



A Passenger, Pedestrian and Bike Safety  
Campaign for Middle Schools, Youth Groups,  
and Classroom Projects

Helping Students Develop Safe  
Behaviors and Attitudes to 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 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/Youth Group: \_\_\_\_\_

<u>Item</u>	<u>Maximum Per School/Youth Group</u>	<u>Quantity Ordered</u>
<b>Arrive Alive Posters</b>	25	_____
<b>Passenger/Bike/Pedestrian Bookmarks</b>	300	_____
<b>Arrive Alive Pledge Banner</b>	2	_____
<b>"Make Safety a Point" Pencils</b> (Provided by Mid-Atlantic Foundation for Safety and Education)	100	_____
<b>Phone Wallets with a Safety Message</b> (Provided by the Allstate Foundation)	50	_____

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

**Submit this form online at [yovaso.org](http://yovaso.org) by 5:00 PM on March 2, 2018**



# ARRIVE ALIVE CAMPAIGN OVERVIEW

*Arrive Alive is a peer-to-peer traffic safety campaign for Virginia high and middle schools. The middle school campaign focuses on driver, passenger, pedestrian and bicycle safety during the high-risk spring and summer months between April and August.*

## Campaign Goal:

The goal of the Arrive Alive Middle School Campaign is to help students learn the skills to be safe passengers, pedestrians and bicyclists and help them form positive safety habits and attitudes prior to the driving years.

## 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:

- Increase students' knowledge of how to be safe in a vehicle with a focus on increasing seat belt use.
- Increase students' knowledge of how to be a safe pedestrian and bicyclist, with a focus on traumatic brain injury and increased helmet use.
- Encourage positive changes in attitudes and behaviors towards motor vehicle and traffic safety.

## Campaign Components for Competing Schools or Youth Groups

*Schools or youth groups that wish to compete for prizes must complete the **two** components listed below 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 encourages seat belt and good passenger safety habits and/or encourages helmet use and safe bike and pedestrian habits. 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 traffic safety, a bike rodeo, a video developed and shown to the student body, a traffic safety poster contest voted on by the students, a safety day, 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, and/or 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.

2. **Call to Action Activities.** Complete a variety of educational activities and programs that increase knowledge about risky behaviors as a passenger, pedestrian, and/or bicyclist and encourage positive traffic safety habits among students. Activities should incorporate the Arrive Alive Campaign theme and artwork when possible.
  - **Banner Pledge Signings** are a **required activity** and schools or youth groups are encouraged to organize pledge signing events for students throughout the campaign. The estimated number of pledges for your school must be recorded on the final report form. A banner is provided for each school.
  - **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.
  - **Schedule 'ScanEd':** Schools may schedule the **free**, 'ScanEd' program through YOVASO by completing the ScanEd Request Form online at [yovaso.org](http://yovaso.org) or contacting Mary King at 540-375-9581/ [mary.king@vsp.virginia.gov](mailto: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.

- **Schedule a 'Bike Safe' Presentation:** Schools may schedule a **free**, 45 minute BikeSafe presentation 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](mailto:hglynn@aaamidatlantic.com) or call 804-323-6512 to schedule a Bike Safe Presentation. Presentations are limited and will be on a first-come, first-served basis.
- **Other activities** are to be determined by your school or youth group and may include announcements, hanging posters, handing out educational materials, holding a door decorating contest, designing and wearing safety t-shirts, etc.

### **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. Non-competing schools or youth groups may pick one or more of the components to complete based on their schools' resources.

Non-competing schools or youth groups 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.

### **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 **call to action activities**, including the number of students who sign the pledge banner, will also be judged and the activities will add extra points to a school or youth group's overall score.
- **NEW!** Up to 25 bonus points will be added to the overall score for schools or youth groups that reach members of the community beyond their school with the campaign message.
- To be eligible for prizes, participants must complete and report on their **creative project** 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 Report.**

**Step 2: The Arrive Alive Middle School Final Report 2018** will be completed through Survey Monkey at <https://www.surveymonkey.com/r/T6TQKG8>.

**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 to assist the judging panel in understanding and judging the activity. 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](mailto: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 and supporting documentation is **due by 5:00p.m. on May 18, 2018.**

**Campaign Prizes**

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

- The 1<sup>st</sup> place school or youth group will receive \$300 and a congratulations banner.
- The 2<sup>nd</sup> place school or youth group will receive \$200 and a congratulations banner.
- The 3<sup>rd</sup> place school or youth group will receive \$100 and a congratulations banner.

