



Announcing!

The U.S. Department of Transportation's Rural Youth Traffic Safety Message Competition

The U.S. Department of Transportation's National Highway Traffic Safety Administration is sponsoring a *National Rural Youth Traffic Safety Message Competition* through the National Organizations for Youth Safety (NOYS)

School or community supported youth organizations are eligible to compete in developing a traffic safety campaign aimed at rural youth. The campaign should include a tagline or theme, and be designed for posters, print advertisements, internet, video, and/or radio. Outreach to the news media and to the general public will need to be conducted in at least one community.

Prizes Include:

\$500 Stipend

Awarded to Top Ten Finalist Teams to Implement Their Project

First Place: \$5,000

To the Winning Team's Local Organization

Second Place: \$2,000

To the Runner-Up Team's Local Organization

Third Place: \$1,000

To the Second Runner-Up Team's Local Organization

Prize money can be used to support traffic safety activities and to acknowledge student leadership in traffic safety programs.

Representatives from the top three teams will also win a trip to Washington, DC in December 2008 for a special award ceremony at the U. S. Department of Transportation!

How to enter: Visit www.nhtsa.gov and www.noys.org/YouthTrafSafe/Rural.html for details and application form by **June 30.**

The U.S. Department of Transportation Rural Youth Traffic Safety Message Competition

- Applications are due **June 30**
- Top ten teams will be announced in **July**
- Winners will be announced **November 25**
- Winning campaign will be used in **2009 National Youth Traffic Safety Month**

Did You Know...?

- Motor vehicle crashes are the leading cause of death for 15 to 20 year-olds. In 2006, 3,490 15 to 20 year-old drivers were killed and an additional 272,000 were injured in crashes.
- According to the 2006 Census, less than one-quarter of the U.S. population lives in rural areas; however, rural fatalities account for more than half of all traffic fatalities. The fatality rate in rural areas is nearly two and one-half times higher than that of urban areas.
- Nearly one-third of the 15 to 20 year-old drivers who were killed in motor vehicle crashes during 2006 had been drinking.
- Seat belt use rates are lower among young people and in rural areas. While seat belt use in urban and suburban areas is as high as 84 and 85 percent, use in rural areas is just 78 percent. Seat belt use in pick-up trucks is especially low – at just 72 percent.
- Seat belt use among young drivers and passengers is the lowest of any age group, about 5 percentage points lower than the national average.

The Rural Youth Traffic Safety Message Competition is part of the U.S. Department of Transportation's 2008 Rural Safety Initiative.

For more information on the Rural Initiative, please visit

<http://www.dot.gov/affairs/ruralsafety>.

