



A Safe Driving & Passenger Safety
Campaign for High Schools, Youth Groups,
and Classroom Projects

(For Spring, Summer, Prom & Graduation)

Txt Later. Buckle Up Now. Arrive Alive.

March 19 - May 4, 2018

Sponsored by

YOVASO
YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY



CAMPAIGN REGISTRATION & ORDER FORM

- Our school or youth group will compete in the 2018 "Arrive Alive" Campaign
- Our school or youth group will participate in the 2018 "Arrive Alive" Campaign, but will not compete for prizes

Name of High School or Youth Group: _____

School Address: _____ City _____ Zip _____

School Telephone: _____

School or Youth Group Sponsor: (should be individual assisting students with the campaign)

Name: _____

Telephone: _____

E-Mail: _____

Current Student Enrollment for the School (if applicable): _____

Number of Students in your Club or Youth Group: _____

<u>Item</u>	<u>Maximum Per School/Youth Group</u>	<u>Quantity Ordered</u>
Survive the Drive Bookmarks	500	_____
Prom/Floral Arrive Alive Card	300	_____
What to do After a Crash Card	300	_____
Arrive Alive Posters (There are two different designs- we will send you both. If you want 30 posters, we will send you 15 of each design, etc.)	30	_____
Arrive Alive Pledge Banner	2	_____
Phone Wallets with a Safety Message (Provided by the Allstate Foundation)	100	_____

Campaign Sponsor Agreement:

By returning this form, I agree to abide by the rules of the "Arrive Alive" campaign and submit the final campaign report.

_____ Sponsor/SRO Signature

Complete this form online at yovaso.org by 5:00 PM on March 2, 2018



CAMPAIGN OVERVIEW

Arrive Alive is a peer-to-peer campaign in Virginia to establish safe driving and passenger safety behaviors among teens and youth during the high-risk warm weather months. According to statistics, the months between May and September are the most dangerous for young drivers on the road. Increased driving time, later curfews, cruising, driving with too many passengers, distractions, speeding, and alcohol are the key factors in teen crashes during spring and summer. Events such as prom, graduation celebrations, beach week, and summer parties also create increased risks for crashes during this period. The Arrive Alive campaign addresses all of these dangerous driving behaviors and promotes teens working together in peer-to-peer programs to influence safer teen driving behaviors and reduce risks.

Campaign Objectives

For the YOVASO Club, Other Safety Club, or Project Based Learning (PBL) Class to develop and lead peer-to-peer programs and activities that focus on:

- Distracted driving and preventing this high-risk behavior among young drivers
- Increasing seat belt use and preventing risky behaviors common in warm weather months, such as cruising, driving with too many passengers, speeding, staying out past curfew, drowsy driving, and alcohol use
- Promoting safe driving and responsible celebrations during prom, graduation, and other celebrations

Campaign Goal

To prevent distracted driving and other risky behaviors among teens and to promote teens buckling up and making responsible choices while attending prom, graduation, and other high school celebrations.

Campaign Components for Non-Competing Schools or Youth Groups

Schools or youth groups that want to participate in the campaign but not compete for prizes do not have to complete all of the campaign components outlined below. Non-competing schools may pick one or more of the components to complete based on their schools' needs and resources.

Non-competing schools **are required** to complete the final campaign survey to document activity and how campaign materials were used. This is a requirement of the YOVASO grants.

Campaign Components for Competing Schools or Youth Groups

*Schools or youth groups that wish to compete for prizes must complete the **three** components listed below in order to be eligible for prizes.*

*The **creative project** will be given the most weight during the judging.*

1. **Creative Project.** Develop a creative project for your student body that focuses on the prevention of distracted driving, other risky driving and passenger behaviors, and/or promotes teens making safe and responsible choices while attending prom, graduation or other high school celebrations. The project must be seen, heard and/or participated in by a majority of the students at your school. Please be sure to incorporate the Arrive Alive Campaign theme and artwork. Ideas may include, but aren't limited to, a school assembly on the topic, a fun event that brings attention to the issue and promotes teens changing behaviors, a video developed and shown at school, etc.

The Creative Project will be judged on:

- a) **Content** - Effectiveness of the message for the target audience and use of the theme
- b) **Student Involvement** - Percentage of student body reached (saw, heard, participated in the creative project)
- c) **Creativity** - Creativity shown in developing, implementing, and promoting the project

The Creative Project should be well documented - including photos, videos, samples of materials created for the project, and/or other documentation that helps the judging panel understand the project. Copies of media coverage, flyers, project invitations, etc. may be included with the documentation.

