

NRSF Begins 11th Year of Drive2Life PSA Contest with New Partner



The National Road Safety Foundation is launching the 11th annual Drive2Life PSA Contest with a new partner that is the nation's leading provider of free educational outreach programs for learners of all ages – Young Minds Inspired (YMI).

The Drive2Life PSA Contest invites teens from throughout the U.S. to submit ideas for a safe driving public service

announcement. This year's theme is drunk and drugged driving, which is a factor in crashes that result in nearly 10,500 lives being cut short every year.

The winner will receive a \$1,000 prize and a chance to work with an Emmy Award-winning director to turn his or her idea into a PSA that will air nationwide on more than 160 TV stations on the nationally-syndicated program "Teen Kids News" next May during Global Youth Traffic Safety Month. In addition, two runners-up in each grade category (grades 6–8, 9–12) will each receive \$500. The teachers of the winner and runners-up will each receive a \$100 gift card.

The deadline for entries is Feb. 8, 2021.

"Driving under the influence of any kind is dangerous, not just for the driver,

but for the passengers and all those sharing the road," said NRSF's Michelle Anderson. "We look forward to seeing creative messages from young people, and we are also happy to be working with the education leaders at YMI. Their reputation and reach with teachers nationwide will enhance the impact of the Drive2Life program."

YMI, through its YMI Educator Network, reaches more than 2 million teachers at every school in the nation. YMI is developing free curriculum materials for use by teachers and parents to talk with teens about drunk and drugged driving and to assist students as they develop their entries.

For information, entry form and complete rules, visit www.nrsf.org/contests/drive2life

NRSF and SADD Teamed Up for "Safest Summer Ever" Campaign

AAA calls the period between Memorial Day and Labor Day "the 100 deadliest days." It is traditionally the most dangerous time for teen drivers, with a 21 percent spike in teen traffic fatalities, which is why NRSF and SADD (Students Against Destructive Decisions) joined forces this summer for a massive social media campaign to call attention to a host of safe driving issues from distracted and drowsy driving to impaired and aggressive driving.

Under the theme "The Safest Summer Ever," different safe driving messages

were posted on social media every day, with those posts amplified by shares and re-posts by SADD chapters and thousands of members nationwide.

The effort reached more than 302,000 people online.

In addition, Michelle Anderson of NRSF did a series of live and taped interviews about "The Safest Summer Ever" via Zoom with TV stations in 17 markets, generating more than 80 minutes of airtime reaching tens of thousands of viewers.

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COVID-19 Delays But Won't Stop Speed Pilot Program

By Pam Shadel Fischer, Sr. Director of External Engagement, GHSA



Speeding – it's a persistent problem responsible for a third of U.S. roadway deaths annually. Despite this startling statistic, there has been no national movement to end this ongoing and preventable problem.

That changed in April 2019, however, when the Governors Highway Safety Association (GHSA) and the Insurance Institute for Highway Safety (IIHS) partnered to host a national forum on speeding. The goal was to determine how best to address this problem by tapping the expertise of more than 100 U.S. highway safety officials and advocates. Attendees identified engineering, enforcement, communication, policy and advocacy strategies that could be

leveraged to tackle the speeding problem.

The summit prompted the commitment on the part of GHSA, IIHS and the National Road Safety Foundation to fund a speed management pilot program in 2020-21. The results of that pilot program would be used to inform development of a template for use by other states and communities. The goal was to follow the example of the national Click It or Ticket seat belt enforcement program, which began as a successful pilot project in North Carolina in the early 1990s and was eventually scaled up nationwide.

Fast-forward twelve months and the nation was in lock-down due to the coronavirus. While the pandemic has forced GHSA, IIHS and NRSF to move the speed management pilot to 2021, COVID-19 did not bring a halt to speeding. In fact, far too many drivers saw the open roads as an invitation to violate posted speed limits, with reports of some traveling 100 miles per hour and more on highways and local roads across the country. GHSA first called attention to the problem in mid-April. The association's concerns were affirmed on

October 1, when the National Highway Traffic Safety Administration released data showing an uptick in risky behavior including speeding. While fatalities for the first half of 2020 did decline two percent, the reduction should be far greater since vehicle miles traveled fell 16.6% compared to last year.

Clearly, a change in the culture around speeding is needed to prevent crashes and to save lives. Prior to the pandemic, many organizations had developed recommendations, plans or toolkits for addressing this problem; states were providing enforcement grants to target speeders; and advocates in cities and communities had joined with government to develop and implement action plans that took a comprehensive approach to speeding. But a national initiative – one that has the same brand recognition, reach and impact as the Click It or Ticket campaign – is long overdue.

GHSA, IIHS and NRSF are committed to making that happen. We look forward to announcing the pilot sites before the end of the year and launching the program in 2021.

NRSF and SADD Teamed Up for Safest Summer Ever Campaign

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A similar effort is underway by SADD and NRSF to promote Teen Driver Safety Week in October. The social media campaign and virtual media tour will call attention to the risks teen drivers face and to introduce a newly-expanded resource for parents and teens – the Passport To Safe Driving.

