



NRSF Teams with Scholastic for Drive2Life Student PSA Contest

The National Road Safety Foundation is pleased to announce it is teaming up with Scholastic, the global children’s publishing, education and media company, for this year’s Drive2Life Student PSA Contest. The contest invites young people to submit their ideas for a short video warning their peers of the dangers of distracted driving.

The winner gets a \$1,000 prize and an expenses-paid trip to New York City in April to assist our award-winning director and crew in making the winning idea into a professionally-produced video that will air nationwide in May on the nationally-syndicated TV show “Teen Kids News.” The winner will also be profiled in Scholastic’s classroom magazines, which are used in thousands of schools nationwide.

Entries open Jan. 7, 2012 and the deadline is Feb. 29, 2012.

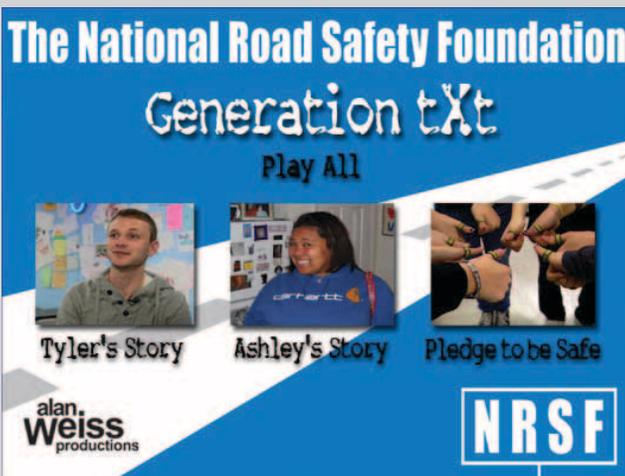
In addition to a top winner, two runners-up in each age group (Grades 6-8, Grades 9 - 12) will win \$500 each.

This is the third year of the Drive2Life PSA Contest, which has had the support and personal involvement of U.S. Secretary of Transportation Ray LaHood and National Highway Traffic Safety Administration head David Strickland. Bethany Brown, of Cave Creek, Ariz. won the first year and Lauren Daniels of Oswego, N.Y. was last year’s winner.

Their PSAs can be seen at www.nrsf.org, on the Teen Lane link. For full contest details and entry form, visit <http://www.nrsf.org/TeenLane> or <http://www.scholastic.com/drive2life>.

Generation tXt Gets Strong Response

Generation tXt, our newest program, is receiving great reviews. The new Distracted Driving program, which is built around an 11-minute teen-inspired video, has won praise from police, driver training educators, youth-based groups and dozens of teachers and administrators from schools throughout the U.S. Generation tXt has also been selected to be a



component of the new Youth Turn initiative from NHTSA and NOYS (National Organizations for Youth Safety).

Generation tXt can be downloaded free at www.nrsf.org.

NRSF Recognizes 2 Outstanding Driver Ed Teachers

The National Road Safety Foundation honored two outstanding driver ed teachers at the annual meeting of the American Driver Traffic Safety Education Association (ADTSEA) in Honolulu last summer.

Barbara Brody of Vermont and Bobby Duque of Hawaii each received the Teacher Excellence Award for their outstanding work to advance driver education.

Barb has been active for many years in driver education and she has done pioneering work to integrate driver ed with other course offerings in school so the lessons of safe driving are



From left to right, Barbara Brody, Michelle Anderson, Bobby Duque and David Reich

reinforced. Bobby was honored for his work to incorporate technology into driver ed training, to make the lessons more relevant and impactful for teens.

NRSF presented each with an honorarium and a commemorative plaque at the ADTSEA awards luncheon.

NRSF Honors Innovative School Resource Officer



David Reich (L) with Officer Chip Yeaton (R) of the Canton, Mass. Police Department

NRSF, in partnership with NASRO, the National Association of School Resource Officers, honored Officer Chip Yeaton of the Canton, Mass. Police Department with the annual Innovation in the Classroom Award.

