



IT'S SPRING!

For many of us, the seemingly never-ending snow is finally gone. And with the warmer weather and longer daylight hours, we're spending more time going places in our cars.

As the roads get busier, they become more dangerous. Taking extra steps to be sure you're driving safely is important, including allowing some extra time in case you encounter a delay due to traffic congestion, a crash or a disabled vehicle.

Spring marks the start of a busy travel season for us at The National Road Safety Foundation. We'll be attending conferences throughout the nation, presenting our programs, distributing our free materials and meeting with youth safety and traffic safety advocates, driver training instructors and educators, police and law enforcement officials, first responders and healthcare experts.

Distracted driving has jumped to the top of the list of traffic safety priorities, thanks to the leadership and prodding of U.S. Secretary of Transportation Ray LaHood. The Secretary has been supportive of a major project undertaken by NRSF, along

with our partner NOYS (National Organizations for Youth Safety). Our Drive to Life PSA Competition was announced last fall at the Distracted Driving Summit and it drew nearly 100 entries from Maine to California. The winning public service announcement concept, submitted by 16-year old Bethany Brown of Cave Creek, Ariz., has just been filmed and produced into a 30-second TV spot that will air nationally late in April, just before the start of National Youth Traffic Safety Month

Later this year NRSF will introduce a new program on distracted driving. Driving safely requires your full attention... our upcoming program will explain why.

Have a safe and enjoyable Spring. And don't forget, all of our programs are free for the asking visit www.nrsf.org, where you can get free downloads of everything we offer.

Opening the door for The Conversation

The newest program from NRSF – The Conversation – is designed to help older drivers, their adult children and family members or their caregivers have a conversation about a sensitive issue – Is it time for an older driver to give up the car keys?

The 26-minute film features several older drivers discussing their driving. (If you look closely, you'll notice that one of the storytellers is folksinger Pete Seeger.)



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NRSF is helping educate young people about the dangers of distracted driving. Working with our partner NOYS, we held the first Drive to Life PSA Competition, inviting young people to give their ideas for public service announcements. The winning entry, which deals with cell phone distraction in a car, was submitted by Cave Creek, Ariz. high school junior Bethany Brown. Bethany was flown to New York to spend three days working

with NRSF film director Mark Sadan. She assisted with location scouting and casting, spent a day filming on location, and then worked with Mark in the editing room to put everything together into a compelling 30-second public service announcement.

Bethany had a chance to make the most of her first visit to New York. She visited the rink at Rockefeller Center, took in a Broadway show and got in some shopping on Fifth Avenue.

Bethany will head back east to Washington, D.C. at the end of April, where Transportation Secretary LaHood will introduce, for the first time publicly, her PSA called "There are no re-do's in real life." The event, at the National



Bethany Brown on location with Film Director, Mark Sadan.

Press Club, will get wide coverage and kicks off National Youth Traffic Safety Month, organized by our partners at NOYS. For more info on National Youth Traffic Safety Month, visit www.noys.org.

NRSF GETS INPUT FROM YOUNG PEOPLE



Since most of our programs are aimed at young people, we thought it would make sense to get input from them as we develop new programs and activities.

Working with our partners at NOYS, we are assembling a Youth Advisory Council. NOYS has sent out a request to its members, inviting those interested to apply for the National Road Safety

Foundation Youth Advisory Council.

Applications are now being reviewed and we hope to announce the members of our first Youth Advisory Council by the summer. Members of the group will participate in regularly scheduled discussions with NRSF to assist with ideas and valuable feedback.

NRSF Programs Now in New User-Friendly Format



This year NRSF has made a few changes. We have upgraded our logo, our overall look, and in how we package our programs for you.

All of our resources which include films, discussion guides and ready-to-use PowerPoint presentations are now compiled on a single DVD! Free copies, along with the book "Flesh, Metal & Glass," are available by just registering online at www.nrsf.org.

Everything we offer can also be downloaded from our website by clicking on the "Free Traffic Safety Programs" link on the left side of our home page to see what we offer and to download.

Visit our "In the News" link to also keep up with current events on the National Road Safety Foundation.

Thank you for your suggestions and support of our resources and we hope to continue to bring you quality materials.