**Campaign Dates and Deadlines**

Entry Form Deadline	<b>March 2, 2018 at 5 p.m.</b>
Campaign Kick-off	<b>March 19, 2018</b> (Schools or youth groups may conduct activities anytime during the campaign)
Campaign Ends	<b>May 4, 2018 at 5 p.m.</b>
Reporting Deadline	<b>May 18, 2018 at 5 p.m. (Final Report, Pre/Post Distraction Reports and all documentation)</b>
Winner Announcement	<b>May 29, 2018</b>

**Campaign Contest 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**

[casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov)

Good luck and have fun with the campaign!





## 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](mailto: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

## ***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 unsafe driving and passenger behaviors.

**Session B : ScanEd.** In this session, students are divided in teams of two and each team is given an iPad and headphones. The teams use the camera feature of the iPad to scan the QR codes on the wrecked car and its contents. As students scan each QR code, they are able to watch various videos and other digital media depicting driving risks, unsafe driving behaviors, top causative factors in a 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 smashed driver’s door would show a slide presentation on the dangers of speeding.)



### **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** donated all the ScanEd equipment to YOVASO to be used in conjunction with state police troopers at schools and safety events across the state. **State Farm Insurance** funded a 2<sup>nd</sup> set of Scan Ed equipment to be based in northern and eastern Virginia.

### **Request ScanEd:**

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

# Virginia Passenger, Pedestrian, and Bicycle Statistics Youth (ages 10 to 14)



## 2017 Youth-Related Injuries:

- 1,350 youth injured in motor vehicle-related crashes \*
    - 586 Male
    - 738 Female
  - 1,190 were **passengers** in motor vehicles \*
    - 481 Male
    - 690 Female
    - **5% (50) were unrestrained**
  - 90 were **pedestrians**
    - 50 Male
    - 40 Female
  - 47 were **bicyclists**
    - 37 Male
    - 6 Female
- A total of 88 crashes involved a young pedestrian aged 10 to 14
- A total of 49 crashes involved a young bicyclist aged 10 to 14

## 2017 Youth-Related Fatalities:

- 10 youth were killed in motor vehicle-related crashes
  - 6 Male
  - 4 Female
- 7 were **passengers** in a motor vehicle
  - 3 Male
  - 4 Female
  - **57% (4) were unrestrained**
- 1 was a pedestrian
  - 1 Male
  - 0 Female
- 2 were bicyclists
  - 2 Male
  - 0 Female

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## 2016 Youth-Related Injuries:

- 1,477 youth injured in motor vehicle-related crashes \*
    - 691 Male
    - 779 Female
  - 1,305 were **passengers** in motor vehicles \*
    - 573 Male
    - 726 Female
    - **7% (79) were unrestrained**
  - 108 were **pedestrians** \*
    - 64 Male
    - 44 Female
  - 49 were **bicyclists** \*
    - 42 Male
    - 7 Female
- A total of 103 crashes involved a young pedestrian aged 10 to 14
- A total of 52 crashes involved a young bicyclist aged 10 to 14

## 2016 Youth-Related Fatalities:

- 3 youth were killed in motor vehicle-related crashes
  - 2 Male
  - 1 Female
- 1 was a **passenger** in a motor vehicle
  - 1 Male
  - 0 Female
  - **0 were unrestrained**
- 1 was a pedestrian
  - 0 Male
  - 1 Female
- 1 was a bicyclists
  - 1 Male
  - 0 Female

\* Sex of some not stated on crash report

Source: Virginia DMV Highway Safety Office (2017 data is preliminary)

**Note: All 2017 data listed is preliminary**





# Call to Action Activity Ideas

Use the following ideas as a starting point 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 wearing a seat belt, being a good passenger and walking and biking safely.

