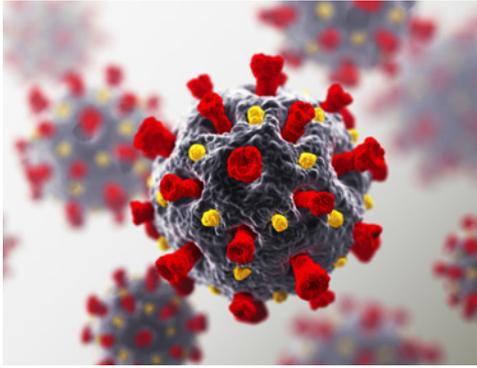


Stay Strong. Stay Safe.



This issue of Road Buzz is written just as our hometown of New York City is expected to hit the apex of cases from the Coronavirus. Along with most of

the nation, we've been hunkered down in our homes, trying to keep some sense of normalcy while maintaining social distancing and observing the precautions from the medical experts.

We hope and pray that we all come through this crisis safely and intact, although we know there will be many among us who will suffer great losses. We salute the heroes working in our hospitals, food stores and other vital retail outlets and those driving the trucks that move the goods we need. Kudos to the civic workers keeping government

services going, the teachers finding innovative ways to teach our children, and the selfless men and women who wear the uniforms of our police, fire and EMS departments.

We at The National Road Safety Foundation will continue our efforts to keep people safe on our roads and highways. The virus will not force us to take our attention away from the ongoing national tragedy of traffic crashes that result in some 37,000 needless deaths every year.

We remain committed to saving lives on our roads and highways.

John Manocherian Michelle Anderson Behrooz Shokati David Reich Tarek Kadry Sarah Manocherian

PARTNER PROFILE

NRSF Rides with NASCAR Racing Team to put Focus on Dangers of Speeding

The National Road Safety Foundation has partnered with NASCAR racing team Front Row Motorsports (FRM) to call attention to the dangers of speeding. The team's new "We Care: Safe Driving" campaign started with a focus on the dangers of speeding.

FRM, with drivers Michael McDowell, John Hunter Nemechek and Todd Gilliland, shared messaging to "leave the speeding to the professionals." Speed is a factor in 26% of all fatal traffic crashes, killing more than 9,000 people every year.

In addition to social media messaging, FRM urged racing fans to participate by visiting www.teamfrm.com/drivesafe.html to take the Safe Driving pledge. Each participant who pledged had the opportunity to win memorabilia signed by FRM team drivers.

"We want to utilize our team assets, and all the reach and influence we can make, to give back to the communities where

we race and live," said FRM owner Bob Jenkins. The partnership also included support from ClassicCars.com, the world's largest online marketplace for buying and selling classic and collector vehicles.

The NASCAR season was suspended due to coronavirus, however NRSF hopes to repeat the partnership next year and expand its reach with important messages about speeding.



FCCLA Ignites Young People to Advocate for Safe and Smart Traffic Safety Decisions

By **Sandy Spavone**, Executive Director, FCCLA



Sandy Spavone, Executive Director, FCCLA

Family, Career and Community Leaders of America (FCCLA) puts youth in the driver's seat. As a student-led, intracurricular organization with more than 175,000 members across the United States, FCCLA mobilizes young people to make safe and smart decisions in the area of traffic safety through its National Program, Families Acting for Community Traffic Safety (FACTS).

Crashes are the leading cause of teen deaths today. As today's students and tomorrow's leaders, FCCLA members are committed to driving safely, both today and in the future. Through participation in partner contests and FACTS projects, FCCLA members work together to educate adults and peers about traffic safety and support enforcement of local rules and regulations.

To drive home this message, FCCLA

begins with educating youth on the severity of traffic safety crashes and enabling members to create change. At every national FCCLA conference, members have the opportunity to participate in a FACTS workshop. Here, members can share ideas about traffic safety projects they have led within their chapters, as well as learn from others. In addition, all FCCLA chapters who participate in a FACTS National Program are encouraged to apply for the FACTS Program Award. This national award recognizes three chapters that have gone above and beyond to address safety-related issues while focusing on three topic areas: people, vehicles, and roads.

