

PAST AND PRESENT PROGRAMS PROGRESS

It's been a busy year for us so far at The National Road Safety Foundation. Michelle Anderson and David Reich attended several traffic safety and driver education conferences, as well as gatherings of student-based groups including NOYS and SADD.

Our new program, "No Way Back," is finished and many of you have received your free copy at the conferences we've attended. The feature-length documentary of this program, titled "The Other Breakfast Club," continues to be shown and distributed by regional chapters of the Brain Injury Association, and a special hour-long version will be distributed this fall for airing on many public TV stations nationwide.

We're almost finished with our next program, which is a departure from our usual teen-driver programs. "The Conversation" will address a sensitive issue that many families find themselves facing – how and when to talk with older parents and family members about giving up the car keys or altering their driving habits. *(continued on page 2)*



NRSF Founder Revisits his Alma Mater to Talk to Teens



Fraydun Manocherian, the founder and chairman of The National Road Safety Foundation, Inc., went back to his high school recently.

He participated in a day-long series of presentations on safe driving by school resource officers at his alma mater, White Plains (NY) High School, where he graduated more than 50 years ago. Mr. Manocherian decided to make a lifelong commitment to traffic safety education after two of his high school classmates were killed by a drunk driver a few days after graduation.

Mr. Manocherian was warmly received by the students at his old high school, where he reminded them to "always keep your eyes on the road."

The program, which reached some 800 students, was part of National Teen

Driver Safety Week in October. Presentations on speeding were given, using NRSF films "Cage the Rage" and "No Way Back." School resource officers Louis Muniz and Vincent Fasano of the White Plains Police Department organized the event.



NRSF Program to air on Public TV



"The Other Breakfast Club," our film that documents the progress of several young people as they struggle to recover from traumatic brain injury (TBI) resulting from traffic crashes, has been selected for distribution to public television stations nationwide by NETA, the National Educational Telecommunications Association.

The film will air at different times and dates on local PBS stations. Check local TV listings or inquire at your local PBS TV station.



The 47-minute film (viewable and downloadable from our website) won positive reviews from the Brain Injury Association of America when it was introduced last year.

NRSF Partners with NASRO to recognize driver ED excellence in the classroom

Many young people throughout the U.S. get driver instruction from police officers who work in the schools, teaching driver ed and other safety issues that face young people today, including gang violence, internet dangers and other risky behavior that often comes from peer pressure. These policemen and policewomen, known as School Resource Officers (SROs), also act as mentors for students, helping them avoid or deal with risky behavior.



NRSF has participated in the two most recent national conferences for school resource officers, sponsored by the National Association of School Resource Officers (NASRO).



At the last conference, held in Baltimore last June, NRSF announced it is teaming with NASRO to recognize outstanding classroom work in the area of driver education and driver safety.

A panel of NASRO leaders and driver education experts will select classroom examples that set good examples that other SROs can follow, elevating the level and effectiveness of classroom teaching of driver safety.

The winner will be recognized at the next year's NASRO conference in Louisville, and a \$2,000 award will be divided between the winning SRO and the school where he or she teaches.

For more information, go to www.nasro.org or contact David Reich at (212) 573-6000.

DISTRACTED DRIVING GETTING NATIONAL ATTENTION



Distracted driving, especially distractions caused by cell phones and texting while driving, has been in the headlines due to a rash of high-profile and tragic traffic crashes.

Texting, in particular, is being looked at more closely by safety experts. Teens, on average, according to a recent Wall Street Journal report, send and receive 2,273 text messages a month – many while behind the wheel.

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We welcome your feedback and suggestions. Contact us at michelle@nrsf.org or david@nrsf.org. or write us at The National Road Safety Foundation, Inc., 18 E 50th St., New York NY 10022

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NRSF Director of Operations Michelle Anderson meets with Illinois Secretary of State Jesse White at the Think First Conference in Oak Brook, IL. White spoke about his state's strong GDL efforts.

We are also about to begin work on our next program, which will address a driving issue that's been front & center in the news lately – Distracted Driving. Common sense supported by recently-released studies indicates how dangerous distractions, in particular cell phone usage and texting can be while driving. NRSF participated in the first Distracted Driving Summit, convened in Washington by Secretary of Transportation Ray LaHood to stimulate action to address this danger.

Elsewhere in this newsletter, you'll read about partnerships we're building with some safety-related organizations to help expand the reach of our teaching programs and take our safe driving messages directly to young drivers in an impactful way.