## Seat Belt and Passenger Safety Ideas:

- Hold a pledge day during lunch or before a sporting event where students sign the banner, pledging to buckle up and be safe passengers, bicyclists, and pedestrians
- Make a large thermometer or poster board to measure the progress of signatures on the pledge banner
- Request YOVASO’s interactive ScanEd program
- Enter names of students who signed the pledge or completed the survey into drawings for prizes
- Request the “TXT LATER. BUCKLE UP NOW. ARRIVE ALIVE.” stencil from YOVASO or use sidewalk chalk to write safety messages on sidewalks, parking lots or other visible areas
- Design traffic safety door art to display on homeroom doors and/or make table tent cards for the school cafeteria
- Ask teachers to write safety messages on their chalkboards or dry erase boards
- Design a school bulletin board with the “Arrive Alive” slogan
- Include information about the Arrive Alive campaign in your school newsletter
- Place an Arrive Alive or a buckle-up message on your school marquee
- Design and send home parent flyers on seat belt and passenger safety
- Ask your local radio stations and newspapers to promote the campaign and the school’s participation
- Design a Facebook, Twitter or other social media source to promote the campaign and its messages
- Have the English class write “Arrive Alive” letters to high school students encouraging them to buckle up and drive safely during prom and graduation
- Create buckle-up flyers to hand out to the students and faculty or setup a safety display at a sporting event
- Make buckle-up safety announcements over the intercom at your school
- Hold a safety assembly for the student body with fun skits, videos, poems, etc. about safety
- Write a short skit on buckling up and being a safe passenger that each class can act out during a designated time set by the teacher
- Have an “Arrive Alive” Day and ask students, faculty and staff to wear white t-shirts with a personally designed buckle up message to show their commitment for always buckling up
- Have students write a message about the importance of safe driving and/or passenger safety on strips of construction paper. Staple or glue the strips together to form a long, connected chain that visually shows your school’s mission to “Arrive Alive”
- Design a bulletin board displaying all the ways to be a safe passenger
- Ask English teachers to have their students write a short essay or a poem about how they plan to be safe in a vehicle
- Ask Art teachers to have students design posters showing the different ways to be a safe passenger
- Make large seat belts out of construction paper and hang on classroom doors with a message like “Buckle Up. Arrive Alive.”

# Call to Action Activity Ideas (Continued)

## **Bicycle and Pedestrian Safety Ideas:**

- Participate in activities leading up to National Bike to School Day on May 9, 2018. Resources are available online at <http://www.walkbiketoschool.org/ready/about-the-events/bike-to-school-day>
- Schedule a BikeSafe presentation during the campaign with the Mid-Atlantic Foundation for Safety and Education. Contact Haley Glynn, hglynn@aaamidatlantic.com or call 804-323-6512
- Organize a bike rodeo demonstrating bike safety attire and skills
- Post maps that highlight the quickest, safe cycling and walking routes to school
- Partner with a local bike shop and organize a bike tune-up event
- Outfit your school mascot with a helmet, knee pads, and elbow pads during school sporting and other fun events
- Organize a helmet fitting and provide education on helmet wear
- If your school has bike racks, spruce them up with a fresh coat of paint and make sure students are aware of their location on campus
- Pedestrian Rodeo: Exactly like a bike rodeo – create a “safety town” course that kids must safely navigate through using crosswalks, looking both ways, etc.
- Play Red Rover, but have participants practice looking both ways before running over!
- Red Light Green Light: Players stand at one end of a field or park, while the leader stands at the other. The leader has their back turned and calls “green light.” All players can run during green light. At any time, though, the leader can turn around and yell “red light.” All players must then freeze in place. The leader can also call out “yellow light” where participants must walk instead of run. The first person across the finish line wins.
- Create a brain injury curriculum to be used in science lectures
- Encourage students to bike or walk to school during the campaign
- Have a prize drawing for students who walk or ride their bike to school during the campaign
- Host a poster design contest that focuses on bike or pedestrian safety
- Create and pass out a tip card to help students remember ways to be safe while riding a bike
- Set up a pledge table at lunch and have students sign a pledge to be safe bicyclists
- Have students complete a survey on bike safety
- Enter names of students who sign pledge or complete the survey into drawings for prizes
- Place a reminder about the campaign or a bike safety message on your school marquee
- Send bike safety text messages to students and/or make safety announcements over the intercom
- Write a short skit on riding bikes that each class can act out during a designated time set by the teacher
- Ask teachers to write bike safety messages on their chalkboards or dry erase boards
- Invite a bike safety advocate to speak during an assembly or gym class at your school
- Be creative, have fun, and come up with your own ideas!

