatic cases, the spine is whipped around with violent force, far exceeding the structure of the body to retain its alignment. When the spine is crushed or contorted in this manner, its contents -- the spinal cord -- can be permanently destroyed. A lifetime of paralysis, restricted to a wheelchair or a device such as a respirator, may

be far more devastating to the family, which becomes obligated to his or her continued care.

The typical spinal cord injury patient is young, although, of course, car crashes affect those of all ages.

Generally speaking, spinal cord injuries are divided into two categories, upper and lower spine. The bony spinal column is divided into three sections: cervical, the most mobile; thoracic, which is more rigid; and lumbar -- the lowermost supporting structure attached to the pelvis. The spinal cord travels only through the cervical and thoracic regions, so lumbar injuries, while they can be severely disabling, have fewer serious long-term side effects.

The high cervical cord injury can produce weakness or paralysis of the arms and legs, which affects most activities of daily living such as eating, dressing, walking, and caring for oneself. The worst cases require continuous positive pressure oxygen therapy. The thoracic cord injury is less devastating because all the nerves to the upper extremity have passed uninjured, but as the spinal cord enters the thoracic canal, nerves to the lower extremities, bladder, and

bowel, can be affected. If permanent, such individuals are condemned to a lifetime in a wheelchair, often without control of bodily functions..

The overall social, psychological, economic, and family disruptions associated with spinal cord injuries is immeasurable. Although mourning the death of a loved one can last indefinitely, living with and caring for a paralyzed patient is a constant reminder of the tragedy.

With this knowledge and having seen far too many times the devastating results of traffic crashes, I implore everyone to drive carefully. Pay attention, be courteous, observe speed limits and always buckle up. I'd rather not meet you in the ER.

Dr. Frederick Simeone has been a neurosurgeon for more than 40 years. He also organized and directs the Simeone Foundation Automotive Museum in Philadelphia, which houses one of the world's greatest collections of racing sports cars, with more than 75 historically significant cars assembled over 50 years. For visitor information, visit www.simeonemuseum.org

FCCLA News

Our friends at FCCLA (Family, Career and Community Leaders of America) have selected a theme for their annual Safe Rides Save Lives Contest, which NRSF proudly supports. Speeding, which is a factor in more than a quarter of all fatal crashes, is this year's theme. Student chapters will be submitting their ideas for a public service message on the theme, and NRSF will professionally produce the winning idea for national broadcast. The

winning chapter will receive a \$3,500 prize from NRSF. The second runner-up chapter gets \$1,000 and the 3rd runner-up receives \$500. Details are at <https://www.nrsf.org/contests/safe-rides-save-lives>

We are pleased to report that FCCLA has adopted our safety material as an official resource for their FACTS (Families Acting for Community Traffic Safety) program, which encourages and empowers young people to work in their school and community to promote safe driving behavior.

NRSF is also supporting FCCLA's Road Safety Assessment Project that has students look at potential road and intersection hazards near their schools. Using guidelines from NHTSA, they observe and measure traffic flow and determine if the area is a safety risk and present possible solutions. This year, chapters in D.C. and New York City will be doing assessments.

Safe
rides **Save**
lives

Distraction is a Big Factor as Bicycle and Pedestrian Deaths Rise Nationwide

NRSF Addressing Issue with Media Tour and Contests to Encourage Teen Involvement

There's been an alarming increase in pedestrian and bicyclist deaths on the nation's roads over the past few years. Statistics from the Governors Highway Safety Association show the number of pedestrian fatalities has jumped by almost three percent in 2019 and another 4.8 percent in 2020, to a grim total of 6,412. In addition, more than 800 bicyclists were killed in crashes with motor vehicles.

The National Road Safety Foundation believes distraction is a big factor for the increase.

"Whether driving, walking or on a bicycle, we all share the responsibility to remain alert and aware of others with whom we share the roads and byways," says Michelle Anderson, NRSF director of operations. "It's too easy to be distracted by cellphones and earbuds or, if you're driving a car, distractions could include the radio, GPS or even other people in the car. All of us need to focus on our surroundings, whether we're walking, cycling or driving."

NRSF is again doing a virtual media tour, with zoom interviews on TV stations in some 20 key markets to bring this issue to public attention. Student leaders from SADD and FCCLA will assist with some interviews, supplementing those being done by our own staffers Michelle Anderson and David Reich.

Also, we are launching contests to engage teens in helping



get out safety messages that warn drivers, pedestrians and cyclists to be careful sharing the road. Four regional "Drive Safe PSA Contests" are opening in September and October for teens in Georgia, California, the midwest and the Washington, D.C., area, inviting young people to submit their ideas for a 30-second TV public service announcement on safe driving, walking and bicycling. In addition, the Foundation's national Drive2Life Contest, which launches this winter, will have driver, pedestrian and bicycle safety as its theme. Prizes of up to \$2,000 are being offered and winning ideas will be professionally produced by an Emmy Award-winning team for broadcast on TV stations nationwide. Information on all the contests, including entry forms, can be found at www.nrsf.org/contests.

Last year, even as fewer people traveled on the roads during the height of the pandemic, the traffic death toll rose again by eight percent to 42,060, the highest number in 13 years. Pedestrians represent more than 17 percent of that total.

NRSF SADD State Squad Champion



Every quarter, we honor one of the hardworking and dedicated SADD State Coordinators who implement programs and support membership at the state level.

Our latest NRSF State Squad Champ is new to SADD, but has a long background

in traffic safety and youth empowerment. Before joining SADD as Ohio State Coordinator in February of this year, Carol Lucio was coordinator of the Safe Communities program in Ohio's Butler County. Before that, she coordinated programs in southwest Ohio for Junior Achievement.

Ohio has about 90 SADD chapters, or as Carol prefers to say, "We're closing in on 100." Her long term goal is to knock traffic crashes out of the top spot as a cause of teen deaths, ideally, getting to zero traffic fatalities. Short-term, she aims to get more young people engaged in promoting safety on our roads and byways.

Carol is especially excited about a new high school mentor program that Ohio SADD is launching this fall to encourage seat belt use among young people. SADD high school students will visit classrooms in middle and grade schools in their communities to talk about belt usage. The program will begin in conjunction with the annual NHTSA Click It or Ticket campaign around the Thanksgiving holiday.

Carol gets a \$200 gift card from NRSF and SADD, and she'll pick a high-performing SADD Chapter in her state to get a swag bag of NRSF goodies.

Look for Us at these Upcoming Events

Look for us at these major events this year.
Dates of non-virtual events are subject to change
or cancellation due to the pandemic.

JAN 2022

Jan 21 - 23

Washington D.C. Auto Show
Drive Safe D.C.

Washington, D.C.

FEB 2022

Feb 12 - 23

Chicago Auto Show
Drive Safe Chicago

Chicago, IL

MAR 2022

Mar 13 - 15

Lifesavers Conference

Chicago, IL

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The National Road Safety Foundation, Inc. is a 501 (c)(3) non-profit organization that for nearly 60 years has been dedicated to reducing crashes, deaths and injuries on our nation's 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 and pedestrian safety. 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.



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