

# YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY



BUCKLE UP & SLOW DOWN

## 2018 SAVE YOUR TAILGATE, BUCKLE UP & SLOW DOWN CAMPAIGN

A statewide program for high schools and youth groups to  
increase seat belt use among youth and teens and  
reduce speeding among young drivers



# SYT CAMPAIGN REGISTRATION & ORDER FORM

- Yes, our school or youth group will participate in the 2018 "Save Your Tailgate, Buckle Up & Slow Down" Campaign and compete for prizes
- Yes, our school or youth group will participate in the 2018 "Save Your Tailgate, Buckle Up & Slow Down" Campaign, but not compete for prizes

Name of School or Youth Group: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Number of Students in your Club or Youth Group: \_\_\_\_\_

Adult Contact (should be adult assisting students with the campaign): \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

If a school, what is the current student enrollment? \_\_\_\_\_

**Choose one of the participation dates below. Please note that deadlines vary between Period 1 and Period 2. If competing, participants of Period 1 and Period 2 will be competing against one another in one competition.**

- Our school or youth group will be participating in Period 1 of the campaign which runs from September 24 to October 12.
- Our school or youth group will be participating in Period 2 of the campaign which runs from October 1 to October 19.

Item	Max Per School/Youth Group	Quantity Ordered
Seat Belts Are Your Safety Equipment Card	300	_____
Buckle Up & Slow Down Posters	25	_____
Buckle Up & Slow Down Bookmark	500	_____
Mini Stress Reliever Imprinted Footballs <b>(Funded by State Farm)</b>	100	_____
SYT "To Go" Coaster (fits in car cup holder) <b>(Funded by State Farm)</b>	100	_____
SYT Banner	2	_____

Campaign Sponsor Agreement:

*By returning this form, I agree to abide by the rules of the "Save Your Tailgate, Buckle Up & Slow Down" Campaign, adhere to all deadlines, and complete and return the final report form.*

Adult Contact Signature \_\_\_\_\_

**Register online at [yovaso.org](http://yovaso.org).**  
**Period 1 participants must submit form by 5:00pm on September 7.**  
**Period 2 participants must submit form by 5:00pm on September 14.**

# CAMPAIGN OVERVIEW

Seat belts are the most effective tool in preventing injuries and death in motor vehicle crashes. Just as football players would never step on the field without wearing a helmet, drivers and passengers should never get into a vehicle without wearing a seat belt. The **Save Your Tailgate, Buckle Up & Slow Down Challenge** is designed to influence all youth and teens to form a life-long buckle up habit by reminding them that seat belts are **critical** safety equipment for every driver and passenger.

In addition to promoting seat belt use, encouraging young drivers to slow down and obey posted speed limits is another critical component to reducing young driver-related crashes, injuries and fatalities. In Virginia, speeding is a key factor in all fatal crashes involving a young driver. Approximately half of all fatal teen crashes are the result of excessive speed. High schools are encouraged to make speed prevention a central focus of the 2018 campaign under the new theme: **Save Your Tailgate, Buckle Up & Slow Down.**

## Overview

- The “Save Your *Tailgate*, Buckle Up & Slow Down” Challenge kicks off September 24 and runs until October 19, 2018.
- To accommodate all Virginia school start dates, schools will be participating in the same campaign but can choose which time period they would like to enter. Period 1 runs from September 24 to October 12, 2018. Period 2 runs from October 1 to October 19, 2018.
- The campaign is a competition between participating Virginia schools and youth groups to increase overall seat belt use among teenagers and youth. **Schools and youth groups that wish to participate in the campaign but cannot complete all components may do so without competing for prizes.**
- **The Goal:** To influence youth and teens to form a life-long, buckle-up habit. Using the slogan, “Seat Belts Are **YOUR** Safety Equipment,” the campaign emphasizes that seat belts are critical safety equipment in a vehicle and are designed to protect and save lives. The campaign will also address the importance of driving the speed limit. By influencing students to buckle up and slow down, many young driver-related crashes can be prevented and young lives saved on our roadways.
- The campaign is sponsored by YOVASO, the Virginia State Police (VSP), and Virginia Department of Motor Vehicles Highway Safety Office.
- State Farm is co-sponsoring the 2018 campaign and has numerous agents interested in participating in your activities and events. Please contact YOVASO staff if you are interested in requesting an agent at your event(s).

**Deadlines** (Reporting will be completed on Survey Monkey- links are included under Campaign Reporting)

### **PERIOD 1**

Friday, September 7, 2018	Registration & Order Form must be received by 5:00 PM
<b>Monday, September 24, 2018</b>	<b>Campaign Kicks Off</b>
Friday, September 28, 2018	Submit Pre Seat Belt Check Results
<b>Friday, October 12, 2018</b>	<b>Campaign Ends</b>
Friday, October 24, 2018	Final Report Form and Post Seat Belt Check Results must be received by 5:00 PM
<b>Monday, November 12, 2018</b>	<b>Winners Announced</b>

### **PERIOD 2**

Friday, September 14, 2018	Registration & Order Form must be received by 5:00 PM
<b>Monday, October 1, 2018</b>	<b>Campaign Kicks Off</b>
Friday, October 5, 2018	Submit Pre Seat Belt Check Results
<b>Friday, October 19, 2018</b>	<b>Campaign Ends</b>
Friday, October 31, 2018	Final Report Form and Post Seat Belt Check Results must be received by 5:00 PM
<b>Monday, November 12, 2018</b>	<b>Winners Announced</b>

### **Campaign Contacts:**

- Casey Taylor, SYT Campaign Coordinator - Phone: 540-375-3596 Email: casey.taylor@vsp.virginia.gov.
- You may also access the campaign packet online at yovaso.org.