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- 2. Call to Action Activities.** Complete a variety of educational activities and programs that increase knowledge about risky behaviors as a passenger or driver and encourage students to make positive changes in these behaviors.
- **Banner Pledge Signings** - Organize pledge signing events for students throughout the campaign, during prom and graduation, to discourage unsafe celebrations and irresponsible driving during these high-risk times.
 - **Prom Floral/Graduation Cards** – Take these Txt Later. Buckle Up Now. Arrive Alive. reminder cards to local florists to attach to prom corsages and boutonnieres. Or attach them to prom tickets, senior graduation packets or student cars. The cards can be hole-punched to attach with ribbon.
 - **Schedule 'ScanEd'**: Schools may schedule the **free**, 'ScanEd' program through YOVASO by completing the ScanEd request form online at yovaso.org or contacting Mary King at 540-375-9581/ mary.king@vsp.virginia.gov. ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driving and unsafe passenger behaviors. More information on ScanEd is included in this packet. ScanEd may also be done in conjunction with 'IDrive on the Go.'
 - **NEW! Schedule the 'Distracted/Impaired Driving Simulator'**: Schools may schedule the free, 'Distracted Driving/Impaired Driving Simulator' through YOVASO by contacting Mary King at 540-375-9581 mary.king@vsp.virginia.gov. This golf cart simulator can be used for both distracted driving and impaired driving awareness and prevention efforts. As part of the program, students drive around in a golf cart while trying to navigate through plastic cones while texting on their phones, engaging in other distractions, or wearing DUI goggles. Students driving the golf cart are accompanied by a Virginia State Police trooper.
 - **Schedule 'IDrive on the Go'**: Schools may schedule the **free**, 'IDrive on the Go' program through the Mid-Atlantic Foundation for Safety and Education, a nonprofit charitable organization affiliated with AAA Mid-Atlantic. 'IDrive on the Go' is an innovative traffic safety program, designed for teens, that utilizes a series of hands-on, educational sessions. Contact Haley Glynn, email hglynn@aaamidatlantic.com or call 804-323-6512 to schedule. Program slots are limited and will be on a first-come, first-served basis. For more information, refer to the 'IDrive on the Go' information sheet in this packet.
 - **Invite an Insurance Agent to Your School**: State Farm Insurance and the Allstate Foundation support the 2018 campaign and have numerous agents, employees and volunteers interested in participating in your activities and events. Please contact YOVASO staff if you are interested in requesting their attendance at one of your events.
 - **Other activities** are to be determined by your club and may include announcements, hanging posters, handing out educational materials, holding a door decorating contest, designing and wearing safety t-shirts, etc.
- 3. Distraction Checks.** Two distracted driving checks are required - one prior to kicking off the campaign and one at the conclusion in order to measure the campaign's impact on the prevention of all types of distracted driving habits.
- The checks should be held at the entrance of your school parking lot as students arrive in the morning. The checks must be held in the **same location** and at the **same approximate time** for both the pre and post survey.
 - A minimum of 100 vehicles should be checked unless exempt due to school size or weather forces you to stop early. **Make sure to check the SAME number or approximately the same number of vehicles for the pre and post surveys** to allow for more accurate results. (Checking 100 in one check and 200 in another can skew the results.)
 - Make sure a teacher and the school resource officer or another law enforcement officer assists to help with traffic.

Winner Selection

- An independent judging panel will select the campaign winners. The **creative project** will be the main component of this competition and will be given the highest weight during the judging process. It will be judged on **content, percentage of student involvement, and creativity**.
- The **pre and post distraction checks** will be included in the judging process and schools will be given points based on changes in the results from pre-campaign to post-campaign.
- The **call to action activities** will also be judged and the activities will add extra points to a schools overall score.
- **NEW!** Up to 25 bonus points will be added to the overall score for schools that reach members of the community beyond their school with the campaign message.

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- To be eligible for prizes, participants must complete and report on their **creative project, distracted driving checks, and call to action activities.**
- Announcement of winners will be made on **May 29, 2018.**

Campaign Reporting Steps

Step 1: All participating schools or youth groups (competing and non-competing) must complete the campaign final reports.

Step 2: In order to simplify reporting, all reports/results will be completed through Survey Monkey.

- Schools that are competing for prizes must complete all **three** reports.
- Schools that are not competing for prizes must complete the **final report** (the pre and post distraction reports are optional based on whether the school completed this activity)

Arrive Alive Pre- Distraction Check Results: <https://www.surveymonkey.com/r/MLYCYCT>

Arrive Alive Post- Distraction Check Results: <https://www.surveymonkey.com/r/MLY57YV>

Arrive Alive Final Report: <https://www.surveymonkey.com/r/T6M9J6K>

Step 3: Submit your campaign pictures, videos, media coverage, etc.

- All schools or youth groups (competing and non-competing) are encouraged to submit photos and other campaign visuals.
- Competing schools or youth groups are **highly encouraged** to submit detailed documentation of their creative project and call to action activities to assist the judging panel in understanding and judging the project and activities. Photos, videos, sample materials, flyers, media coverage, etc. are helpful.

• **Options for submitting photos and other documentation:**

The photos and other documentation may be emailed to yovaso2001@gmail.com or mailed to YOVASO, 3775 W Main St., Salem, VA 24153.

If you wish to upload photos and videos to your club's Facebook page or to the YOVASO Flickr and YouTube pages, **this must be indicated on the final report.** Judges will only look at items submitted with the report and items on the indicated social media pages. To upload to YOVASO Flickr and YouTube:

YouTube login information:

username:
yovasoschools@gmail.com
password: yovaso01

Flickr login information:

www.flickr.com
username: yovaso2001@gmail.com
password: Buckleup2001

- **The final report, distraction check reports, and any documentation are due by 5:00p.m. on May 18, 2018.**

Campaign Winners & Prizes

Cash prizes are made possible by community donations and a grant from State Farm.

