



QUICK AND EASY CAMPAIGN OVERVIEW

Arrive Alive is a peer-to-peer traffic safety campaign for Virginia high and middle schools, youth groups, and Project Based Learning (PBL) classes. The campaign for middle school-aged students focuses on 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.

Simple Activities to Promote Safe Behaviors Among Passengers, Pedestrians, and Bicyclists:

- **Banner Pledge Signings** - 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.
- **Phone Wallets with a Safety Message** – Hand out the sunglasses during school events or in conjunction with other activities to remind students to be safe passengers, bicyclists, and pedestrians.
- **“Make Safety a Point” Pencils** – Hand out the pencils during school events or in conjunction with other activities to remind students to be safe on the roads.
- **Bookmark** – Hand out the bookmarks during school events or in conjunction with other activities. The tips will educate students on how to be safe passengers, pedestrians, and bicyclists.
- **Posters** – Hang the posters in highly visible locations around the school to remind students to be safe pedestrians, passengers, and cyclists.
- **Announcements** – Make seat belt, passenger safety, and/or bicycle safety 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/T6TQKG8>

Step 2: 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:

Registration Form Due:	March 2, 2018 at 5 p.m.
Campaign Kick-off:	March 19, 2018
Campaign Ends:	May 4, 2018 at 5 p.m.
Final Report Due:	May 18, 2018 at 5 p.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