



A Passenger, Pedestrian and Bike Safety
Campaign for Middle Schools

Helping Students Develop Safe
Behaviors and Attitudes to Arrive Alive

March 20 - May 5, 2017

Sponsored by

YOVASO
YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY



CAMPAIGN REGISTRATION & ORDER FORM

- Our school will compete in the 2017 "Arrive Alive" Campaign
- Our school will participate in the 2017 "Arrive Alive" Campaign, but will not compete for prizes

Name of Middle School _____

School Address: _____ City _____ Zip _____

School Telephone: _____

School Resource Officer/Sponsor: (should be individual assisting students with the campaign)

Name: _____

Telephone: _____

E-Mail: _____

Current Student Enrollment for the School: _____

Number of Students in your Club: _____

<u>Item</u>	<u>Maximum Per School</u>	<u>Quantity Ordered</u>
Arrive Alive Posters	10	_____
Passenger/Bike/Pedestrian Tip Cards	200	_____
Arrive Alive Pledge Banner	1	_____
"Make Safety a Point" Pencils (Provided by Mid-Atlantic Foundation for Safety and Education)	100	_____
Sunglasses with a Safety Message (Provided by the Allstate Foundation)	50	_____

★ Schools may borrow the "TXT LATER. BUCKLE UP NOW. ARRIVE ALIVE." stencil and the Vince and Larry crash dummy costumes by emailing casey.taylor@vsp.virginia.gov

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 by 5:00 PM on March 3, 2017



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

- 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

*Schools 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, 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 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 2017 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 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.

(Continued)

- **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.
- **Optional:** Schools are also encouraged to 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. Schools that hold a presentation will be given 50 extra points during the judging process. Contact Haley Glynn, email 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.

Campaign Components for Non-Competing Schools

Schools 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 may pick one or more of the components to complete based on their schools' 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.

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 each activity will add extra points to a schools overall score.
- Schools that hold a BikeSafe presentation by the Mid-Atlantic Foundation for Safety and Education will have 50 points added to their combined score for the **creative project** and **call to action activities**.
- 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, 2017**

Campaign Reporting Steps

Step 1: All participating schools (competing and non-competing) must complete the campaign Final Report.

Step 2: All final reports/results will be completed through Survey Monkey at <https://www.surveymonkey.com/r/3DJ2BMC> (Arrive Alive MIDDLE SCHOOL Final Report 2017)

- List all **call to action activities** your school completed, if any, on the Survey Monkey final report form, including an overall estimate of the number of students reached by the activities.
- Describe in detail the **creative project**, if you completed this component, on the Survey Monkey final report form, including a detailed description and the number of students who actively saw, heard and/or participated in the Creative Project.

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

- All schools (competing and non-competing) are encouraged to submit photos and other campaign visuals
- Competing schools 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 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:

(Continued)

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 19, 2017.**

Campaign Prizes

Cash prizes for the Middle School Arrive Alive Campaign are provided by the
Mid-Atlantic Foundation for Safety and Education

The top three schools placing in the middle school division will receive the following cash prizes:

1st Place: \$300.00 and a prize banner
2nd Place: \$200.00 and a prize banner
3rd Place: \$100.00 and a prize banner

Campaign Dates and Deadlines

Entry Form Deadline **March 3, 2017 at 5 p.m.**
Campaign Kick-off **March 20, 2017** (Schools may conduct activities anytime during the campaign)
Campaign Ends **May 5, 2017 at 5 p.m.**
Reporting Deadline **May 19, 2017 at 5 p.m. (Final Report, Pre/Post Distraction Reports and all documentation)**
Winner Announcement **May 29, 2017**

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

Good luck and have fun with the campaign!



ScanEd

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

*Schools 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 2nd set of Scan Ed equipment to be based in northern and eastern Virginia.

Request 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.



Virginia Passenger, Pedestrian, and Bicycle Statistics

Youth (ages 10 to 14)



2016 Youth-Related Injuries:

- 1,426 youth injured in motor vehicle-related crashes *
 - 662 Male
 - 757 Female
- 1,263 were **passengers** in motor vehicles *
 - 552 Male
 - 705 Female
 - **6% (76) were unrestrained**
- 104 were **pedestrians**
 - 61 Male
 - 43 Female
- 45 were **bicyclists**
 - 38 Male
 - 7 Female

- A total of 100 Crashes Involved a young pedestrian aged 10 to 14
- A total of 48 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

2015 Youth-Related Injuries:

- 1,373 youth injured in motor vehicle-related crashes *
 - 606 Male
 - 756 Female
- 1,210 were **passengers** in motor vehicles *
 - 497 Male
 - 702 Female
 - **6% (76) were unrestrained**
- 84 were **pedestrians** *
 - 45 Male
 - 39 Female
- 61 were **bicyclists** *
 - 52 Male
 - 9 Female

- A total of 84 crashes involved a young pedestrian aged 10 to 14
- A total of 61 crashes involved a young bicyclist aged 10 to 14