- The 1st place school or youth group will receive \$500 and a congratulations banner.
 - The 2nd place school or youth group will receive \$250 and a congratulations banner.
 - The 3rd place school or youth group will receive \$150 and a congratulations banner.
- ★ As the **media sponsor** for the 2018 Arrive Alive campaign, **WFXR Television** in Roanoke, VA will work with YOVASO staff to recognize the overall high school winner in a special way. Throughout the campaign this partnership will also include PSAs and weekly interviews highlighting participating schools' programs and activities.

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Campaign Dates and Deadlines

Entry Form Deadline	March 2, 2018 at 5 p.m.
Campaign Kick-off	March 19, 2018 (Schools or youth groups may select when to conduct the creative project and activities. Schools or youth groups may also start the campaign early if prom night is prior to the March 2 kick-off.)
Campaign Ends	May 4, 2018 at 5 p.m.
Reporting Deadline	May 18, 2018 at 5 p.m. (final report, pre/post distraction reports and all documentation)
Winner Announcement	May 29, 2018

Competition Guidelines

- All campaign rules and deadlines must be strictly followed by competing schools. YOVASO reserves the right to disqualify a school for failure to follow the rules, guidelines and/or deadlines. YOVASO also reserves the right to request original copies of any creative ideas as needed. Please keep copies of all forms documenting your results.
- The faculty sponsor or SRO overseeing the campaign must approve the activities and sign the final report.

Campaign Contacts

For questions or assistance with the "Arrive Alive" Campaign, contact campaign coordinator:

Casey Taylor - (540) 375-3596 or casey.taylor@vsp.virginia.gov





Promote Arrive Alive at your school!

As part of the 2018 Arrive Alive campaign WFXR will work with YOVASO to deliver ads in mobile apps at your school to remind students to text later, buckle up now, and Arrive Alive!

If you sign up, both ad sizes below will be delivered to the phones of students, teachers, and school staff as they use popular gaming, messaging and photo apps while on school grounds.

These ads are a sample of what your school's ads will look like. You will be able to personalize your ad's message which will link to a sign up form, pledge form, or other page of your choice.



(Ad size 1)



(Ad size 2)

To sign up, check the desired boxes below indicating when you want your ads to run and sign and return this form to Casey Taylor (casey.taylor@vsp.virginia.gov) by Feb. 28, 2018. **All ads must be paid for by March 2, 2018 (promoting sign ups) or March 16, 2018 (promoting engagement only) in order for the geo-fencing service to begin.** Checks should be mailed to YOVASO at, 3775 W. Main St. Salem, VA 24153.

- Promote Signups to assist with Arrive Alive Planning and Activities-** “Team up with (YOUR SCHOOL HERE) YOVASO to help with the Arrive Alive Campaign!” (March 2-March 19): **Cost \$150**
- Promote Student Engagement/Signing of Your School's Online Pledge-** “Pledge with (YOUR SCHOOL NAME) YOVASO to text later, buckle up now, & Arrive Alive!” (March 19- May 4): **Cost \$300**
- Promote BOTH: Cost \$400**

Signature: _____ Date: _____



ScanEd: Physics of A Crash

An interactive teen safe driving and passenger safety program presented by YOVASO and the Virginia State Police

Schools or youth groups participating in the Arrive Alive campaign may schedule this free program through YOVASO



Overview:

ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driving and unsafe passenger behaviors. It was developed by the Blue Ridge Crash Investigation Team (BRCIT), a program of the Blue Ridge Transportation Safety Board (BRTSB), and uses popular iPad and QR code technology to appeal to the high school and middle school audience. During the educational program, a wrecked vehicle is set up on site and QR codes are affixed to the vehicle and various contents in the vehicle (such as a cell phone, beer can, seat belt, etc.). The students are divided into two groups and rotate between two sessions:

Session A : “Physics of a Crash.” In this session, the group participates in a 30 minute presentation about the physics of a crash and the impact on the occupants and the vehicle. Unsafe driving and passenger behaviors are discussed.

Session B : ScanEd. In this session, students are divided in teams of two and each team is given an iPad. Students use the camera feature on the iPad to scan the QR codes on the wrecked car and its contents. As students scan each QR code, they watch a variety of videos and other digital media on driving risks, unsafe driving behaviors, top causative factors in young driver crashes, and important information on how to be safer in a vehicle. (For example: A QR code on a cell phone would show a video on the dangers of driving distracted, and a QR code on a seat belt shows the importance of buckling up.)



Benefits:

ScanEd helps teens engage with each other and law enforcement in a dialogue about safe and responsible driving and passenger safety and enables teens to self-learn using technology they think is cool and fun.

Supports School Curriculums:

ScanEd addresses the physics, biology, and dynamics of a crash and can be used to support science, health, math, physical education, and driver education curriculums.

Program Length:

The two components of the program (PowerPoint presentation and ScanEd) takes about 1 to 1.5 hours for each student group. Schools may schedule multiple classes to complete the program.

Sponsorship:

ScanEd was developed by the **Blue Ridge Regional Crash Investigation Team, a program of the Blue Ridge Transportation Safety Board. First Team Auto Mall in Roanoke and State Farm Insurance** funded the equipment for the program.

Request ScanEd:

Schools or youth groups may schedule the **free**, ‘ScanEd’ program through YOVASO by completing the ScanEd request form online at yovaso.org or contacting Mary King at 540-375-9581/mary.king@vsp.virginia.gov.

