

# **YOVASO**

## **YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY**



## **ACTION PLANNING GUIDE**

## **WHAT IS ACTION PLANNING?**

An action plan helps groups communicate and share resources. It considers long-term and short-term goals, and provides an organized process for realizing these goals.

## **WHY USE ACTION PLANNING?**

For groups to accomplish goals, they must have a vision or mission. The action plan helps you connect your end result and the specific tasks necessary to complete the project.

## **QUESTIONS TO ASK YOURSELF**

- What is the mission of your organization?
- What are the steps you must take to reach your mission?
- Which goals are most important to your organization?
- How will we reach those goals?
- What are our resources? Our potential obstacles?
- How will we determine if we are making progress on our action plan?
- Am I willing to work collaboratively with others?

**WHAT ARE THE PROBLEM AREAS IN YOUR SCHOOL OR COMMUNITY?**

**WHAT ARE YOUR GOALS AND OBJECTIVES?**

**WHO IS YOUR TARGET AUDIENCE?**

**WHAT ARE YOU GOING TO DO?**

**WHAT ARE SOME OBSTACLES YOU MIGHT FACE?**

**HOW WILL YOU DEAL WITH THESE OBSTACLES?**

**WHAT RESOURCES DO YOU NEED?**

**WHEN WILL YOUR ACTIVITIES TAKE PLACE?**

**WHERE WILL YOUR ACTIVITIES TAKE PLACE?**

**HOW WILL YOU PAY FOR YOUR ACTIVITIES?**

**HOW WILL YOU SPREAD THE WORD?**

## CAMPAIGNS

### FALL SAFE DRIVING CAMPAIGN

- Lasts three weeks
- September & October
- Objective: to increase seat belt usage
- Seat belt checks, pledge card signing, football game activity, call to action activities
- Open to middle and high schools
- Prizes offered



### HALLOWEEN SAFE DRIVING MINI CAMPAIGN

- Last two to four weeks
- October
- Objective: to increase the number of students celebrating responsibly
- Open to middle and high schools



### HOLIDAY SAFE DRIVING MINI CAMPAIGN

- Lasts eight weeks
- November & December
- Objective: to increase the number of students celebrating responsibly
- Open to high schools only



## WINTER SAFE DRIVING CAMPAIGN

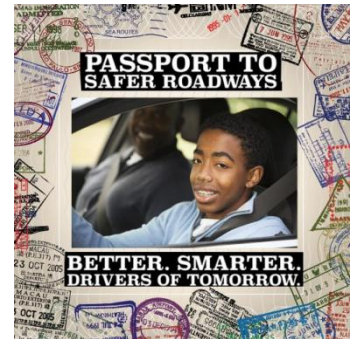
- Lasts four weeks
- February
- Objective: to prevent speeding and impaired driving, to increase seat belt usage
- Surveys, creative project, call to action activities
- Open to high schools only
- Prizes offered

***MISSION:POSSIBLE***



## MIDDLE SCHOOL CAMPAIGN

- Lasts two weeks
- March
- Objective: to increase passenger safety and seat belt usage
- Surveys, seat belt checks, call to action activities
- Open to middle schools only
- Prizes offered



## SPRING SAFE DRIVING CAMPAIGN

- Lasts four weeks
- April & May
- Objective: to establish safe driving behaviors during prom, graduation and summer
- PSA contest, distraction checks, call to action activities
- Open to high schools only
- Prizes offered

