

For more information contact:  
NDDOT toll free 1-855-NDROADS (1-855-637-6237)

## **Bismarck Teens Present Traffic Safety Campaign at National Student Safety Leadership Conference**

**BISMARCK, N.D. (July 30, 2012)** – Two Bismarck teens on the North Dakota Youth Traffic Safety Advisory Board recently presented a statewide traffic safety campaign at the 2012 Annual National Student Safety Program (NSSP) Teen Conference in Appleton, Wisconsin.

Jacob Sommerfeld, a Century High School senior, and Katie Winbauer, Bismarck High School senior, presented the “Think About It?” campaign. This is a statewide effort encouraging teen drivers to make responsible choices, such as avoiding speeding, driving while impaired, or distractions and to always wear a seatbelt.

Nearly 50 student delegates from around the country were invited to attend the NSSP Annual Teen Leadership Conference to learn about student safety and how to prevent teen driver crashes in their community.

“When we presented the “Think About It?” campaign at the conference, students from other states were really interested in our social media piece,” Sommerfeld said. “We designed the campaign to be interactive so the message is that much more impactful among our generation.”

During the two-day July conference, participants attended or presented successful, statewide programs, and attended an awards ceremony recognizing outstanding projects, schools and student leaders.

“As presenters, we had a great opportunity to visit with students from other parts of the country to see how they address the same teen driving issues we experience in North Dakota,” Winbauer said. “Establishing the networking and sharing of information with the other student leaders will prove to be an invaluable educational experience for Jacob and me to bring back to North Dakota.”

The NSSP Teen Leadership Conference educates students to ensure safe driving habits among their peers and how to avoid distracted driving. Presentations had to match these criteria to be selected to participate at the conference and campaigns needed to have been proven successful.

The National Road Safety Foundation, the NSSP and the American Driver and Traffic Safety Education Association (ADTSEA) sponsor the conference annually.

For more information about the conference, visit [www.adtsea.org](http://www.adtsea.org). For more information on teen driving in North Dakota visit Facebook at [www.facebook.com/ndteendrivers](http://www.facebook.com/ndteendrivers).

###