Distracted/Impaired Driving Simulator

An interactive teen safe driving and passenger safety program presented by

YOVASO and the Virginia State Police

Schools or youth groups participating in the Arrive Alive campaign may schedule the free, 'Distracted/Impaired Driving Simulator' through YOVASO by contacting Mary King at 540-375-9581 / mary.king@vsp.virginia.gov.

This golf cart simulator can be used for both distracted driving and impaired driving awareness and prevention efforts.

As part of the program, students navigate the simulator while through a cones course while texting on their phones, engaging in other distractions, or wearing DUI goggles. Students driving the golf cart are accompanied by a Virginia State Police trooper.

Benefits:

The Distracted/Impaired Driving Simulator helps teens engage with each other and law enforcement in a dialogue about safe and responsible driving and passenger safety and enables teens to experience first-hand the dangers of distracted and impaired driving.

Supports School Curriculums:

The Distracted/Impaired Driving Simulator can be used to support science, health, math, physical education, and driver education curriculums.

Program Length:

The Distracted/Impaired Driving Simulator can be used with any class length and schools may schedule multiple classes to complete the program.

Sponsorship:

Together, YOVASO and Virginia State Police have two Distracted/Impaired Driving Simulators. Both were funded by a grant from State Farm Insurance to be used in conjunction with State Police troopers and YOVASO at schools and safety events across the state.

Request The Distracted/Impaired Driving Simulator:

Schools or youth groups may schedule this **free** program through YOVASO by contacting Mary King at 540-375-9581/mary.king@vsp.virginia.gov.





Schedule IDrive on the Go for Arrive Alive

IDrive on the Go is an innovative traffic safety program, designed for teens, that utilizes a series of hands-on, educational sessions. High school age students participate in a variety of stations geared toward changing driver behavior and increasing traffic safety awareness. IDrive on the Go is an a la carte program in which each school can pick and choose the sessions that would best suit the specific needs in the community.

Schools participating in the Arrive Alive campaign may schedule the **free**, 'IDrive on the Go' program through the Mid-Atlantic Foundation for Safety and Education, a nonprofit charitable organization affiliated with AAA Mid-Atlantic. Contact Haley Glynn, email hglynn@aaamidatlantic.com or call **804-323-6512** to schedule. Program slots are limited and will be on a first-come, first-served basis.

Overview of Stations

Distraction/Impaired Golf Cart Course and Field Sobriety Check- This session is designed to educate students on the dangers of distraction and impaired driving. Students will be asked to conduct a series of tasks while driving a golf cart on a coned course. On the distraction course students will be asked to send a text message, change the radio station, get cash for tolls or put on their sunglasses, all the while being distracted by teenage passengers in the back of the golf cart. The goal is to simulate the three types of distractions: visual- anything that takes the eyes off the forward roadway, manual- anything that takes the hands off the steering wheel, and cognitive- anything that takes the mind off the act of driving. On the impairment course students will drive half the course with no simulated impairment and will then put on alcohol or marijuana Fatal Vision Goggles to finish the course. The goggles utilize special lens technology that allow the wearer to experience a realistic simulation of impairment. Students will learn how alcohol and marijuana can impact driving ability by decreasing handling performance, increasing reaction times, producing difficult lane changes and making time and distance estimates challenging. While students wait their turn to drive the course they will participate in three field sobriety tests administered by officers. These tests are similar to those conducted during a traffic stop to determine if a driver is impaired.

CarFit Teen- This session will help students find their perfect fit in a vehicle in order to reduce the chance of injury in the event of a crash. Proper seat belt wear, steering wheel tilt, and ideal mirror adjustments to eliminate blind spots are just a few of the areas covered.

Airbag Station- (only available in Northern and Central Virginia) This station reviews the construction, basic operation, and danger of airbags. Used in conjunction with a seat belt, airbags are designed to reduce death and injury in a crash. The session concludes with the deployment of a live passenger-side airbag, illustrating its force and speed in a crash.

Classroom Session- This session focuses on educating teenagers on the dangers of distracted, drunk and drugged driving and explores the top causative factors of teen car crashes and fatalities. Through preventative measures, the goals are to reduce crashes, injuries and fatalities not only for teens but also for their potential victims.

Availability for IDrive on the Go is on a first-come, first-served basis

TEEN DRIVING FACTS & STATISTICS FOR SPRING/SUMMER

In Virginia, from 2013 to 2016 during the Spring/Summer Months from May through August:

- 33,537 crashes involved a teen driver ages 15-20
- 127 of those crashes resulted in a fatality
- 98 teens ages 15-20 were killed in motor vehicle crashes
- 11,445 teens were injured
- 1,630 were seriously injured

In Virginia, in 2017 during the Spring/Summer Months from May through August:

- 8,496 crashes involved a teen driver ages 15-20
- 26 of those crashes resulted in a fatality
- 19 teens ages 15-20 were killed in motor vehicle crashes
- 2,665 teens were injured
- 319 were seriously injured

The Risky Behaviors that lead to an increase in crashes for teens during the warm weather months:

Distracted Driving – Distracted driving isn't just texting while driving. It also includes talking on a cell phone, eating and drinking, being distracted by passengers, listening to loud music, adjusting the radio, and more. According to AAA Mid-Atlantic, 6 out of 10 teen crashes involve driver distraction. *In Virginia, all cell phone use by teens while driving is illegal.*

Alcohol Use – Despite a state Zero Tolerance Law, 52 fatal crashes involved a teen who drank and drove in Virginia over the past 10 years (2008 – 2017). *Virginia's Zero Tolerance Law makes consuming alcohol or driving under the influence of any amount of alcohol a serious criminal offense for teens under the age of 21. (Va. Code 18.2-266.1)*

Speeding – Preliminary data shows 31% of all fatal crashes involving teen drivers were speed related in Virginia in 2017, 46% in 2016, and 63% in 2015 Excessive speed is a factor in 1 of every 3 fatal crashes nationwide involving a teen driver, according to the National Highway Traffic Safety Administration (NHTSA).

