

**DRAFT**

**The National Sleep Foundation's  
Drowsy Driving Prevention Week™  
Drive Alert...Arrive Alive**

**FACT SHEET**

November 10-16, 2008, marks the National Sleep Foundation's second annual Drowsy Driving Prevention Week™, a national campaign to educate young drivers and the public about the dangers of driving while sleepy and other unsafe driving practices such as reckless driving and driving under the influence.

Car crashes are the number one killer of U.S. teens - more than 5,600 young people were killed in car crashes in 2005. While many of these crashes were caused by alcohol and recklessness, fatigue often contributes to crashes involving young drivers. With Drowsy Driving Prevention Week™, the National Sleep Foundation (NSF) hopes to save lives by teaching young drivers how to recognize the signs of fatigue and avoid a sleep-related crash.

NSF's Drowsy Driving Prevention Week campaign includes:

- A re-launch of NSF's [www.drowsydriving.org](http://www.drowsydriving.org). The newly redesigned Web site will offer extensive resources about drowsy driving including public policy, fact sheets, human interest stories, news features and online communities.
- NSF's Drowsy Driving Memorial Site – the newly redesigned [www.drowsydriving.org](http://www.drowsydriving.org) will also include a memorial page where loved ones may post photos and/or messages about victims of drowsy driving.
- PowerPoint® presentations and online educational tools designed to teach young drivers about the risk factors and warnings signs of drowsy driving as well as tips for preventing a fatigue-related crash.
- NSF's Parent/Teen Safe Driver Contract, an agreement between young drivers and their parents to practice safe driving by not driving recklessly or while intoxicated or drowsy.
- Resources to support drowsy driving advocates in their efforts to prevent drowsy driving in their communities.