# CAMPAIGN COMPONENTS

## Campaign Components for Non-Competing Schools and Youth Groups

Schools and youth groups that want to participate in the campaign, but can't complete all the components, may do so without competing for prizes in the following ways:

1. Non-competing schools and youth groups are encouraged to **complete the pre and post seat belt checks** and **select one or more of the other components (from the competing guidelines below) to complete** based on their school or youth group's needs and resources.
2. Non-competing schools and youth groups are **required to submit a final report** to document how the campaign materials were used and types of activities sponsored. A link to the final report is listed below under 'Campaign Reporting.' Additionally, if your school or youth group completes pre and post seat belt checks, please submit those results at the appropriate links below as well. Without your surveys, we cannot evaluate the campaign which is a requirement for reapplying for future campaign funds.
3. Schools and youth groups are asked **to submit pictures, videos, etc. to YOVASO during and/or at the conclusion of the campaign.** Please indicate on the final report how you will submit these items.

## Campaign Components for Competing Schools and Youth Groups

Competing schools and youth groups must complete all of the following components as well as campaign reporting to be eligible for prizes:

1. **(2) Seat Belt Checks. Measure's the campaign's impact on influencing seat belt use among students.**
  - Check 1 must be held at the beginning of week 1 of the campaign. This is a kick off for the school/ youth group campaign to get a preliminary seat belt usage rate for the school.
  - Check 2 must be held during the final week of the campaign. This will be a wrap up for the campaign and should be compared to week 1 results to determine if seat belt use increased.
  - **Seat Belt Check Rules:**
    - The seat belt checks cannot be announced or publicized to the student body. (Seat Belt Check instructions and survey forms are enclosed.)
    - The checks should be held at the entrance of your school parking lot as students arrive in the morning. The checks must be held in the same location and at the same approximate time for both the pre and post survey. A teacher and school resource officer should assist students with the checks.
    - At least 100 vehicles must be surveyed. Small schools with less than 100 vehicles should check as many as possible. Make sure to check approximately the same number of vehicles for both pre and post checks to allow for more accurate results. (Checking 100 in one check and 200 in another can skew results.)
2. **Creative Event.** Develop and organize a creative event that focuses on influencing youth and teens to buckle up and drive the speed limit. The event must be seen, heard and/or participated in by a majority of the students at your school or students in your youth group. Please be sure to incorporate the campaign theme and artwork. Ideas may include, but aren't limited to, a safety event with interactive safety stations, a tailgate party before a school football game that brings attention to buckling up and promotes teens changing behaviors, recording a safe driving video, or organizing a community event.

### **The Creative Event will be judged on:**

- a) **Content** - Effectiveness of the message for the target audience and use of the theme

# CAMPAIGN COMPONENTS (CONTINUED)

**b) Student Involvement** - Percentage of student body or youth group reached (saw, heard, and/or participated in the creative project). A sign in is advised to document student attendance.

**c) Creativity** - Creativity shown in developing, implementing, and promoting the event

**The Creative Event should be well documented** - including photos, videos, samples of materials created for the event, and/or other documentation that will help the judging panel understand the project.

3. **Home Football Game Activities.** Home football games are an ideal place to remind students to buckle up and slow down. Many students drive to and from these games and often “cruise” with their friends afterwards – so this is a prime time to reach them. Ideas may include an informational safety booth where students can register to win prizes, safety announcements or a buckle-up contest at halftime, or dressing the school mascot with a seat belt. This is also a great opportunity to reach parents and the community.

★ **Youth Group Note:** Youth groups may sponsor safety activities at a youth group or community event, or contact Casey Taylor for options.

4. **Call to Action Activities.** These activities should be held during the school day or youth group meeting/event to promote the use of safety belts and driving the speed limit. Activities should occur throughout all three weeks of the campaign. Buckle up/slow down posters, announcements, distribution of literature, and sharing information on social media are a few activity examples. Students may also choose to prepare and present a seat belt safety presentation to preschool/ elementary-aged students.

## Campaign Reporting

Reporting for competing and non-competing schools and youth groups will be completed at the following links:

- **2018 SYT Pre- Seat belt Check Results:** [www.surveymonkey.com/r/sytprechecks18](http://www.surveymonkey.com/r/sytprechecks18)  
Due: September 28 (Period 1) or October 5 (Period 2)
- **2018 SYT Post- Seat belt Check Results:** [www.surveymonkey.com/r/sytpostchecks18](http://www.surveymonkey.com/r/sytpostchecks18)  
Due: October 24 (Period 1) or October 31 (Period 2)
- **2018 SYT Final Report:** [www.surveymonkey.com/r/sytfinal18](http://www.surveymonkey.com/r/sytfinal18)  
Due: October 24 (Period 1) or October 31 (Period 2)

## Guidelines / Rules for Competing Schools and Youth Groups

- **Submit Final Reports.** Competing schools are required to submit a final report to document how the campaign materials were used and types of activities sponsored. Additionally, competing schools must submit pre/post seat belt check results. Without your surveys, we cannot evaluate the campaign which is a requirement for reapplying for future campaign funds.
- **Submit Documentation.** Schools and youth groups are asked to submit pictures, videos, etc. to YOVASO throughout the campaign and/or at the conclusion of the campaign. Please indicate on the final report how you will submit these items. If photos are not submitted, they may be requested for the judging panel.
- **Follow Campaign Rules.** Schools and youth groups must complete all four components of the campaign, meet all deadlines, and follow the campaign rules to be eligible for campaign prizes. YOVASO reserves the right to disqualify a competing school or youth group for failure to follow the rules, guidelines, and/or deadlines. YOVASO also reserves the right to request original copies of any creative ideas and seat belt survey forms as needed.