In addition, FCCLA encourages members to make safe choices on the road, while advocating for others to do the same, through various partner contests. For example, FCCLA's Safe Rides – Saves Lives PSA contest, sponsored by The National Road Safety Foundation, challenges members to create a 25 second PSA to send a teen-friendly message with the goal of preventing crashes and saving lives. Each year, the top three submissions receive national recognition, a cash prize, and their PSAs are used as fun, educational tool to be promoted on social media accounts, websites, and classrooms around the country.

In partnership with Governors Highway Safety Association and Ford Driving Skills for Life, FCCLA awards the top FACTS projects in each state a cash prize, as well as offers free traffic safety resources and activities to all members to use within their school and community. Ford Driving Skills for Life (DSFL) provides members the opportunity to take part in a hands-on driving event at NLC, as well within their states, which trains students on necessary skills for safe driving and addresses issues surrounding distracted and impaired driving. Through participating in Ford DSFL opportunities, youth learn the importance of making safe and smart traffic safety decisions and begin developing strategies to implement within their chapters and communities.

FCCLA knows the value its partners contribute in making students aware, excited, and involved in the area of practicing and promoting safe driving through featured partner contests and FACTS National Program. FCCLA's youth leaders are committed to creating change within their families, careers, and communities, and strive to engage young people as they work to advocate for safer and smarter decisions in the area of traffic safety. To learn more about what FCCLA is doing to mobilize youth, check out fcllainc.org.

U Got Brains Program Celebrates 10 Years

U Got Brains, the pioneering student empowerment program by the New Jersey Brain Injury Alliance, recently completed its tenth year. NRSF has been a sponsor for several years.

According to the Brain Injury Alliance's Wendy Berk, U Got Brains has grown to include nearly 100 high schools throughout the Garden State. Students are encouraged to create activities

in their schools and in the wider community to promote awareness of safe driving behavior. Participating schools are recognized at a big day of fun at Six Flags Great Adventure. We salute them for their innovative and interactive program to get students involved in making a difference.

Florida Teen Wins 10th Annual Drive2Life PSA Challenge

PSA puts focus on importance of seat belts



Madison Henry, a junior at Melbourne Central Catholic High School in Melbourne, FL, has won the grand prize in the 10th annual Drive2Life PSA Contest.

Madison, who is 16, submitted a script for a public service message about the importance of all passengers wearing seat belts. Her entry was selected from 1,190 received from throughout the U.S.

In addition to receiving a \$1,000 prize, she will work with an Emmy Award winning production team, Alan Weiss Productions, to remotely produce her PSA that will air on more than 160 TV stations nationwide. Her winning idea shows 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?” A narrator answers all the questions until the little girl’s last question, “If my parents had been

wearing their seat belts, would they have lived?”

“I wanted something that, although very short, could reach the emotions of the audience,” Madison told us.

Michelle Anderson of The National Road Safety Foundation added, “We chose Madison’s idea because it presented important and sobering statistics that ended by showing how not using a car’s most effective lifesaving tool can have a devastating impact on any of us, including a young girl whose parents are no longer there for her because of a bad choice. It’s an impactful and important message for everyone who drives or rides in a vehicle.”

NRSF Hosts SADD and FCCLA Leaders

The NRSF again hosted the leaders of two youth advocacy organizations we support and work closely with on traffic safety programs.



The SADD Student Leadership Council

We welcomed the Student Leadership Council and the College Advisory Council for SADD (Students Against Destructive Decisions) for their annual leadership meeting. While in New York, the SLC and CAC worked with us to update and add to the Passport to Safe Driving. They also decided on the theme for the next Driving Skills #101 Challenge, which will be unveiled this summer.

The National Leadership Council of FCCLA (Family, Career and Community Leaders of America) met in New York to plan



The FCCLA National Leadership Council

their activities for the year. (See the guest column on page 2 of this newsletter.) FCCLA has promoted the NRSF safe driving programs through their FACTS program.

We at NRSF appreciate the great work being done by the leaders and members of both groups and we look forward to continued partnerships with them.

