

YOVASO

YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

BACK TO SCHOOL MEMBERSHIP DRIVE

It's that time of year again! Back to school! The start of a new academic year is busy and exciting. Students, teachers, and parents alike are reenergized and eager for interaction, new opportunities, and growth. Here at YOVASO we are equally as excited. As summer comes to a close we are looking forward to a successful and meaningful year with less traffic safety issues, more clubs, and lots of fun! We want current schools to stay involved, become even more active, and excel this year. And, we hope to bring on many new member schools with the goal of lowering crashes and fatalities, building new leaders, and making a meaningful change.

RENEW YOUR YOVASO MEMBERSHIP NOW and enjoy all the free benefits!

Click the link below to rejoin today. It's quick and easy and will have your school ready for the year ahead!

<http://www.yovaso.org/member-schools/register-your-club>

A variety of free services:

YOVASO is completely FREE and the benefits are numerous! We offer exciting, interactive **campaigns** throughout the year to keep our teens safe on the roads and raise traffic safety awareness. Our campaigns are fun and offer incentives, friendly competition with other schools, and bring teens together for a meaningful common purpose.

To get your club on track for a successful year we provide free **trainings**. Young, enthusiastic college students known as Regional Trainers conduct these trainings. These young men and women are relatable, well-trained, and passionate about traffic safety. They come to your school with presentations, planned activities, tons of pictures and videos, and lots and lots of energy!

And if you just can't get enough of YOVASO during the school year, we even hold a **Summer Leadership Retreat**. It's free and fantastic. Students will learn more in depth information, hear

from experts and motivational speakers, and spend a week bonding and growing in their leadership abilities. We allow the students to take ownership over their school's respective YOVASO club and give them the opportunity to save the lives of their friends, and other young people just like them.

Many free resources:

YOVASO has a wide variety of resources to support your safe driving initiatives, including Vince and Larry, Snap Dragon, and Grim Reaper costumes; impaired driving and concussion goggles, educational materials, videos, and much more. Click on the links below to access some of our most popular resource guides, lesson plans, activity ideas, and trainings:

“Taking the Wheel for Safer Teen Driving”

<http://www.yovaso.org/resources/membership-manual>

Safe Driving Lesson Plans

<http://www.yovaso.org/resources/safe-driving-lesson-plans>

Online Activities & Resource Guide

<http://www.yovaso.org/resources>

YOVASO 101

YOVASO 101 is our peer-to-peer leadership training program for member clubs. This year the training has been revamped and is better than ever! The new training includes fun activities, engaging videos, the latest statistics, and more! To register for a YOVASO 101 training to be conducted by one of our Regional Trainers you can follow this link:

<http://www.yovaso.org/member-schools/training-request-form>

Let's Get Social!

This summer, YOVASO expanded its social media outreach to better connect with our teens . Be sure to follow us on our three main social platforms: Facebook, Twitter, and Instagram. And check out our blog located on our website. We'll be posting the latest YOVASO information, pictures, stats, encouraging words, and much more! We want to get connected with you, your club, and to foster a candid conversation about traffic safety. We hope to offer contests and other incentives in the future, so there's never been a better time to click that *follow* button!



www.facebook.com/yovaso.virginia



Twitter: @_YOVASO_



Instagram: @_YOVASO_

Campaigns

For a complete list of our fun and exciting campaigns, their dates, and details click the link below!

<http://www.yovaso.org/campaigns>

Save Your Tail-Gate, Buckle Up

Our annual fall kick-off campaign is Save Your Tail-gate, Buckle Up! This campaign focuses on the importance of seat belts and buckling up! The SYT Campaign is a competition between participating Virginia schools to increase safety belt educational and awareness activities at middle and high school levels and to increase overall seat belt use among teenagers. SYT kicks off September 15 and runs until October 10, 2014. To accommodate all Virginia school start dates, schools will be competing in the same campaign but can choose which time period they would like to enter. Non-competing schools may also select their preferred time period. Period 1 runs from September 15 to October 3, 2014. Period 2 runs from September 22 to October 10, 2014. Period 1 participants must submit form by 5:00pm on September 5. Period 2 participants must submit form by 5:00pm on September 12. Registration forms and information can be found by clicking on the above link under *Campaigns*. The winning school will receive a tailgate party at a home football game courtesy of YOVASO and The Allstate Foundation.

Please join the campaign regardless of whether you plan to compete or not. The goal is to increase seat belt use among teens and youth and all activities, no matter how small, make a difference! For more detailed information, registration forms, and more regarding SYT click the link below:

<http://www.yovaso.org/campaigns/save-your-tail-gate>

Support is only a call away

Should your club ever require assistance with recruiting, getting started, events, or anything at all please feel free to contact us! We have materials to assist with recruiting and are always more than happy to send a staff member your way to help make your club the best it can be!

A time of change and growth

We are very excited that YOVASO will become a program of the Virginia State Police on October 1. This new partnership will provide more services and resources for our schools and enable YOVASO to grow and expand. Stay tuned in coming months to learn about these opportunities.

Please bear with us...

Although we are working diligently to minimize delays in services during our transition in October, we do anticipate some bumps in the road. Although all full-time staff are now in the process of being transitioned to state employees, it is anticipated that the transition of part-time staff and Regional Trainers may take several weeks in October to complete. With a reduced staff, we may be unable to fulfill training requests and requests to participate in events, meetings, and other activities during the early part of October. Our computer system may also be down temporarily as we convert all files, website, emails, and other technology to the Virginia State Police system. Please bear with us during this exciting, yet busy time. We promise to move as quickly as possible in order to get back to full speed and to providing you with the services you need and expect!

Keep in contact and get to know our new staff

Along with our many changes, come two new staff members to the YOVASO team! Sarah Westphal and Blair McGee began working for YOVASO this summer and are ready to hit the ground running this school year! Sarah serves as the Marketing and Training Specialist in our Richmond office. She has been hard at work developing YOVASO 101 Trainings and working with Regional Trainers to ensure a successful year. Blair works part time in our Roanoke office as our Digital Media Consultant taking care of all things social and helping with member services.

Stay tuned for new contact information...

Currently, our contact information remains the same, however, our offices will be moving to Virginia State Police facilities in Salem and Richmond in October. We will be posting the new contact information to our website and social media sites in late September, as well as emailing all member schools. Please using the following contact information until further notice:

Roanoke Office:

303 Norfolk Avenue SW, Roanoke, VA 24016

(540) 345-0003 phone (540) 345-0025 fax

Program Administrator: Mary King (maryking@yovaso.net)

Digital Media/Membership Services: Blair McGee (blairmcgee@yovaso.net)

Office Support: Callie Clary (membership@yovaso.net)

Richmond Office:

6944 Forest Hill Avenue, Richmond, VA 23269

(804) 548-4117 phone (804) 320-2616 fax

Marketing and Training Specialist: Sarah Westphal (sarahwestphal@yovaso.net)

Our Thanks to YOU!

YOVASO thanks YOU for making 2013 a hugely successful year! Your participation in and dedication to our program helped reduce the teen fatality rate to a historic low of 64 in 2013. With your continued support and student leadership in the peer-to-peer clubs, we can help reduce that number even further in the years to come!

Please Remember to Rejoin Today!