2015 Youth-Related Fatalities:

- 7 youth were killed in motor vehicle-related crashes
 - 4 Male
 - 3 Female
- 6 were **passengers** in motor vehicles
 - 3 Male
 - 3 Female
 - 50% (3) were unrestrained
- 1 was a pedestrian
 - 1 Male
 - 0 Female
- 0 were bicyclists
 - 0 Male
 - 0 Female



* Sex of some not stated on crash report
Source: Virginia DMV Highway Safety Office (2016 data 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 10, 2017.** 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 20 – May 5, 2016. 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 that in 2016, 21% of crashes in Virginia involved a driver who was distracted? 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)
- 71 teenagers ages 15-20 were killed in car crashes in Virginia in 2016. 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 1,426 youth aged 10 to 14 were injured and 3 were killed in motor vehicle-related crashes in Virginia in 2016? 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. During 2016 over 50% of all fatal teen crashes in Virginia are 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! The next time you go for a ride, make sure you're helping the driver by not being a distraction so everyone Arrives Alive!
- Did you know that Virginia has a passenger limitation 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!
- In Virginia, if you are 14 and younger, you are required by law to wear a helmet while biking
- 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. So, 1 crash- helmet in the crash.
- 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: <http://www.dmv.state.va.us/>
- 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 3 quick surveys: 1) Pre-Distracted Check Results during week 1 of the Arrive Alive Campaign, 2) Post- Distracted Check Results during week 7 of the Campaign, and 3) Final Arrive Alive Report once the Campaign is over.

Survey Name and Date Due

- **2017 Arrive Alive MIDDLE SCHOOL Final Report:** <https://www.surveymonkey.com/r/3DJ2BMC>

Due: May 19, 2017 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. Provide a numbered list of all Call to Action activities and programs your club completed for this campaign aside from the Creative Event. (Remember to include activities such as making announcements, displaying posters/banners, social media posts, etc.). Every activity and idea you complete should be listed and the more detailed you are, the better the chances of placing in the competition
3. Briefly describe how the campaign materials were used and give an estimated number of materials distributed
4. How are you submitting photos and/or videos? (Ex: email, social media, Flickr).
5. Estimate the number of educational materials distributed (tip cards, prom/floral cards, etc.)
6. Estimate number of club members/students who led or planned campaign activities
7. Estimate number of students who actively participated in an activity and/or attended an education program or event
8. 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.
9. Estimate number of those who saw the campaign message through media coverage
10. Estimate the number of students reached by your Creative Project
11. Estimate the number of adults (and/or other people who aren't students at your school) reached by your Creative Project

WE PLEDGE



TO BE SAFE PASSENGERS, PEDESTRIANS AND BICYCLISTS



Tips for a Safe Bike Ride

- **Wear the Proper Gear** - Helmet, bright clothing, elbow and knee pads
- **Do a Safety Check** - Inspect tires, brakes and chains before each ride
- **Use Bike Paths** - Or stay on lightly traveled streets
- **Follow a Buddy System** - Always tell someone where you are going

Never let others pressure you into riding unsafely

Rules of the Road

Cyclists must obey the same rules as drivers

- Travel in the same direction as traffic
- Signal when turning
- Stop at all stop signs
- Yield to pedestrians and cars



Everyone 14 years and younger must wear a helmet when riding a bike in Virginia!



Helmet Fitting

- Measure your head
- Select the right size helmet
- Adjust fit and position
- Tighten straps and buckles until snug
- Test the fit - there should be little movement when the head is shaken

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YOVASO

YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY

 @_yovaso_
 @_YOVASO_
 yovaso.virginia

Be a Safe Passenger

- **Buckle up** - Always wear your seat belt!
- **Avoid Driver Distractions** - Talk quietly and stay seated
- **Speak Up** - Always call a parent to come get you if you feel unsafe riding with any driver!

Did You Know?
Car crashes are the leading cause
of death for all youth ages 11
through 14.

Source: National Center for Health Statistics



Tips for Pedestrians




- Always cross the street at a designated crosswalk or intersection.
- Increase visibility at night by carrying a flashlight and wearing reflective clothing.
- Sidewalks are safest, but if one isn't available, walk on the shoulder facing traffic.




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YOVASO

YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY

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Be a Safe Passenger

- **Buckle up** - Always wear your seat belt!
- **Avoid Driver Distractions** - Talk quietly and stay seated
- **Speak Up** - Always call a parent to come get you if you feel unsafe riding with any driver!

Did You Know?
Car crashes are the leading cause
of death for all youth ages 11
through 14.

Source: National Center for Health Statistics



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KEEP THESE TIPS IN MIND TO BE SAFE AND ARRIVE ALIVE

Passengers

- Buckle up
- Avoid driver distractions
- Speak up if you feel unsafe



Pedestrians

- Use sidewalks
- Cross at crosswalks
- Be Visible



Cyclists

- Wear a helmet
- Ride with traffic
- Wear reflective clothing