# Arrive Alive Safety 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.

## Seat Belt and Passenger Safety Announcements:

- Our school is participating in the statewide "Arrive Alive" Campaign March 19 – May 4, 2018. Help us with this statewide challenge by promising to buckle up every time you are in a vehicle. Also remember to be a good passenger –avoid being a distraction to the driver!
- Did you know preliminary data for 2017 indicates 21% of fatal crashes involving a teen driver in Virginia were caused by inattention/distractions? As a passenger, you should avoid distracting the driver. This summer, be a part of the solution and help everyone Arrive Alive! (Va. DMV Highway Safety Office)
- 48 teenagers ages 15-20 were killed in car crashes in Virginia in 2017(preliminary). As passengers, we can help save lives – always buckle up; be helpful to the driver and avoid being a distraction in a vehicle. (Va. DMV Highway Safety Office)
- Did you know that preliminary data shows 1,350 youth aged 10 to 14 were injured and 10 were killed in motor vehicle-related crashes in Virginia in 2017? As passengers, we have the right to ask a driver to stop driving unsafely or call our parents to come pick us up if we feel unsafe. It's our right to Arrive Alive. (Va. DMV Highway Safety Office)
- Catching a ride with high school drivers or adults you know is okay if you have your parent's permission, but it's important to remember to call your parents if you ever feel unsafe riding with someone. It's your right to speak up. Ask the driver to stop the unsafe behavior and/or call a parent to come pick you up.
- Car crashes are not only the number one cause of injury and death for U.S. teens aged 15-20, they are also the leading cause of death for every age 11 through 14. Our age group doesn't have to be a statistic. Buckle up and refuse to ride with a driver who is being unsafe! (National Center for Health Statistics)
- Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. If you are riding with someone who is driving way too fast, speak up and tell them to slow down. Preliminary data shows in 2017 over 30% of all fatal teen crashes in Virginia were caused by speeding. (Va. DMV Highway Safety Office)
- Distracted driving isn't just using your cell phone while driving. It also includes eating and drinking, grooming, adjusting the radio and even joking around with passengers! When you're riding in the car, be sure to help the driver by not being a distraction so everyone Arrives Alive!
- Did you know that Virginia has a passenger limit law for young drivers? Or that the risk of a fatal crash for young drivers goes up in direct relation to the number of passengers in the vehicle? Refuse to ride with a young driver who is carrying too many passengers and disobeying Virginia's passenger limitation law. Choose to Arrive Alive.

## Bicycle Safety Announcements:

- Wearing a helmet while biking reduces your risk of serious injury or death by 85% according to the National Highway Safety Administration. To Arrive Alive, always wear a helmet and follow biking rules!
- Always wear a properly fitted helmet. Remember the 2V1 Rule. There should be no more than "2" fingers widths between the helmet and eye brows to provide forehead coverage. The straps should form a "V" around the ears. And you shouldn't be able to fit more than "1" finger under your chin strap.

# Arrive Alive Safety Announcements (Continued)

- When riding on the road, always ride on the right side with traffic and follow all traffic signs and signals
- Don't leave other road users in the dark- Hand signals alert motorists and other cyclist of your intentions.
- Don't use a cell phone, iPod or other electronic devices that could take your attention away from riding your bike. Distracted biking is dangerous!
- Wear bright colors and use bike reflectors so cars and other cyclists can see you.
- When riding between sunset and sunrise, cyclists in Virginia are required by law to ride with a front white headlights and a red rear reflector.
- Use the buddy system; it could save your life. Always tell someone when and where you plan to cycle.
- Helmets are designed to absorb the shock of one fall and save your life.
- Have the right "Mindset"- A football star, a baseball batter or a lacrosse player would never take the field without a helmet so it's a no brainer to wear a helmet while biking as well.
- When crossing train tracks, either walk or ride your bicycle across with your wheels perpendicular to the tracks to avoid getting tires caught.
- Always choose safer walking and bicycling routes. Safe routes include areas that have sidewalks, paths, bicycle lanes, good lighting, low traffic volume and low speed limits.
- Bicyclists should always scan parked vehicles for passengers who might open doors. When passing parked cars, allow enough room between the bicycle and vehicles to avoid opening doors. Always scan behind for oncoming traffic before swerving into another lane.
- Bicyclists should always be observant of pedestrians. Pedestrians are often unpredictable and sometimes neglect to search for traffic before entering the street.

For additional ideas, statistics, facts, and graphs please visit the following websites:

- Mid-Atlantic Foundation for Safety and Education: <http://midatlantic.aaa.com/Foundation/Overview>
- American Academy of Pediatrics: <http://www.aap.org/>
- National Highway Traffic Safety Administration: <http://www.nhtsa.gov/>
- Virginia Department of Motor Vehicles: [www.dmvNOW.com](http://www.dmvNOW.com)
- Drive Smart Virginia: <http://www.drivesmartva.org/>
- Safe Kids USA: <http://www.safekids.org/>

# 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 2018 Arrive Alive Middle School Final Report once the campaign is over.

## Survey Name and Date Due

- **2018 Arrive Alive MIDDLE SCHOOL Final Report:** <https://www.surveymonkey.com/r/T6TQKG8>

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 how many campaign materials were 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.