Read on. We're glad you're along for the ride. And, as always, we welcome your feedback and suggestions. Contact us at michelle@nrsf.org or david@nrsf.org. or write us at The National Road Safety Foundation, Inc., 18 East 50th St., New York NY 10022.

DISTRACTED DRIVING GETTING NATIONAL ATTENTION

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In response, U.S. Secretary of Transportation Ray LaHood convened the first Distracted Driving Summit, Sept. 30 – Oct. 1 in Washington. A select group of traffic safety experts was invited to review the issue and begin to develop efforts to stop what is becoming a serious traffic safety epidemic.

NRSF is honored to have been invited and to participate on a panel about young drivers and distraction. We remind readers that distraction on the road is about more than cell phones and texting, as dangerous as they are. Distractions also come from tuning the radio or selecting songs on the iPod, reaching for coffee or a bottle of water, or talking with passengers in the car. (Recognition of the distraction caused by other passengers is a reason many states' GDL licensing laws



restrict the number of teen passengers allowed in the car with a young driver holding a provisional license.)

NRSF is starting work on a new teaching program on distracted driving, which will include a film for classroom showing, along with a discussion guide and powerpoint presentations for use by teachers and other instructors and presenters. As with all our materials, this program will

be made available to everyone at no charge. If you would like to be on our list to be among the first to receive it when it is ready next year, please email us your name, title or school, and your mailing address. Send your request to: michelle@nrsf.org

Future issues of Road Buzz will have more information, and NRSF will also issue email updates as appropriate.

NRSF at Governors Highway Safety Association Conference



Key Note Speaker NTSB Chairman Debbie Hersman

The National Road Safety Foundation participated in the Governors Highway Safety Association national conference in Savannah in late August. Our representatives were pleased to see so many GSRs and others involved with highway safety at the state level.

We distributed hundreds of our free educational programs including our newest, "No Way Back." It uses real-life vignettes of young people who suffered traumatic brain injury as a result of traffic crashes and it shows the challenging road to recovery, which often is not full recovery.

We are also pleased to see continued attention given to



New Jersey Governor's Highway Safety Rep. Pam Fischer

strengthening Graduated Driver Licensing (GDL) regulations at the State level, which we believe is an important partner to driver education for young people. We acknowledge the State of New Jersey for its outstanding efforts to put a focus on teen driving safety through a statewide commission that addressed the issue, with specific recommendations for improvement. The result is New Jersey now has some of the toughest GDL laws in the nation.

We salute New Jersey Governor's Highway Safety Rep Pam Fischer and her team for leading the charge and setting a good example for other states to follow.

NRSF Teams with NOYS for Traffic Safety PSA Competition

The National Road Safety Foundation has joined with the National Organizations for Youth Safety (NOYS) to sponsor a competition to find the best youth-generated concepts for traffic safety public service announcements.

The Drive to Life PSA Competition is open to young people ages 13 – 22.

The winner will receive a \$1,000 scholarship and a trip to New York to work with an award-winning film director and crew to take the winning idea from a concept to a professionally-produced

public service announcement that will be aired widely on TV, cable and online. Four runners-up will each receive a \$500 cash prize.

The Drive to Life PSA Competition was launched at the U.S. Department of Transportation's Distracted Driving Summit in Washington. It got coverage by Seventeen Magazine and on Teen Kids News, which aired on more than 200 TV stations nationwide. Secretary of Transportation Ray LaHood was quoted in the Teen Kids News report, encouraging young people to participate in our Drive to Life competition.

The winner will be announced at the NOYS national conference next May, during National Youth Traffic Safety Month.



Contest details and a downloadable entry form are at www.drivetolife.com.

Bills on Capitol Hill on Distracted Driving and Driver Education

Traffic safety is getting the attention of lawmakers in Washington.

Senators Charles E. Schumer of New York, Robert Menendez of New Jersey, Kay Hagan of North Carolina, and Mary Landrieu of Louisiana introduced a bill (S. 1536) calling for texting while driving to be illegal.

A similar bill (HR 3535) was introduced in the House of Representatives by Representatives McCarthy of New York, Lowey

of New York and Cummings of Maryland.

Senator Schumer also introduced a bill (S. 1729) that calls for the establishment of a driver education curriculum for teen drivers and provides grants to states that carry out driver education training for teen drivers.

In addition, the House and Senate Transportation Committees are considering a



number of items that would support a stronger driver education curriculum for teen drivers.



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