In his seven years as an SRO (school resource officer), Officer Yeaton has implemented what he calls a “hands-on” approach to driver education, bringing classes at Canton High School to the local police station. He has a class he calls “Perception and Reality,” where students

experience what a police officer sees and feels when a traffic stop is made. A traffic stop is simulated, and students have a chance to sit in the driver’s seat of the police cruiser to view it from the officer’s perspective.

“This unique teaching approach helps teens not only understand good driving behavior, but how to behave if they get pulled over,” said Officer Yeaton. “Students tell us it is an eye-opening experience.”

In Memorium



The National Road Safety Foundation fondly remembers Larry Miller, who passed away recently. Larry was our longtime film editor, whose creativity and craft brought added value to our films and PSAs.

We will miss him.

Encouraging News for Driver Education

Our friend Allen Robinson, CEO of ADTSEA, the group representing the nation's driver ed instructors, tells us there are several initiatives underway in Washington that look promising for the future of driver education.

Various Congressional committees are finalizing wording for legislation that supports stronger driver ed curriculum standardization. Graduated driver licensing (GDL) is also getting solid support.

NHTSA Administrator David Strickland, when he addressed ADTSEA's national conference last summer, strongly stated his belief in the value of driver education. He is releasing this winter a letter and

supporting documents that demonstrate NHTSA's continuing support for driver education activities at the national level and that driver education is an integral component within a state's GDL program. He stated that driver education is a fundamental building block in the driver licensing process and that driver education should be made available to all new drivers.

We wholeheartedly agree.

If you would like to receive the latest information from Administrator Strickland, Allen Robinson at ADTSEA will be happy to keep you updated. Send your mailing address and e-mail address to him at: office@adtsea.org.

CHECK THIS OUT: U.S. DoT launches new site for teens

U.S. Secretary of Transportation Ray LaHood has been spearheading an effort to educate drivers of the dangers of distraction, especially from use of cell phones. The Department of Transportation has just unveiled a new website to educate young drivers about the dangers of cell phone use behind the wheel – Distraction.gov/teens.

The site is designed to inform young people about different types of distracted driving, encourage them to take a pledge to not drive distracted, and inspire action when they see someone else engaging in this risky behavior. The site features a simulator challenge that introduces visitors to the dangers of distracted driving in a safe, videogame-like environment. It also has facts about distraction, eye-opening statistics, and an online pledge. Check out the new site at www.distraction.gov/teens.

NRSF ON THE ROAD

Beginning in March, NRSF will be participating in several conferences, where we will present our programs and offer them, free of charge, to attendees. We will be at major gatherings of driver ed teachers, school principals and administrators, police officers, traffic safety advocates and youth empowerment organizations.

If you plan to be at any of the conferences listed below, please look for the NRSF exhibit and stop by to say hi to Michelle Anderson and David Reich.



CONFERENCE SCHEDULE

MARCH

3/8 - 3/10 **NASSP** Tampa, FL
National Association of Secondary School Principals

APRIL

4/13 **New York Auto Show** New York, NY

MAY

5/13 - 5/15 **GYTSM** Washington, DC
Global Youth Traffic Safety Month

JUNE

6/14 - 6/16 **Lifesavers** Orlando, FL
6/24 - 6/27 **SADD** Torrance, CA
Students Against Destructive Decisions

JULY

7/8 - 7/12 **FCCLA** Orlando, FL
Family, Career, Counseling Leadership Association

7/14 - 7/16 **NSSP** Appleton, WI
National Student Safety Program

7/16 - 7/19 **ADTSEA** Appleton, WI
American Driver Traffic Safety Association

7/15 - 7/20 **NASRO** Reno, NV
National Association of School Resource Officers

SEPTEMBER

9/22 - 9/25 **NAWHSL** Baltimore, MD
National Association of Women Highway Safety Leaders

9/25 - 9/29 **GHSA** Baltimore, MD
Governors Highway Safety Association

NRSF website adds special section for teens

NRSF has added a new section to our website, which will be devoted specifically to teens.

Teen Lane will have information of particular interest to teens and young drivers, including news of exciting ways they can help spread the safe driving message through our contests including Drive2Life and JST DRV. We also hope to eventually open it up to young people, who may wish to share their thoughts and ideas about safe and sensible driving.

Visit Teen Lane by going to www.nrsf.org/TeenLane



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