Running off the Road/Overcorrecting – Run-off-the-road crashes are often fatal for teens and are attributed to many factors including inattention, fatigue, and speed. Overcorrecting is often a response to running-off-the-road and is caused when motorists panic and “jerk” the steering wheel to get the vehicle back on the roadway. Running-off-the-road is a factor in 54% of teen driver fatalities in Virginia based on 2017 statistics (preliminary).

Increased Driving / Joy Riding / Cruising – Teen drivers average 44% more driving hours each week during the summer than during the school year, according to a study by Students Against Destructive Decisions (SADD). Many of these hours are spent driving or “cruising/joy riding” with no set destination, which often leads to risky behaviors and an increase in the probability of a crash.

Later Nights – Teens often stay out later during the summer months when crashes and fatalities are more prevalent on Virginia roadways. According to the Insurance Institute for Highway Safety (IIHS), the fatal crash rate of 16-19 year-olds is about 4 times as high at night as it is during the day per mile driven. The problem IIHS says is that driving in the dark requires more skill and that late night outings tend to be recreational which can cause teens to be easily distracted or more likely to take risks. *Virginia has a curfew law for teens which restricts driving from midnight to 4 a.m.*

Passenger Overload – Young passengers increase the risk of a teen driver having a fatal crash by at least 44%, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Virginia has a Graduated Driver Licensing Law which restricts teens to only one passenger during the first full year of driving.*

Drowsy Driving – With vacations, summer trips, and late nights, 24% of teen drivers are more likely to drive when tired or sleepy during the summer, compared to 9% of teen drivers during the school year, according to SADD. Teens should get plenty of rest before a long trip and never get behind the wheel when drowsy.

All Virginia teen statistics provided by the Virginia DMV Highway Safety Office (VaHSO)

All 2017 data is preliminary

High School Campaign Activity Ideas

Use the following ideas for the Arrive Alive campaign and feel free to come up with your own ideas as well. By making the educational activities creative and fun, you will capture the attention of your students and impress upon them the importance of safe driving and passenger safety.

- Organize pledge signing events for students throughout the campaign, during prom and graduation, to discourage unsafe celebrations and irresponsible driving during these high-risk times. Have the pledge banner available for students to sign.
- Prom Floral/Graduation Cards – Take these Txt Later. Buckle Up Now. Arrive Alive. reminder cards to local florists to attach to prom corsages and boutonnieres. Or attach them to prom tickets, senior graduation packets or student cars. The cards can be hole-punched to attach with ribbon.
- Request YOVASO's interactive ScanEd Physics of a Crash program or Distracted/ Impaired Driving Simulator.
- Request the "TXT LATER. BUCKLE UP NOW. ARRIVE ALIVE." stencil from YOVASO to write the message on sidewalks, parking lots or other visible areas.
- Ask McDonald's to donate "one free ice cream cone" coupons to your club. Hand them out in the school parking lot when you see people buckled up!
- If your school has a "Don't be a Party Crasher" banner, display it in a highly visible area or display it with a wrecked car display in front of the school.
- Schedule 'IDrive on the Go' during the campaign with the Mid-Atlantic Foundation for Safety and Education. Contact Haley Glynn, hglynn@aaamidatlantic.com or call 804-323-6512.
- Hold a "Battle of the Belts" competition between class levels. The winner is the one who can get the most pictures of the students in their class wearing their seat belts.
- Handout out the "What to do After a Crash" cards to student drivers at the end of the day. This will give students tips for what to do in the event of a crash.
- Hold a car wash to raise funds for your club and incorporate the message "help us help others wash away bad driving habits."
- Email students or give them notes reminding them to buckle up and not text and drive.
- Ask teachers to write safety messages on their chalkboards or dry erase boards.
- Pick a day for students to wear flip-flops to school in support of changing habits behind the wheel. Use the slogan "flip-flop your driving habits" for safer driving.
- Design a school bulletin board with the slogan "Txt Later. Buckle Up Now. Arrive Alive."
- Hot weather causes the air inside car tires to expand, which can lead to a blowout. Create a "tire check" station at school to help students check the air in their tires.
- Work with your local fast-food establishments to share the message that food is a distraction behind the wheel. Ask if, for a specific day or week, they would be willing to staple food bags with a safe driving message from your school.
- Post this message on the school steps: "Take a step in the right direction. Buckle Up and Slow Down."

- Place a creative don't text and drive or buckle up message on your school marquee.