Regional Drive Safe Challenges Show Teens' Creativity

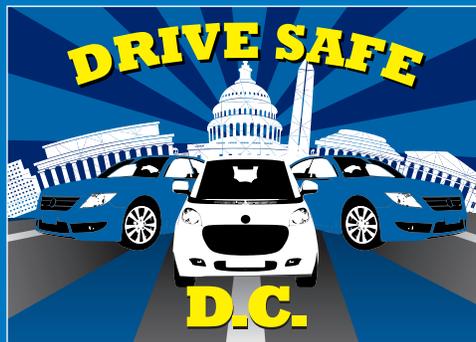
The regional Drive Safe PSA Challenges, sponsored by The National Road Safety Foundation, continue to showcase the creativity of young people when it comes to traffic safety messaging.

NRSF invited young people in four areas – California, Georgia, metro Chicago and neighboring states Wisconsin and Indiana, and Washington, DC., and the states of Virginia and Maryland – to send their ideas for TV public service announcements on various topics. Working with the big auto shows in Chicago, Los Angeles and Washington, D.C., we helped the winners of each regional challenge create 30-second spots about safe driving.

Below are this year's winners and runners-up for our Drive Safe Challenges. You can see their videos on our YouTube page at [Youtube.com/nationalroadsafety](https://www.youtube.com/nationalroadsafety).



Theme: Impaired Driving
Winner: Jasmine Coxy, Redding Christian H.S., Palo Cedro, CA
Runner-Up: Sophia Guarnotta, La Mesa, CA



Theme: Distracted Driving
Winner: Gabriella David, Riverside H.S., Leesburg, VA
Runner-Up: Rikki Kerns, James Woods H.S., Winchester, VA



Theme: Drunk Driving
Winner: Logan Ozdyck, Porter County Career Center, Valparaiso, IN
Runners-Up: Ethan Fragoso and Maya Vickery, Porter County Career Center, Valparaiso IN



Theme: Speeding
Winner: Sasha Melbourne, Cherokee H.S., Canton, GA
Runner-Up: Rachel Jones, Durham Middle School, Kennesaw, GA

The challenges will be open again, beginning with Drive Safe Los Angeles, which opens for entries in September.

Watch online at www.teenkidsnews.com for details on each of our regional Drive Safe Challenges and please – send us your ideas. We want to hear from you.

With Less Traffic, Drivers are Becoming More Reckless

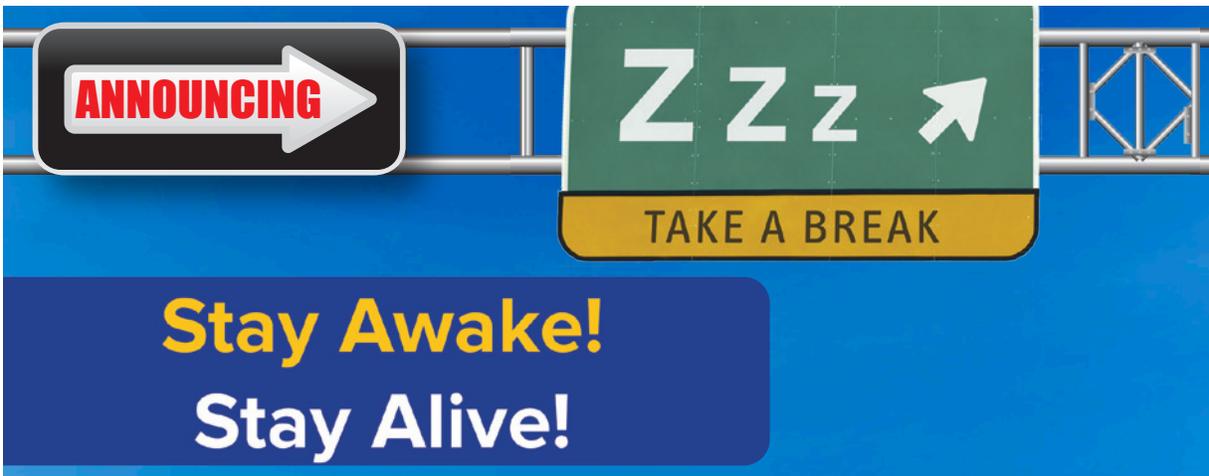


Emptier streets may be encouraging some drivers to flaunt traffic safety laws, including speed limits. Although there are far fewer vehicles on the roads due to COVID-19 stay-at-home orders, state highway safety officials nationwide are seeing a severe spike in speeding.