OPENING THE CONVERSATION

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The film will have its public debut in front of 2,000 people on April 28 at the "Salute to Seniors" expo at the Westchester County Center in White Plains, NY.

The program has been reviewed by a cross-section of traffic safety and senior care advocates, who provided valuable input which makes this film what it is. The film is accompanied by two brochures one which is for the senior driver to assess themselves and the other is for the people who care for them. Elder



There are more than 30 million older drivers (65+) in the U.S., an 18% increase from 10 years ago. In 2007, 196,000 older drivers were injured in crashes, accounting for 8% of all crash injuries. Source: NHTSA: Traffic Safety Facts 2007 – Older Drivers

care experts are already hailing the film as an important tool that can help keep seniors safe.

It's perfect for showing in a group setting. Hospitals and health centers can use it as part of their accident-prevention outreach.

To download a free copy of "The Conversation," visit www.nrsf.org and click on "Free Traffic Safety Programs." Or call us at 1-866-SAFEPATH.

Innovative Program in NYC Begins Traffic Safety Education at Young Age

The New York City Dept. of Transportation began an innovative program to bring important traffic safety messages directly to elementary school children.

"Signs for Safety" kicked off last year with a competition in several schools, where children were invited to design new pedestrian safety signs. The project combined traffic safety education with lessons in art and design. Students learned how various color combinations draw attention, and what colors can denote caution. The youngsters visited the Dept. of Transportation's sign shop, where they saw firsthand how signs are designed and produced.

The winning design, by the 5th grade students at P.S. 6 in Brooklyn, was made into a real sign and put up on a signpost outside the school. The winning designs were recognized by officials from the



Actual sign posted in front of P.S. 6 Brooklyn, NY

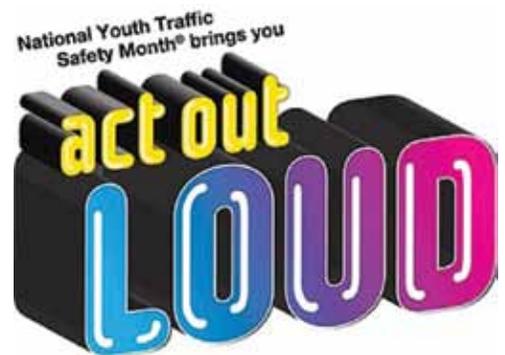
city, including NY City Transportation Commissioner Janette Sadik-Khan and Dr. Ilona Lubman, Director of Safety Education at the New York City DOT.

NRSF assisted on the project by producing a brief documentary film for the New York City Dept. of Transportation and the Groundswell Community Mural Project.

The program was deemed a success and is being repeated in more schools this year.



NRSF Supports National Youth Traffic Safety Month



National Youth Traffic Safety Month is a national campaign held each May during prom and graduation season, which is also the beginning of the peak summer driving period. These times of fun and celebration too often turn into tragic events caused by avoidable crashes. Youth all across the country are developing and implementing peer led traffic safety campaigns, supporting enforcement efforts, and advocating for stronger laws to protect young drivers.

Be part of the campaign. To get involved, visit the NOYS website at www.noys.org

NRSF ON THE ROAD

NRSF will be participating in several important conferences this year, where we will distribute our material and make presentations showcasing our newest programs.



From the City of Brotherly Love in April for the Lifesavers Conference to the heartland for the Governors Highway Safety Association meeting in Kansas City in September, NRSF staff will be on the road.

Here's where we'll be in the coming months. If you plan to be at any of these conferences, please look for NRSF Director of Operations Michelle Anderson and NRSF Public Relations Director David Reich and say hi.



18 East 50th Street, New York, NY 10022

CONFERENCE SCHEDULE

April

4/11 - 13 LifeSavers
Philadelphia, PA

June

6/27 - 30 SADD
Orlando, FL

July

7/4 - 7 FCCLA
Chicago, IL

7/24 - 29 ADTSEA
St. Louis, MO

August

8/2 - 6 NASRO
Louisville, KY

September

9/25 - 29 NAWHSL / GHSA
Kansas City, MO

October

10/17 - 20 NYSHS
Grand Island, NY