## Winner Announcement & Prizes (Cash prizes are made possible by community donations and are not funded by the YOVASO grant.)

Campaign winners will be notified on **Monday, November 12, 2018**. YOVASO Staff will work with the school to coordinate publicity and a presentation of the prizes.

- The winning school will receive a \$500 cash prize and banner.
- The second place school will receive a \$250 cash prize and banner.
- The third place school will receive a \$100 cash prize and banner.

# 2017 VIRGINIA TEEN CRASH FACTS AND STATS

## AGE GROUP: 15-20 YEAR OLDS

**The Numbers:** (All Teens - Teen drivers, passengers, pedestrians, bicyclists, motorcyclists, etc.)

- 56 teens were *killed*
- 7,595 teens were *injured*
- 879 teens were *seriously injured*
- ★ 55% (26) of the teen drivers and passengers killed were unrestrained

### Teen Driver Facts:

- 24,247 *crashes* involved a teen driver
- 78 *fatal crashes* involved a teen driver
- 40 teen drivers were *killed* in crashes
- 5,243 teen drivers were *injured* in crashes
- 585 teen drivers were *seriously injured* in crashes
- ★ 62% (21) of the teen drivers killed were unrestrained

**Male Driver Facts:** (Males are over-represented in fatal crashes and should be a focus of the SYT campaign.)

- 71% (55) of the *fatal crashes* involving a teen driver were **male drivers**
- 80% (32) of the teen drivers *killed in crashes* were **male**
- 57% (332) of the teen drivers *seriously injured* in crashes were **male**
- 79% (27) of *run-off-the-road* fatal teen crashes involved a **male driver**
- 86% (31) of the *speed-related* fatal teen crashes involved a **male driver**
- 56% (9) of the *driver distraction* fatal teen crashes involved a **male driver**
- 73% (11) of the *alcohol-related* fatal teen crashes involved by a **male driver**
- ★ 78% (18) of the unrestrained teen drivers killed in crashes were **male**
- 71% (40) of all teens (driver, passengers, pedestrians, bicyclists, etc.) killed in crashes were **male**

### Top Causative Factors in the 2016 Fatal Crashes Involving a Teen Driver:

- 46% (36) of the fatal crashes involved excessive **SPEED**
- 44% (34) of the fatal crashes were **RUN-OFF-THE-ROAD**
- 19% (15) of the fatal crashes were **ALCOHOL related**
- 21% (16) of the fatal crashes were caused by **DRIVER DISTRACTION**

Source: Virginia Highway Safety Office – June 2018

# NATIONAL STATISTICS AND FACTS ON SEAT BELTS AND SPEED

- When worn correctly, seat belts are about **50 percent** effective in saving your life in a crash.\*
- Safety belts are your best defense against death and serious injury in a traffic crash. You are **twice as likely** to die or sustain serious injury in a crash if you are **unbelted**.\*
- Speeding is a critical safety issue for teen drivers. In 2016, it was a factor in **32 percent** of the fatal crashes that involved passenger vehicle teen drivers. \*\*\*
- Speeding is more prevalent **among males, at night, and in the presence of other teen passengers** and more often leads to **single vehicle and run-off-road crashes**. \*\*
- Teens speed more often when other teens are in the vehicle. **Young passengers increase the risk** of a teen driver having a fatal crash **by at least 44%**, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Virginia has a Graduated Driver Licensing Law which restricts teens to only one passenger during the first full year of driving.*
- **Males** are generally **50% more likely** than females to report driving over the **posted speed limit**. (NHTSA) \*\*
- Young male drivers have the **highest rate of speeding-related fatal crash involvement**. \*\*
- Males are 10% less likely to wear seat belts than females.\*

Sources:

\* Centers for Disease Control and Prevention

\*\* 2013 Governor's Highway Safety Association Report: *Speeding-Related Fatal Crashes Among Teen Drivers and Opportunities for Reducing the Risks*.

\*\*\* 2016 Teen Driving Overview, NHTSA

# ANNOUNCEMENTS AND SEAT BELT STATISTICS

- Use these PSA's to make announcements during school, sporting events, and other school/ community events.
- Ask radio stations to record the PSA's and air on the radio.
- Post /Tweet the messages on social media
- Have fun and develop your own PSA's using the football and safety equipment theme!