High School Campaign Activity Ideas (Continued)

- Distribute a flyer to parents about the dangers of warm weather driving for teens using information from the statistics page.
- Ask your local media to promote the campaign and include information for parents and teens on how to prevent young driver crashes during the high-risk period.
- Create a Facebook, Twitter and/or other social media account to promote the campaign and its messages
- Place reminders to "Txt Later. Buckle Up Now. Arrive Alive" on student vehicles.
- Conduct buckle up pledge signings and enter names of students who sign the pledge in weekly drawings for prizes.
- Set up an Arrive Alive safety display at a sporting event.
- Hold an Arrive Alive safety assembly for the student body and ask someone who has been involved in a distracted driving-related crash to speak.
- Use sidewalk chalk to write buckle up messages on school sidewalks, parking lots or other visible areas.
- Set up a skeleton display: Borrow a skeleton from the science department or purchase one. Dress the skeleton in a prom dress or tux for prom season or a cap and gown for graduation. Display the skeleton with a sign that has an appropriate message for your event, such as "Not the Look You Want for Prom? Please Buckle Up and Don't Text and Drive."
- Work with the school's journalism class or newspaper to write an article or entire newspaper on seat belt safety and/or speed prevention.
- Hold an Arrive Alive Day where students, faculty and staff wear white t-shirts decorated with a buckle up message.
- Hold a distraction-free day and encourage students to wear white t-shirts designed with messages about the dangers of texting and/or other distractions and driving.
- Ask local businesses to put safe prom and/or safe graduation messages on their marquee boards.
- Visit the YOVASO website for safe driving lesson plans that can be used in the classroom:
<http://www.yovaso.org/resources/safe-driving-lesson-plans/>
- Organize a parade or walk to raise awareness about one or more of the top five causative factors in fatal crashes involving teen drivers.
- Design a "Seat Belt Wall of Shame" to highlight statistics and fatalities caused by lack of seat belt use.
- Be creative, have fun, and come up with your own ideas!

HIGH SCHOOL ANNOUNCEMENTS

- Use these PSA's to make announcements during school, at sporting events, and other school events.
- Ask radio stations to record the PSA's and air on the radio.
- Post/Tweet the messages on social media.

Remember to start each school announcement with: Hi, this is _____ with the _____ club.

- **(Warm Weather)** The YOVASO club wants you to know that spring and summer can be a dangerous time for teen drivers. Did you know that the 101 days from Memorial Day weekend through Labor Day are the deadliest days on the road? No school, late nights and the freedom of "cruising" with friends contribute to risky driving behaviors that lead to crashes. Eliminate distractions, buckle up, stay alert, and drive alcohol- and drug-free. Avoid being a statistic! Please remember to drive safely and Arrive Alive!
- **(Warm Weather)** School's almost out and warm weather has arrived. To help you survive this most deadly time for teen drivers – remember your checklist to Arrive Alive: Always buckle up – check. Drive the speed limit – check. Obey the midnight curfew law – check. Avoid "cruising" and piling the car full of friends – check. No texting or cell phone use while driving – check. You don't want to be a statistic, please drive safely.
- **(Drowsy Driving)** YAWN! You're running late to meet your friends for party, but you didn't get much sleep last night. You think you can make it. Think again. Drowsy driving is dangerous too! Get plenty of sleep and avoid driving when you are tired and feeling drowsy.
- **(Distracted Driving)** Distracted driving isn't just using your cell phone while you're driving. It also includes eating and drinking, grooming, adjusting the radio, joking around with passengers and more! When you're behind the wheel, make driving your first priority so everyone Arrives Alive!
- **(Distracted Driving)** Do whatever it takes to resist texting or using a cell phone while driving. It's not only illegal for teens, but it can be deadly. Sending or looking at that one text isn't worth losing your life or hurting someone else. So, throw it in the back, turn it off, or download an app that lets your friends know you are driving and will call or text them later!
- **(Running off the road)** Running off the road can be scary, but remember that you are in control. Stay calm, breath and don't overreact or jerk the steering wheel. Running off the road doesn't have to result in a crash if you know the proper technique to recover! To recover safely: stay calm, keep steering straight, and slow down gradually. The key is to gradually and slowly drive back onto the roadway to avoid losing control and overcorrecting.
- **(Speeding)** Think speeding is cool? Think speeding will impress your friends? The reality is, speeding can stop you DEAD in your tracks. No one is impressed by that. Almost 50% of all fatal teen driver crashes in Virginia are caused by speeding.
- **(Zero Tolerance)** Virginia's Zero Tolerance Law makes it illegal for anyone under the age of 21 to purchase, possess, or consume alcohol. The YOVASO club wants you to Arrive Alive. Say NO to that drink!
- **(Memorial Day)** Teen related crashes, injuries and fatalities begin to spike in May and continue increasing throughout the summer. Kick the summer off to a good start! Celebrate Memorial Day by buckling up and driving responsibly!
- **(Prom)** Prom is almost here and your friends at YOVASO encourage you to show off your school pride this year. Make a pledge with your friends and classmates to celebrate alcohol- and substance-free. Our goal is zero crashes, zero fatalities, and all our classmates safely back at school on Monday.
- **(Graduation)** Hey, all you senior [INSERT SCHOOL MASCOT]'s! Graduation is coming up sooner than you think! YOVASO encourages you to make this the best night of your life. Make these memories last a lifetime. Keep your graduation celebration alcohol- and substance-free and make sure you Arrive Alive after the party.
- **(Graduation)** YOVASO wants to congratulate all of this year's graduating seniors. We want to see all of you at the class reunion, so remember to drive safely and celebrate without drugs and alcohol.
- **(Summer)** Keep the fun alive this summer by buckling up and driving safely. By watching your speed, obeying curfews, limiting passengers, and celebrating responsibly, you'll be sure to Arrive Alive back at school in (August/September).

