



February 20, 2018

Dear School Resource Officers and Club Sponsors,

**Warm weather is just around the corner and YOVASO is kicking off the annual Arrive Alive Campaign to help keep our teen drivers and young students safe during this high-risk season.**

This peer-to-peer campaign is for Virginia high and middle schools and youth groups and will be open from March 19 through May 4. The focus of the high school campaign is to encourage safe driving and passenger safety among teens during the warm weather months, including prom and graduation season. The focus for middle schools is on passenger safety, traffic safety, and developing good safety behaviors prior to the driving years. The campaign is in partnership with the Virginia State Police with grant funding provided by the Virginia Department of Motor Vehicles Highway Safety Office. Grants from Allstate and State Farm will support prizes and educational incentives. WFXR Television in Roanoke is the media sponsor for both the middle and high school campaigns.

We encourage all schools and youth groups to participate in this free campaign by filling out the online registration and order form at [www.yovaso.org](http://www.yovaso.org) by March 2. **Any school or youth group may register and order materials to help promote safety during this high-risk period.**

**\*NEW!** Attached is an **Arrive Alive Quick & Simple Sheet** to help schools and youth groups with limited time and resources to easily organize activities and programs.

Schools or youth groups that would like to compete for prizes will register and complete all campaign components. These groups should refer to the attached **Arrive Alive Campaign Packet** which covers all the components for competition. Competing schools and youth groups will complete a variety of fun and creative components, led and designed by students. The high school winners will be selected based on their creative project, distraction checks and call to action activities completed. Middle school winners will be selected based on their creative project and call to action activities. The creative project (outlined in the campaign packet) will carry the most weight. The campaign packet includes a full list of activity ideas, statistics, public service announcements, and distraction check forms that are helpful to both competing and non-competing schools.

The materials, activity ideas, and projects can also be easily incorporated into project based learning (PBL) classes and regular classes, especially through health, science, and driver education; but can also be used as projects to tie in with art, math, English, and other classes.

We encourage your school, youth group, classroom, or youth organization to participate in this fun and simple campaign. It is a creative way to engage teens and youth in leading projects and programs addressing youth traffic safety during this period of increased risk. By creating a positive influence for safe teen driving and passenger safety this spring, our young leaders can help keep their peers and communities safer.

Thank you for participating and enjoy the campaign!

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Note: All schools and youth groups, competing **and** non-competing, must complete a simple final campaign report on Survey Monkey. As a grant-funded program, we need your feedback to continually improve our program and ensure continued funding for the school campaigns.

**Instructions for reporting can be found in the Campaign Packet under Campaign Reporting.**