## Sample Announcements:

1. Hi, this is \_\_\_\_\_ and I am with the \_\_\_\_\_ (name of your club/youth group). We need your help to win a statewide high school buckle up challenge and some neat prizes. Your participation does count and all you have to do is wear your safety belt every time you get in a car and pledge to always buckle up and drive the speed limit. The campaign is called "Save Your Tailgate, Buckle Up & Slow Down" and it is a seat belt challenge between high and middle schools and youth groups in Virginia. The school or youth group with the highest percentage of students buckled up and the most creative safety belt and speed prevention activities will win the challenge. If we win, we could receive \$500 to go towards our \_\_\_\_\_ (name of your club/ youth group). So start wearing your safety belt and please sign the petition to always buckle up that we will be passing around. The competition is being sponsored by Youth of Virginia Speak Out About Traffic Safety (YOVASO), the Virginia State Police, and the DMV Highway Safety Office. We will be checking to make sure everyone is wearing a safety belt, so please buckle up.
2. The \_\_\_\_\_ (name of your club/ youth group) wants to make this school year the safest one yet! Please remember to always buckle up and encourage your friends and family to do the same. Buckling up only takes a second and it is a habit that can save your life.
3. Hey all you football fans! This is a simple reminder from your \_\_\_\_\_ club/ youth group to always wear your seat belt. You've never seen a football player walk onto the field without his safety gear so you should never get into a vehicle without yours—buckle up! Remember, "Seat Belts are YOUR Safety Equipment."
4. Hi, this is (name of football coach, football player or other sports coach/player). Myself and the players on our team never enter a game without wearing our safety equipment. Remember, Seat Belts are YOUR Safety Equipment and you should never get into a vehicle without buckling up. I always wear my safety equipment and encourage you to wear yours – buckle up and slow down!
5. Please show your school pride and buckle up on every ride. Your support will help our school win the annual Save Your Tailgate, Buckle Up & Slow Down Campaign, earn great prizes for our school, and help keep our students safe.
6. The \_\_\_\_\_ club or youth group wants you to start a habit of buckling up and driving the speed limit every time you get in a vehicle. Fastening a seat belt only takes a second and choosing to drive the speed limit takes no time at all, but both could save your life during a crash. Be a team player—buckle up and slow down.
7. Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. In 2017, 46% of the fatal crashes involving a teen driver Virginia were caused by speeding. (Va. DMV Highway Safety Office)
8. Seat Belts are your best defense in a crash. Football players always wear helmets to protect their heads and brain. Always wear your seat belt to prevent head injuries and other serious injuries in the event of a crash.
9. Remember it's your responsibility to make sure everyone in your vehicle is buckled up! If you're driving and everyone under age 18 isn't properly secured, you could be ticketed. In addition, Virginia law requires everyone in the front seat of vehicles to be properly restrained, regardless of age, and those 18 and older can be ticketed.

## Statistics/Facts:

- 55 percent of the teens killed in Virginia crashes in 2017 were not wearing a safety belt. That is 26 teens who may be alive today if they had worn their safety belt. (Virginia Highway Safety Office)
- Airbags do not replace the need for safety belts. When used with safety belts, airbags further reduce the risk of death or injury in the event of a crash.\*
- Speed kills and each mile per hour over the speed limit increases the risk of death and serious injury to yourself and other drivers and passengers. Each year in Virginia, over half of all fatal teen crashes are caused by speeding.



# SEAT BELT SURVEY RULES

## Description:

For this phase of the campaign, a team of students, club sponsors, and school resource officer (or other officer) will be posted in the school parking lot to survey vehicles of students as they arrive at school in the morning. The pre-survey will be held at the beginning of Week 1 of the campaign prior to the start of your campaign promotions. The post-survey will be held during Week 3, the final week of the campaign. During both surveys, the team will check vehicles that drive through the survey to see if both drivers and passengers are buckled up and record the results. The results are then reported to YOVASO through the Pre and Post Seat Belt Check Reports on Survey Monkey. The goal is to have an increase in seat belt use from Pre-Campaign (Week 1) to Post-Campaign (Week 3) by promoting and influencing seat belt use throughout the campaign.

\*Youth Group Note: Contact your local school to conduct the pre and post seat belt checks or contact Casey Taylor to discuss options.

## Rules:

1. Two (2) seat belt checks/surveys must be held at the school to be eligible to win campaign prizes.
  - Pre- Seat Belt Check to be held during the beginning of Week 1 of the campaign
  - Post-Seat Belt Check to be held during Week 3 of the campaign
2. The day, time, and location of the check cannot be announced or disclosed to the student body. The campaign goal is to convince students to buckle up every time they get in a motor vehicle – not just for a seat belt check.
3. No signs, banners, posters or other publicity can be displayed at or near the seat belt check location to pre-warn students that a seat belt check is taking place. There must be a “surprise” element in order to get an accurate count of students who are automatically buckling up without being prompted to do so.
4. You must check enough vehicles (at least 100 unless exempt due to school size) during each seat belt survey. The vehicles checked must be consecutive, meaning you can't skip cars. Make sure to check approximately the same number of vehicles both times in order to get more accurate results. Also, make sure to hold the pre and post checks in the same location and at approximately the same time for more accurate results.
  - *If your school is small and you have less than 100 cars for the checkpoint, please indicate that on your seat belt survey form and you will not be penalized.*
5. You will be counting vehicles with everyone buckled up, not individual occupants. **Everyone** in the vehicle must be buckled up in order to circle a (y) yes in the buckle up box for that vehicle. For future checks, you are allowed to tell drivers/passengers that everyone must be buckled up for the vehicle to be counted as a “yes”.
6. Vehicle drivers and occupants must be buckled up when they drive up to the check. **Occupants seen buckling up as they drive up or after they are stopped do not count as being buckled.**
7. If there are occupants in the bed of a pickup truck, those occupants are to be considered unbuckled, and the vehicle will be circled on the survey form as a (n) no.
8. Schedule an adequate number of students to work at each seat belt check. This will cut down on traffic back ups and will also enable you to survey a vehicle before the occupants can “cheat” and buckle up after they notice a check is being held. Request help from your school resource officer and/or your local police department to help the checks run smoothly and safely.
9. At the end of each seat belt check, tabulate the results and submit them to YOVASO through Survey Monkey. Do not send individual copies of the surveys. YOVASO reserves the right to request these items, if needed. Please keep all copies for your records.
10. Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.