DISTRACTION CHECK SURVEY FORM

1. Make enough copies of this form to use when conducting your Pre and Post Distraction Checks.
2. Check at least 100 vehicles for both the pre and post check. Make sure to check approximately the same number of vehicles both times.
3. **Only check the driver for distractions**
4. ***NEW!** In the last box, circle **Y** if **ALL** occupants (driver and passengers) are buckled or **N** if one or more occupants are not buckled.
5. Record results to the Pre and Post Distraction Check Reports on Survey Monkey: (Do not turn in the copies of this form.)
Pre- Distraction Check Results: <https://www.surveymonkey.com/r/MLYCYCT>
Post- Distraction Check Results: <https://www.surveymonkey.com/r/MLY57YV>

Vehicle # _____ Is this driver distracted: ___ Yes ___ No (check all forms of driver distractions observed)

Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
								Y N

Vehicle # _____ Is this driver distracted: ___ Yes ___ No (check all forms of driver distractions observed)

Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
								Y N

Vehicle # _____ Is this driver distracted: ___ Yes ___ No (check all forms of driver distractions observed)

Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
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Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
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Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
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Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
								Y N

Vehicle # _____ Is this driver distracted: ___ Yes ___ No (check all forms of driver distractions observed)

Using cell phone	Eating or drinking	Talking to passenger	Reading	Grooming	Using GPS	Adjusting radio	Other distractions	Wearing Seat belt
								Y N

Total number of vehicles observed with a distracted driver: _____ Total number of vehicles with ALL occupants belted: _____

PRE-CAMPAIGN DISTRACTION CHECK SUMMARY

(Use this form to tabulate the results of the pre-campaign distraction check and enter the results on Survey Monkey by 5:00p.m. on May 18, 2018.)

Name of School: _____

Survey Date: _____

Survey Time: _____ (must be the same time for pre and post check)

Survey Location: _____ (must be the same location for pre and post check)

How many vehicles did you check? _____

How many vehicles had drivers that were using cell phones? _____

How many vehicles had drivers that were eating or drinking? _____

How many vehicles had drivers that were talking to passengers? _____

How many vehicles had drivers that were reading something? _____

How many vehicles had drivers that were grooming? _____

How many vehicles had drivers that were using navigation systems? _____

How many vehicles had drivers that were adjusting the radio? _____

How many vehicles had drivers that were involved in other distractions? _____

How many vehicles had any of the above listed distractions? _____

***NEW!** Total Vehicles with all Passengers Belted _____ ÷ Total Vehicles surveyed _____ = _____% buckled up

Sponsor or SRO verifying the results: _____

You must check the SAME number or approximately the same number of vehicles during the pre and post checks, and a minimum of 100 vehicles should be checked unless exempt due to school size. Also try to schedule both the pre and post check at the same location and same approximate time of day.

Submit your results at: <https://www.surveymonkey.com/r/MLYCYCT>

Results are due by 5:00 PM on May 18, 2018.

POST-CAMPAIGN DISTRACTION CHECK SUMMARY

(Use this form to tabulate the results of the post-campaign distraction check and enter the results on Survey Monkey by 5:00p.m. on May 18, 2018)

Name of School: _____

Survey Date: _____

Survey Time: _____ (must be the same time for pre and post check)

Survey Location: _____ (must be the same location for pre and post check)

How many vehicles did you check? _____

How many vehicles had drivers that were using cell phones? _____

How many vehicles had drivers that were eating or drinking? _____

How many vehicles had drivers that were talking to passengers? _____

How many vehicles had drivers that were reading something? _____

How many vehicles had drivers that were grooming? _____

How many vehicles had drivers that were using navigation systems? _____

How many vehicles had drivers that were adjusting the radio? _____

How many vehicles had drivers that were involved in other distractions? _____

How many vehicles had any of the above listed distractions? _____

***NEW!** Total Vehicles with all Passengers Belted _____ ÷ Total Vehicles surveyed _____ = _____% buckled up

Sponsor or SRO verifying the results: _____

You must check the SAME number or approximately the same number of vehicles during the pre and post checks, and a minimum of 100 vehicles should be checked unless exempt due to school size. Also try to schedule both the pre and post check at the same location and same approximate time of day.

Submit your results at: <https://www.surveymonkey.com/r/MLY57YV>

Results are due by 5:00 PM on May 18, 2018



ARRIVE ALIVE TWEET SHEET



COPY THESE TWEETS TO YOUR TWITTER DURING ARRIVE ALIVE! USE #ARRIVE ALIVE

Week of March 19th

Remember to buckle up and put away the distractions so you can #ArriveAlive

52 fatal crashes involved a teen who drank and drove in the past 10 years. Don't drink and drive so you can #ArriveAlive

Limit your teen passengers this prom/graduation season to follow VA teen driving laws & decrease your distractions. #ArriveAlive

During the spring/summer months of 2013-2017, 42,014 car crashes involved a teen driver ages 15-20. #ArriveAlive

Week of March 26th

The summer months often result in late night driving for teens, which increases the chance of a fatal crash by 4 times. #ArriveAlive

Everyone wants to #ArriveAlive for prom, but don't forget after prom! Remember Virginia's Zero Tolerance Law, don't drink and drive!