The Passport To Safe Driving, created with input from SADD teen leaders, was introduced in the spring of 2019 and has been adopted by SADD State Coordinators, driver education teacher through ADTSEA and several state DMV's for use with new drivers.

The expanded edition, available at no charge online at the NRSF website or through local SADD Chapters, contains a number of driving tips for teens, accompanied by talking points for parents to use in an important dialogue with new drivers in their family. The Passport covers speeding, driving at night and in adverse weather, blind spots, negotiating left-hand turns and many other driving skills tips. It also directs users, through QR codes, to additional free material, podcasts and videos, including several student-produced videos by SADD Chapters.

SADD Chapter in California Wins Video Challenge about Merging Safely into Traffic Flow



Students from the Manual Arts High School SADD chapter in Los Angeles won the \$2,750 top prize in #DrivingSkills101 – Manage the Merge, a nationwide PSA challenge sponsored by The National Road Safety Foundation (NRSF) through SADD National.

Merging into flowing traffic is a particularly risky maneuver for new drivers.

The Manual Arts H.S. SADD Chapter, with advisor Adriana Almazon and student leader Phil Steptoe, proposed a video that shows a rapper giving specific steps for a safe merge. Steptoe worked remotely with our production team and the finished PSA was shown to great reviews at the SADD Virtual National Conference this summer.

“Young drivers are involved in fatal crashes at three times the rate of more experienced drivers, and this challenge, with the support and encouragement from our partners at The National Road Safety Foundation, helped motivate our student leaders to spread an important safety message to their peers and their communities,” said Rick Birt, President and CEO of SADD National.

The following SADD chapters were selected as finalists and each received \$250: North High School, Torrance, CA; Chaparral High School, Temecula, CA; Montezuma Cortez High School, Cortez, CO; Denham Springs High School and Livingston Parish SADD, Denham Springs, LA; Scotch Plains-Fanwood High School, Scotch Plains, NJ; Century High School, Bismark, ND; Roman Catholic High School, Philadelphia, PA; Central High School, Englewood, TN and Unicoi County High School, Erwin, TN.

The SADD Student Leadership Council has set the theme for the next #DrivingSkills101 as driving safely through roundabouts. Details and entry information for SADD students is at www.nrsf.org/contests/driving-skills-101

Drive Safe PSA Contests

NRSF continues to sponsor a series of regional Drive Safe PSA Contests, to encourage teens to help create important lifesaving driver safety messages.

Three of the contests are run in conjunction with large auto shows in Chicago, Los Angeles and Washington D.C. A fourth covers Georgia in cooperation with the Georgia Office of Highway Safety.

The theme for this year’s Drive Safe Challenges is speeding, which is a factor in 26 percent of all fatal crashes, taking more than 9,300 lives every year.



In conjunction with the Chicago Auto Show
Open To Teens From Illinois, Indiana, Iowa and Wisconsin
Entry Deadline:
December 21, 2020



In conjunction with the Washington Auto Show
Open to teens from D.C., Maryland and Virginia
Entry Deadline:
December 29, 2020



In conjunction with the Los Angeles Auto Show
Open to teens throughout California
Entry Deadline:
October 26, 2020



In conjunction with the Georgia Office of Highway Safety
Open to teens throughout Georgia
Entry Deadline: TBA

For rules, entry forms and past winners, visit <https://www.teenlane.org/contests>

Rising to the Challenge - Creating a PSA Virtually

One of the things that makes the various contests run by NRSF special is that the young people whose ideas for safe driving public service announcements are selected as winners get – above and beyond a cash prize – the chance to work with an Emmy-winning TV director to turn their concept into a finished TV message that airs on more than 160 TV stations nationwide.

Normally, this hands-on experience is easy to arrange. Our director and crew travel to the winners' hometowns to work with them to flesh out the script and shoot the video. In the case of our Drive2Life winner, we bring him or her to New York for a few days to work with our director.

But in these days of Covid, very little is “normal.” Travel is not easy and social distancing is the rule. Our director and crew at Alan Weiss Productions, however, have used creativity and technology to continue producing great student-conceived PSAs virtually.

Take, for example, the case of our Drive2Life winner Madison Henry, a student at Melbourne Central Catholic H.S. in Melbourne, FL. Her winning script, from nearly 1,200 submitted, depicted a little girl asking questions about seat belts, including “When were seat belts first used in cars?” and “How many deaths are caused by not wearing seat belts?” We hear her grandmother answering all the questions until the little girl’s last question, “If my parents had been wearing their seat belts, would they have lived?”



As part of her prize, Madison was to be flown to New York to work with our production team, spending three days planning, shooting and editing, before presenting the finished spot in person to the NRSF team.

Instead, due to coronavirus constraints, she worked online with the director, producer, crew and actors, who were spread over six locations in Florida, New York, Connecticut and Texas.