**If you have questions about the Seat Belt Survey Rules or how to conduct a survey, please call YOVASO at 540-375-3596 or email Casey Taylor at [casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov).**

# SEAT BELT USAGE SURVEY FORM

Week: \_\_\_\_\_ Seat Belt Check (enter week 1 or 3)  
 Name of School: \_\_\_\_\_  
 Survey Date: \_\_\_\_\_ Survey Time: \_\_\_\_\_  
 Survey Location: \_\_\_\_\_  
 Number Vehicles Surveyed: \_\_\_\_\_ (must be at least 100 unless exempt due to school size)

Check here if you were not allowed to conduct seat belt checks by school administration

**DIRECTIONS:**

- For each box, circle Y or N.
- Circle Y if **ALL** occupants (drivers and passengers) are buckled up in the car.
- Circle N, if one or more occupants in the car **are not** wearing a seatbelt or if they are riding in the back of a pickup.

Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

**Total Vehicles with all Passengers Belted** \_\_\_\_\_ ÷ **Total Vehicles surveyed** \_\_\_\_\_ = \_\_\_\_\_ % buckled up

Make enough copies of this form for both seat belt checks.

- **You must check a minimum of 100 vehicles during each survey unless exempt due to school size.**
- Have enough students surveying so that the checks run smoothly and results are accurate.
- **Be sure to check approximately the same number of vehicles during both checks.** Also hold both checks at the same location and approximately the same time so that final results are more accurate.

Submit this information on Survey Monkey under the forms for Pre-Seat Belt Check Results and Post-Seat Belt Check Results. Do not send copies of this form. Keep these forms in your files.

**SRO/Sponsor Signature verifying results** \_\_\_\_\_

# CALL TO ACTION ACTIVITY IDEAS

- During the first week of the campaign, hang a blank banner in the cafeteria or youth group meeting location on Monday. Then on Tuesday add the word “Save.” Throughout the week, add the words “your,” “tailgate,” “buckle up” and “slow down.” The students will notice that the poster is changing and will start asking questions about the campaign.
- Host a balloon release for teens killed in crashes before a home football game or youth group event—each balloon released should represent a teen’s life.
- Hold a candlelight vigil for teens killed in crashes on the football field.
- Organize a fifth quarter event after one of your school’s home football games—have games, food, and activities to ensure everyone has a safe and fun night! Include some activities designed to influence buckling up and slowing down.
- Organize a YOVASO themed pep rally before a home football game. Get all of the coaches, cheerleaders, band, and football team involved! Include buckle up cheers, seat belt encouragement presentations by coaches and players, and creative ideas like a seat belt fashion show with players and/or cheerleaders wearing personally designed seat belts.
- Everyone loves a good contest! Ask every homeroom teacher to have their students sign the pledge to buckle up and slow down—whichever homeroom has the most pledges gets a doughnut party!
- Could your club or youth group use some extra money? Sell rice crispy treats with the message “Don’t snap, crackle and pop your bones in a crash; wear your seat belt.”
- Work with your local fast-food establishments to share the campaign message. Ask if, for a specific day or week, they would be willing to staple food bags with a note from your school or youth group attached. The note would remind customers to always buckle up and drive the speed limit! Or, just placing a poster in the window will gain attention.
- Ask school administration, teachers and students to wear boots of all kinds to support the SYT message. Use the slogan “Boot unsafe habits. Always buckle up and obey the speed limit.”
- At games when the cheerleaders from both teams meet, have your school’s squad give the other squad a folder about the YOVASO program and how it can benefit their school. Encourage them to start the program within their school.
- Make banners with creative messaging like, “Tackle the problem; save your tailgate and buckle up” or “Make it to the end zone; slow down and buckle up” and hang them in school, near the football field during games, or in your youth group facility.
- Include other clubs at your school/ in the community in your campaigning- Ask if they would like to help get the message out with their special twist in the theme. For example, the chess club’s message could say “Be the king of your car; don’t be a pawn.” The debate club’s message could say “Finally something we can’t argue with; it’s necessary to wear your seat belt.”
- Hold a “Battle of the Belts” competition between class levels or youth groups. The winner is the one who can get the most pictures of the students in their class wearing their seat belts.
- Have a hallway decorating contest or a door decorating contest between each grade level. Each class would have its own hall (or door) to decorate and must include the SYT message and an emphasis on seat belts and/or obeying the speed limit. Youth groups could decorate the club facility.
- Use sidewalk chalk to write “Take a step in the right direction. Buckle Up” on the school/youth group facility’s steps.
- Have a “dark hall.” Turn out the lights for a week in a seldom-used hallway or room. Cover the entrance with plastic yellow warning tape (like for a crime scene) and a sign that says this area is dark in memory of all the teenagers lost behind the wheel at night. This could also be used to represent the teens that die every year.
- Work with your cheerleading squad to create and perform a safety belt cheer at a game. Get the crowd involved with emphasis on a few key words or motions. Have the cheerleaders design and wear their own seat belts.
- Hold a parent-teen driving night to increase awareness and start a traffic safety dialogue between parents and teens. Consider presenting at the PTA meetings or other groups where both parents and students are present.