Factors that increase the chance of a teen crash in the summer months are distracted driving, alcohol use, late nights, & speed #ArriveAlive

Football players never step onto the field without their safety equipment; you should never drive off without yours—buckle up! #ArriveAlive

Week of April 2nd

2 weeks of Arriving Alive are down! Keep up the good work even beyond graduation/prom season and into the summer months! #ArriveAlive

Many teens spend their late nights cruising or "joy riding," which often leads to risky behaviors behind the wheel. Remember to #ArriveAlive

Send your #ArriveAlive photos to YOVASO's Facebook account! And follow them on Twitter to see more campaign photos: @_YOVASO_

Hope you have a great weekend. Remember to buckle up & slow down in the spirit of #ArriveAlive!

Week of April 9th

Hope you all had a safe and fun weekend! Don't forget to send in photos of your campaign activities! #ArriveAlive

In VA from 2013 to 2017 during Spring/Summer months, 117 teens were killed in motor vehicle crashes. Don't be a statistic. #ArriveAlive

Don't forget that VA has passenger laws for teens in their first year of driving that restricts teens to only one passenger. #ArriveAlive

Stay safe and remember to #ArriveAlive

**All 2017 data is preliminary*



SYT TWEET SHEET



COPY THESE TWEETS TO YOUR TWITTER DURING ARRIVE ALIVE! USE #ARRIVE ALIVE

Week of April 16th

From the summer months of 2013-2017, 153 out of 42,014 crashes involving a teen resulted in a fatality. #ArriveAlive

Seatbelts save lives, but distracted driving takes lives. Remember to follow driving laws so you can #ArriveAlive

During the spring/summer months, 24% of teen drivers are more likely to drive drowsy. Rest up so you can #ArriveAlive

Have a great weekend and be safe if you'll be traveling! #ArriveAlive

Week of April 23th

See what #ArriveAlive is all about by visiting yovaso.org!

Don't be a statistic this summer! Put away the distractions and buckle up to #ArriveAlive

3 out of 4 fatal crashes occur within 25 miles of home. No matter where you're at, take the right precautions to #ArriveAlive

Encourage your friends and family to put away the distractions and follow driving laws! #AriiveAlive

Week of April 30th

Even vehicles that are moving at less than 40mph can cause serious injury or death. #ArriveAlive

#ArriveAlive is coming to a close, but we will continue encouraging safe driving! You should too!

You can't enjoy your summer break from a hospital bed! Drive safe and #ArriveAlive this summer!

A BIG thanks to everyone who participated in the Arrive Alive Campaign! Our school is saving lives! #ArriveAlive

**All 2017 data is preliminary*

YOVASO.ORG

@_YOVASO_

Tips for Arrive Alive Campaign Reporting

In order to simplify reporting, all reports/results will be completed through Survey Monkey. The tips below will help you prepare for completing the questions on the 3 quick surveys: 1) Pre-Distraction Check Results during week 1 of the Arrive Alive Campaign, 2) Post- Distraction Check Results during week 7 of the Campaign, and 3) Final Arrive Alive Report once the Campaign is over.

Survey Name and Date Due

- **2018 Pre- Distraction Check Results – Arrive Alive:** <https://www.surveymonkey.com/r/MLYCYCT>

Due: May 18, 2018 by 5:00 p.m.

- **2018 Post- Distraction Check Results – Arrive Alive:** <https://www.surveymonkey.com/r/MLY57YV>

Due: May 18, 2018 by 5:00 p.m.

- **2018 Arrive Alive HIGH SCHOOL Final Report:** <https://www.surveymonkey.com/r/T6M9J6K>

Due: May 18, 2018 by 5:00 p.m.

You will be asked to complete the following questions on the 2017 Final Report:

1. Describe in detail your Creative Event.
2. ***NEW:** Provide a **numbered list of up to 15** Call to Action activities and programs your club completed for this campaign aside from the Creative Event. Be sure to include your most creative activities and programs first.
3. ***NEW:** How did you reach members of your community beyond your school? Please explain in detail who you reached, how you reached them, and an estimated number reached.
4. Give an estimated number of campaign materials distributed.
5. How are you submitting photos and/or videos? (Ex: email, social media, Flickr).
6. Estimate the number of educational materials distributed (tip cards, prom/floral cards, etc.).
7. Estimate number of club members/students who led or planned campaign activities.
8. Estimate number of students who actively participated in an activity and/or attended an education program or event.
9. Estimate number of students who heard or saw the campaign message through school announcements, social media, banners, poster displays, education activities, the Creative Project, etc.
10. Estimate number of those who saw the campaign message through media coverage.
11. Estimate the number of students reached by your Creative Project.
12. Estimate the number of adults (and/or other people who aren't students at your school) reached by your Creative Project.

You will be asked to provide the following results for the PRE-Distraction Check Questions for Week 1:

1. Date, time, and location Distraction Checks were conducted
2. Total number of vehicles checked
3. Total number of drivers involved with various distractions
4. Percent of drivers distracted

You will be asked to provide the following results for the POST-Distraction Check Questions for Week 7:

5. Date, time, and location Seat Belt Checks were conducted
6. Total number of vehicles checked
7. Total number of drivers involved with various distractions
8. Percent of drivers distracted