



QUICK AND EASY 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.

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 speeding, cruising, driving with too many passengers, staying out past curfew, drowsy driving, and alcohol use.
- Promoting safe driving and responsible celebrations during prom, graduation, and other celebratory events.

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.

Simple Activities to Promote Safe Behaviors Among Passengers and Drivers:

- **Banner Pledge Signings** - Organize pledge signing events for students throughout the campaign to discourage unsafe celebrations and irresponsible driving during this high-risk time.
- **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 or student cars.
- **Phone Wallets with a Safety Message** – Hand out the phone wallets during school events or in conjunction with other activities to remind students to be safe on the roads.
- **What to do After a Crash Card** – Hand out cards during school events or in conjunction with other activities.
- **Bookmark** – Hand out the bookmarks during school events or in conjunction with other activities. The tips will educate students on the key factors in teen crashes during spring and summer.
- **Posters** – Hang the posters in highly visible locations around the school to remind students to be good passengers and drivers.
- **Announcements** – Make safe driving announcements during school, at sporting events, and/or other school activities.
- **See attached Arrive Alive Campaign Guide** for more ideas and detailed information on developing a creative project or completing distracted driving checks.

Campaign Reporting Steps

Step 1: Complete the Arrive Alive Campaign Final Report: <https://www.surveymonkey.com/r/T6M9J6K>

Step 2: If your school completed distraction checks, complete the following reports:

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

Step 3: Submit your campaign pictures, videos, etc. to yovaso2001@gmail.com. Otherwise, please indicate on our final report how you will be submitting pictures, videos, etc. to YOVASO.

- ★ **DATES TO REMEMBER:** Please register for this campaign online or by completing the attached Registration Form by March 2, 2018 at 5:00p.m. The campaign kicks-off March 19, 2018 and will continue through May 4, 2018. The Final Report and Pre/Post Distraction Check Reports are due May 18, 2018 by 5:00p.m.
- ★ For questions or assistance with the “Arrive Alive” Campaign, contact campaign coordinator, **Casey Taylor at (540) 375-3596** or by email: casey.taylor@vsp.virginia.gov