## CALL TO ACTION ACTIVITY IDEAS (CONTINUED)

- Conduct quick surveys or focus groups with diverse groups of students to determine what attitudes exist at your school or in your community about seat belt use and/or speeding and what messages and programs the students believe will influence teens to buckle up and/or slow down.
- Contact the local police department or sheriff's office to request a seat belt enforcement patrol near the school as students arrive in the morning or depart in the afternoon. The enforcement period should be held after the pre-seat belt check and after educational activities have kicked off to remind students to buckle up.
- Send a text message or tweet to students on the weekend reminding them to buckle up and drive the speed limit.
- Ask teachers to write buckle up reminders on their chalkboards or whiteboards.
- Select one or two teachers and ask them to develop a lesson plan on seat belts and/or speeding. Physics, art, writing, and health classes are good choices. Sample safe driving lesson plans can be found at [yovaso.org](http://yovaso.org)
- Make videos about the importance of wearing a seat belt and show them in class, to your youth group, and/or at a school-wide program.
- Ask your local police department to set up a speed enforcement sign or trailer in your school zone to remind students to slow down drive the speed limit.
- Find students who have survived a crash or had a family member that survived a crash because of seat belt use and have different survivors make a "Saved by the Belt" announcement each morning. Invite them to share their story as part of a presentation, to the media, in school newsletters, and on social media to convince others to buckle up.
- Design the school or youth group bulletin board around a safety belt and speed prevention theme. Also design posters reminding students to buckle up and slow down. Display them in school or in the youth group parking lot.
- Place a buckle up reminder on the school or youth group's marquee. You may want to include the hash tag "SAVEYOURTAILGATE" and/or create a hash tag just for your school/ youth group (i.e. #BuckleUpCougars)
- Have the cheerleaders or band spell out Seat Belts Save Lives during half time of a football game.
- Set up a buckle up for safety table at a home football game or youth group event with giveaways or a raffle.
- Insert a seat belt card or bookmark in the football programs for each home football game.
- Create buckle up decals and place them on football team's helmets
- Write or tape traffic safety messages onto small footballs and toss them out at half time of a home football game.
- Ask your local radio stations and hometown newspapers to promote your school or youth group's participation in SYT. Ask them to include educational information about seat belts and speed prevention.
- Conduct buckle up pledge signings and enter names of students who sign the pledge in weekly drawings for prizes.
- Design and update a social media account that promotes the campaign, seat belt use, and driving the speed limit.
- Organize a "white out" at a home football game and encourage students/fans wear white in support of seat belts.
- Design a "Seat Belt Wall of Shame" to highlight statistics and fatalities caused by lack of seat belt use.
- Perform skits or a talent show on the benefits of wearing a seat belt and the negative effects of being unbuckled.
- Work with the school's journalism class or newspaper to write an article or entire newspaper on seat belt safety.
- Work with teachers of math, science and sociology classes to have students conduct surveys and gather data about seat belt use and use this in a presentation for those classes or for the entire school.
- Work with physics teachers and have students do a class-wide or school-wide crash experiment.
- As an alternative (or in addition) to the seat belt survey, record the license plate number or other identifying information of all student drivers who are buckled up when coming into school or youth group meetings. Then place the names into a hat for a drawing to win prizes, such as gift cards, etc. Make a big deal of the winners, and thank everyone who buckled up!

# DISTRACTED/ IMPAIRED DRIVING SIMULATOR

*An interactive teen safe driving and passenger safety program presented by  
YOVASO and the Virginia State Police*

## **Overview:**

Schools or youth groups participating in the *Save Your Tailgate, Buckle Up & Slow Down* campaign may schedule the free, 'Distracted/Impaired Driving Simulator' through YOVASO by contacting Mary King at 540-375-9581/ [mary.king@vsp.virginia.gov](mailto:mary.king@vsp.virginia.gov). This golf cart simulator can be used for both distracted driving and impaired driving awareness and prevention efforts.

As part of the program, students navigate the simulator through a cones course while texting on their phones, engaging in other distractions, or wearing DUI goggles. Students driving the golf cart are accompanied by a Virginia State Police trooper.



## **Benefits:**

The Distracted/Impaired Driving Simulator helps teens engage with each other and law enforcement in a dialogue about safe and responsible driving and passenger safety and enables teens to experience first-hand the dangers of distracted and impaired driving.

## **Supports School Curriculums:**

The Distracted/Impaired Driving Simulator can be used to support science, health, math, physical education, and driver education curriculums.



## **Program Length:**

The Distracted/Impaired Driving Simulator can be used with any class length and schools may schedule multiple classes to complete the program.

## **Sponsorship:**

Together, YOVASO and Virginia State Police have two Distracted/Impaired Driving Simulators. Both were funded by a grant from State Farm Insurance to be used in conjunction with State Police troopers and YOVASO at schools and safety events across the state.



## **Request The Distracted/Impaired Driving Simulator:**

Schools or youth groups may schedule this **free** program through YOVASO by contacting Mary King at 540-375-9581/ [mary.king@vsp.virginia.gov](mailto:mary.king@vsp.virginia.gov).



# SCANED: PHYSICS OF A CRASH

An interactive teen safe driving and passenger safety program presented by  
YOVASO and the Virginia State Police

## Overview:

Schools or youth groups participating in the *Save Your Tailgate, Buckle Up & Slow Down* campaign may schedule the **free** 'ScanEd: Physics of a Crash' program through YOVASO by completing the ScanEd request form online at [yovaso.org](http://yovaso.org) or contacting Mary King at 540-375-9581/[mary.king@vsp.virginia.gov](mailto:mary.king@vsp.virginia.gov).

ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driving and unsafe passenger behaviors. It was developed by the Blue Ridge Crash Investigation Team, a program of the Blue Ridge Transportation Safety Board, and uses popular iPad and QR code technology to appeal to the high school and middle school audience. During the educational program, a wrecked vehicle is set up on site and QR codes are affixed to the vehicle and various contents in the vehicle (such as a cell phone, beer can, seat belt, etc.). The students are divided into two groups and rotate between two sessions:

**Session A: "Physics of a Crash."** In this session, the group participates in a 30 minute presentation about the physics of a crash and the impact on the occupants and the vehicle. Unsafe driving and passenger behaviors are discussed.

**Session B: ScanEd.** In this session, students are divided in teams of two and each team is given an iPad. Students use the camera feature on the iPad to scan the QR codes on the wrecked car and its contents. As students scan each QR code, they watch a variety of videos and other digital media on driving risks, unsafe driving behaviors, top causative factors in young driver crashes, and important information on how to be safer in a vehicle. (For example: A QR code on a cell phone would show a video on the dangers of driving distracted, and a QR code on a seat belt shows the importance of buckling up.)

## Benefits:

ScanEd helps teens engage with each other and law enforcement in a dialogue about safe and responsible driving and passenger safety and enables teens to self-learn using technology they think is cool and fun.

## Supports School Curriculums:

ScanEd addresses the physics, biology, and dynamics of a crash and can be used to support science, health, math, physical education, and driver education curriculums.

## Program Length:

The two components of the program (PowerPoint presentation and ScanEd) takes about 1 to 1.5 hours for each student group. Schools may schedule multiple classes to complete the program.

## Sponsorship:

ScanEd was developed by the **Blue Ridge Regional Crash Investigation Team**, a program of the **Blue Ridge Transportation Safety Board**. **First Team Auto Mall in Roanoke** and **State Farm Insurance** funded the equipment for the program.

## Request ScanEd:

Schools or youth groups may schedule the **free**, 'ScanEd' program through YOVASO by completing the ScanEd request form online at [yovaso.org](http://yovaso.org) or contacting Mary King at 540-375-9581/[mary.king@vsp.virginia.gov](mailto:mary.king@vsp.virginia.gov).



# RESOURCES TO EDUCATE TEENS ABOUT SEAT BELTS, SPEED, AND HOW SPEEDING INCREASES CRASH AND FATAL CRASH RISK

## Videos on Speeding and Seat Belts

*Car Crash Destroys Bodies: Slow-Motion Gore* (1:34) – Message: The faster you go, the bigger the mess.

<https://www.youtube.com/watch?v=qJL8SdRCHfA>

*Slow Down. Best Commercial Ever* (1:01)

<https://www.youtube.com/watch?v=l40oCqA6zvM>

*Mum in a Hurry. Anti-Speed Ad* – Message: The danger of being in a hurry while driving.

<https://www.youtube.com/watch?v=CWwbAgmE3N4>

*Just Slow Down* (2:00) – Message: Young driver consequences of his actions.

[https://www.youtube.com/watch?v=TQx\\_CB\\_pCWQ&index=1&list=PL0EA42193FB660670](https://www.youtube.com/watch?v=TQx_CB_pCWQ&index=1&list=PL0EA42193FB660670)

*Reconstruction Anti-Speed Ad* (1:00) - Message: Lower speed affects the outcome of a crash.

<https://www.youtube.com/watch?v=5Z23CzSONiU>

*10KM Less Speed Ad* (1:00) – Message: How going just 10km (6.214 miles) less can help avoid a fatal and/or serious injury crash.

<https://www.youtube.com/watch?v=q9fms5He5bM>

*Car Crash! Inside view teenagers without seatbelt! (1:11)* – Message: The teen without the seat belt did the damage.

<https://www.youtube.com/watch?v=PU3Gd0RjDr0>

*Rear Passenger Seat Belt (:51)* – Message – Make everyone in the car buckle up.

[https://www.youtube.com/watch?v=4SEy\\_FCJlpk](https://www.youtube.com/watch?v=4SEy_FCJlpk)

## Curriculum / Lesson Plans

**Speed:** *Reaction Time & Stopping Distance* - A High School Physics Safe Driving Lesson Plan.

Created by Mike Childers Stuarts Draft High School, Stuarts Draft, VA

<http://www.yovaso.org/wp-content/uploads/2014/08/Physics.pdf>

**Seat Belts:** *Should I Buckle Up?* - Algebra Functions Safe Driving Lesson Plan.

Created by Emili Serghie Stuarts Draft High School, Stuarts Draft, VA

<http://www.yovaso.org/wp-content/uploads/2014/08/Should-I-Buckle-Up-1.pdf>



BUCKLE UP & SLOW DOWN

# SYT TWEET SHEET

## COPY THESE TWEETS TO YOUR TWITTER DURING SYT!

### USE #SYT OR #SAVEYOURTAILGATE

#### SEPTEMBER

24 | Remember to Buckle Up, Slow Down, and Drive to Save Lives #SYT

25 | Share your pictures of seat belt checks with this hashtag: #SYT

26 | Research from AAA has shown that front seat passengers who wear their seat belts reduce their risk of a fatality by 45% - 60%. Buckle up for life! #SYT

27 | Heading to a football game this weekend? Be sure to buckle up, slow down and Save Your Tailgate! #SYT

28 | Today is the first day of fall! Enjoy the weather, the football and the fun, but remember to buckle up and slow down to arrive safely! #SYT