“While producing a PSA remotely was challenging, Madison’s creativity and the flexibility and commitment of everyone involved helped us create an impactful PSA,” said Marilou Yacoub, producer at Alan Weiss Productions. You can see how Madison’s PSA was made and also view her PSA at <http://nrsf.org/sites/default/files/contests/SeatbeltsSaveLivesPSA.mp4>

Coming Soon – Two New Videos from NRSF

We are putting the finishing touches on two films that should be out by the end of the year. Both will be solid additions to the free resources found on the nrsf.org website for teachers and others who present about safe teen driving.

“A Puff Before Dying” talks about the risks of driving while impaired by marijuana, which has become increasingly common, especially in states where pot has been legalized (for those 21 and over, but not for teens). It’s a brief vignette that shows that marijuana can impair driving ability, using teen vernacular and



A still from “A Puff Before Dying”

the unusual theatrics of the award-winning Bob Baker Marionette Theater. Script and direction is by Hollywood-based Michael Reich, who has won numerous awards for music videos for Ryan Adams, The Shins, The 88 and My Chemical Romance, as well as for his cult-feature “She’s Allergic to Cats.”

Speeding and parental involvement is the subject of a heart-wrenching film “Joy Ride,” based on the book “Reid’s Dad” by traffic safety advocate and speaker Tim Hollister. It tells the story of Tim’s son Reid, who was killed when he lost control of his car as he took a turn too quickly. With interviews with family and friends, it documents the heartbreak that came from one bad decision behind the wheel. Jessica Hester, a New York-based filmmaker who has directed several critically acclaimed shorts including “The Dress,” is the director.

NRSF and ADTSEA Salute 5 Teachers of Excellence



Driver education teachers from Illinois, Missouri, North Carolina, Oregon and Vermont were selected by their peers nationwide as Teachers of Excellence. The honor, which includes a cash stipend, comes from the American Driver & Traffic Safety Education Association (ADTSEA) and The National Road Safety Foundation.

The 2020 Teachers of Excellence are Wayne Hartmann, who teaches at Neuqua Valley High School in Naperville, IL; Molly Kleiber, a teacher at Liberty High School in Lake St. Louis, MO.; Jorge Benetiz, an instructor at Jordan Driving School of the Carolinas in Vanceville, NC; Timothy Beckham, who supervises instructors at the Oregon Driver Education Center in Keizer, OR; and George Rooney, who teaches at Middlebury Union High School in Middlebury, VT.

All were honored at ADTSEA's annual conference, held virtually last summer, and each gave a presentation that shared best teaching practices with the nearly 300 driver education teachers who participated online.

"These outstanding teachers represent our best, who inspire others to be passionate and effective teachers of this important life skill," said Oregon's Rich Hanson, who heads the selection committee for ADTSEA.

NRSF has proudly supported the Teacher of Excellence program since 2012.

Utah FCCLA Chapter Wins Top Prize in Safe Rides-Save Lives Contest



Students in the FCCLA Chapter at Westlake High School in Saratoga Springs, UT won \$3,500 for their chapter by placing first in the Safe Rides-Save Lives PSA Contest. The national competition was developed by the Family, Career and Community Leaders of America (FCCLA) and sponsored by The National Road Safety Foundation.

The winning PSA was submitted by Isaac Francis for his FCCLA Chapter. Candace Wilson, the Family and Consumer Sciences educator at Westlake High School, serves as the FCCLA Chapter Advisor.

The contest focus this year was on the dangers of speeding. Speed was a factor in more than 9,000 traffic fatalities in 2018, or 26 percent of all crash deaths, and high speeds increase the likelihood of a crash because it takes longer for a driver to stop or slow down. The likelihood of a crash being fatal increases exponentially as speeds go up.

The FCCLA Chapter at Peachtree Ridge High School in Suwanee, GA won the \$1,000 second prize and the chapter at Spring Lake Park High School in Spring



A still from "The Cost of Speeding:"

Lake Park, MN won the \$500 third prize.

"We were thrilled to partner again with The National Road Safety Foundation to offer this contest to our teen members," said Sandy Spavone, executive director of FCCLA. "Together, we hope to put an end to unnecessary teen deaths by making teens and others aware of the risks of speeding."

To view the winning PSA, visit: <https://www.teenlane.org/contests/safe-rides-save-lives>

See NRSF Every Week on Teen Kids News

Watch for news and PSAs from NRSF every week on Teen Kids News, the nationally-syndicated news program geared for young people. Visit www.teenkidsnews.com to see when and where it airs in your area.



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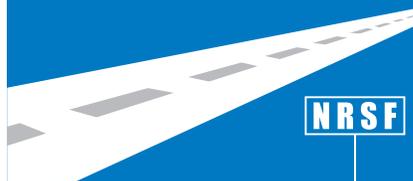
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The National Road Safety Foundation, Inc., a 501 (c)(3) non-profit organization founded nearly 60 years ago, produces traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driving skills, pedestrian 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.

The National Road Safety Foundation



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