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New Jersey High School Students Recognized as Champions for Safer Roads

*Brain Injury Alliance of New Jersey Announces Winners of
Statewide Safe Driving Education Campaign Contest*

NORTH BRUNSWICK, NJ — May 21, 2026 — The Brain Injury Alliance of New Jersey proudly announced the winners of the 16th Annual U Got Brains Champion Schools Program today. This statewide initiative challenges high school students to develop peer-led campaigns that promote safe driving, encourage responsible transportation choices, and reduce risky behaviors on New Jersey roadways. The 2026 grand prize winners are Lenape Regional High School District, Burlington City High School, and Matawan Regional High School.

This year, 46 public, private, charter, and technical high schools from 16 counties across New Jersey participated in the program, addressing nine major transportation safety issues impacting teens and communities statewide. Student-led projects focused on distracted driving, speeding, impaired driving, pedestrian safety, bicycle and e-bike safety, scooter safety, seat belt use, passenger safety, and sharing the road with vulnerable users.

Projects included school-wide education campaigns, peer outreach initiatives, advocacy efforts, legislative awareness activities, and infrastructure improvement proposals aimed at creating safer communities for all road users. Students also raised awareness about New Jersey's Safe Passing Law and recent e-bike safety concerns and legislation affecting youth riders across the state.

“Motor vehicle crashes are the leading cause of traumatic brain injury among teens and young adults, and the consequences can last a lifetime,” said Wendy Berk, CEO of the Brain Injury Alliance of New Jersey. “BIANJ’s Champion Schools program focuses on peer-to-peer engagement because when teens speak up, other teens listen. This program is about turning awareness into action and protecting the future of our young drivers.”

NJM Insurance Group, the founding sponsor of the program, continues to champion youth-led traffic safety education efforts throughout New Jersey.

“The Champion Schools Program empowers students to become leaders and advocates for safe driving within their communities. We continue to be inspired by the creativity and passion these students bring to developing campaigns that encourage safer choices behind the wheel. NJM is proud to serve as the founding sponsor of a program that helps young drivers influence and protect one another,” said Erica Rosso, NJM Consumer Safety Partnership and Program Supervisor.

Other sponsors include the New Jersey Division of Highway Traffic Safety, National Road Safety Foundation, State Farm Insurance, Nikhil Badlani Foundation, AAA Clubs of New Jersey, and Enterprise Rent-A-Car.

About the Brain Injury Alliance of New Jersey

BIANJ is a statewide nonprofit dedicated to improving the quality-of-life people experience after brain injury. Since being founded in 1981 by a small group of concerned parents of children who had sustained brain injury, BIANJ has grown to become the primary source of information, education, advocacy, support, and hope for people with brain injury and their families in New Jersey. For more information, please visit www.bianj.org.

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