29 | Helmets save lives. Seat belts save YOURS. Buckle up every time! #SYT

30 | In 2017, 56 teens (in VA) were killed in auto crashes. Of those 56, 26 were unrestrained. Seat belts can save lives. Buckle up. #SYT

#### OCTOBER

1 | Football players never step onto the field without their safety equipment; you should never drive off without yours—buckle up! #SYT

2 | Enjoying Save Your Tailgate? Discover more reasons to buckle up & slow down on the YOVASO website: <http://www.yovaso.org/resources/safe-driving-lesson-plans/>

3 | #SYT is underway and we know you have pictures...tweet them to us! #BuckleUp #SlowDown

4 | Need some stats to hit home with your peers during #SYT? YOVASO's website offers Teen Driving Data to help!  
<http://www.yovaso.org/resources/teen-driving-data>

5 | Encourage your friends to wear their seat belts today and every day! #SYT

6 | Save Your Tailgate is a fun campaign, but you're also making a difference! See what #SYT is all about: <http://www.yovaso.org/campaigns/save-your-tail-gate>

#### OCTOBER

7 | Send your #SYT pictures to YOVASO's Facebook account! And follow them on twitter to see more campaign photos: @\_YOVASO\_

8 | We hope you're enjoying the Save Your Tailgate Campaign activities! Tweet us your favorite one so far! #BuckleUp #SlowDown

9 | We hope the Save Your Tailgate campaign is encouraging you to make buckling up a lifelong habit. Seat belts save lives! #SYT

10 | A little over three weeks of saving lives during Save Your Tailgate down! What a great time we're having! #SYT

11 | Teen drivers are least likely to wear their seat belts. Let's change that! Buckle up! #SYT

12 | If you're heading to a football game tonight, be sure to drive the speed limit and use your safety equipment - buckle up! #SYT

13 | In 2017, 55% of teens killed in car crashes were unrestrained. #buckleup #SYT

14 | Hope you've had a great weekend. Remember to buckle up & slow down in the spirit of Save Your Tailgate! #SYT

15 | Teachers! Want to promote safe teen driving habits? Check out these Safe Driving Lesson Plans! <http://www.yovaso.org/resources/safe-driving-lesson-plans>

16 | Seat belts saved an estimated 14,668\*\* lives in 2016. Buckle up! #SYT #themoreyouknow

17 | The impact we've made in our school and community during the Save Your Tailgate Campaign has just begun! #SYT

18 | Buckle up & drive the speed limit every time you get in your car, even if you are driving a short distance. #SYT

19 | A BIG thanks to everyone who participated in the Save Your Tailgate Campaign! Our school/youth group is saving lives! #SYT

\* 2017 Data - Va. DMV Highway Safety Office

\*\*Most current data from NHTSA

YOVASO.ORG

@\_YOVASO\_



# TIPS FOR SYT CAMPAIGN REPORTING

In order to simplify reporting, all reports/results will be completed through Survey Monkey. The tips below will help you prepare for completing the questions on the 3 quick surveys: 1) Pre-Seat Belt Check Results during week 1 of the SYT Campaign, 2) Post- Seat Belt Check during week 3 of the Campaign, and 3) Final SYT Report once the Campaign is over.

## Survey Name and Date Due

▪ **2018 SYT Pre- Seat belt Check Results:** [www.surveymonkey.com/r/sytprechecks18](http://www.surveymonkey.com/r/sytprechecks18)

Due: September 28 (Period 1) or October 5 (Period 2)

▪ **2018 SYT Post- Seat belt Check Results:** [www.surveymonkey.com/r/sytpostchecks18](http://www.surveymonkey.com/r/sytpostchecks18)

Due: October 24 (Period 1) or October 31 (Period 2)

▪ **2018 SYT Final Report:** [www.surveymonkey.com/r/sytfinal18](http://www.surveymonkey.com/r/sytfinal18)

Due: October 24 (Period 1) or October 31 (Period 2)

## You will be asked to complete the following questions on the 2018 SYT Final Report:

1. Describe in detail your Creative Event.
2. Provide a numbered list of all Call to Action activities and programs your club completed for this campaign aside from the Creative Event. (Remember to include activities such as making announcements, displaying posters/banners, social media posts, etc.). Every activity and idea you complete should be listed and the more detailed you are, the better the chances of placing in the competition.
3. Briefly describe how the campaign materials were used and give an estimated number of materials distributed.
4. How are you submitting photos and/or videos? (Ex: email, social media, Flickr).
5. What digital and social media was used to engage the youth/teen audience? (Ex: Twitter, videos, Facebook, Instagram, newsletter, etc).
6. Estimate how many students/ youth group members your overall campaign in the school and/ or community reached:
  - A.) Number of students/ youth group members who heard or saw an SYT Buckle Up , Slow Down message
  - B.) Number of students/ youth group members who participated in or attended an SYT Buckle Up, Slow Down educational program, presentation or event
7. Estimate how many students/ youth group members actively helped in leading, planning and working campaign events.
8. Estimate how many people in the community/public heard or saw the campaign message via media coverage

## You will be asked to provide the following results for the PRE-Seat Belt Check Questions for Week 1:

1. Date, Time, and Location Seat Belt Checks were conducted
2. Total number of vehicles with all passengers belted
3. Total number of vehicles surveyed
4. Percent buckled up

## You will be asked to provide the following results for the POST-Seat Belt Check Questions for Week 3:

5. Date, Time, and Location Seat Belt Checks were conducted
6. Total number of vehicles with all passengers belted
7. Total number of vehicles surveyed
8. Percent buckled up