The Governors Highway Safety Association says police in Colorado, Indiana, Nebraska and Utah have clocked highway speeds of over 100 mph, while state police in Florida and Iowa are reporting drivers going 20 to 40 miles over the posted speed limit. In New York City, despite far fewer vehicles on the road, the city's automated speed cameras issued 24,765 speeding tickets citywide on March 27, or nearly double the daily number a month earlier. In Los Angeles, speeds are up as much as 30 percent on some streets, prompting changes to traffic lights and pedestrian walk signals.

“During the past two months, Americans have shown we are all willing to do the right thing to protect ourselves and each other,” said Pam Shadel Fischer of GHSA. “We must maintain that same sense of urgency when it comes to the road. Drivers need to respect the law and look out for other road users, so that we can prevent the needless loss of life now and moving forward.”

Stay Awake! Stay Alive! PSA Challenge at NY State Universities



Aneesa Addarich, 20, a student at SUNY Binghamton, has won the second annual “Stay Awake! Stay Alive!” Drowsy Driving PSA Challenge with a 25-second public service announcement called “Designated Driver.” The Yonkers, NY resident received \$2,500 from The National Road Safety Foundation, which sponsored the challenge in cooperation with the New York State Dept. Of Health and the NYS Governor’s Traffic Safety Committee.

Owen Holland, 20, of Waverly, PA and a student at SUNY Binghamton, won \$1,500 as the first runner-up for his video “Make It Home,” and Matthew Weinold, 24, of Shoreham, NY and a student at SUNY Stony Brook, got \$1,000 for his second runner-up entry “Too Busy for Sleep.”

Drowsy and fatigued driving is a serious safety issue that is a factor in more than 328,000 crashes every year, taking a toll of more than 6,400 lives and 109,000 injuries every year. Young

drivers, especially college students, are at increased risk of driving drowsy, which is why NRSF partnered in the PSA challenge for students at six schools in the State University of New York system.

The winning videos were unveiled at an event at SUNY Binghamton, followed by drowsy driving events at SUNY Oneonta and Cortlandt, featuring presentations by representatives of the Governor’s Traffic Safety Committee, sleep experts from SUNY Stony Brook, and Jennifer Pearce, a victim advocate who lost her sister in a 2008 drowsy driving crash.

All three videos will be broadcast later this year on more than 160 TV stations nationwide, and they will be shown on monitors at rest stops along the 570-mile New York State Thruway. A link to the winning PSAs is at <http://www.nrsf.org/contests/stayawakestayalive>

On the Road and On the Air



David Reich (right) of NRSF on-air live with FOX54 anchor Jacob Peklo in Augusta, GA.

To promote our Drive Safe PSA challenges in southern California and Georgia, our PR Director David Reich hit the road last winter to talk about drunk driving and speeding, the Challenge themes.

David did interviews with more than two dozen TV, radio stations and newspapers in San Diego, Los Angeles and Santa Barbara, as well as Savannah, Augusta and Atlanta. We also had the privilege to have SADD Student Leadership Council President, Aria Fulton of CA, join David for one of the radio interviews in Los Angeles.

The media recognized the importance of our safe driving messages and we appreciate their help in getting them out to their audiences.

Look for us at these 2020 Events

2020

JUN

Jun 18 - 28 National PTA Convention Louisville, KY

JUL

Jul 7 - 9 FCCLA National Conference Washington DC

Jul 5 - 10 NASRO National Conference Dallas TX

Jul 19 - 22 ADTSEA National Conference Wichita KS

AUG

Aug 27 NY Auto Show/World Traffic Safety Symposium New York

Aug 26 - 28 NAWSL Conference Pittsburgh PA

Aug 29 - Sep 2 GHSA National Meeting Pittsburgh PA

NOV

Nov 20 -29 Los Angeles Auto Show/Drive Safe L.A Los Angeles

Note: Due to the coronavirus epidemic, all dates are subject to change.

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Like us and follow us for the latest news and updates, contests and PSAs.

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 nrsforg

 twitter.com/nrsforg

 youtube.com/nationalroadsafety

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.



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