



QUICK AND EASY CAMPAIGN OVERVIEW

“Save Your Tailgate, Buckle Up & Slow Down” is a peer-to-peer traffic safety campaign for Virginia high and middle schools, youth groups, and Project Based Learning (PBL) classes.

Campaign Goal

The goal of this campaign is 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.

Simple Activities to Promote Safe Behaviors Among Passengers and Drivers:

- **Banner Pledge Signings** - Organize pledge signing events for students throughout the campaign to encourage teens to always wear their seat belt and drive the posted speed limit.
- **Buckle Up Reminder Cards** – Attach these buckle up reminder cards to football tickets or place them on student cars at the end of the day.
- **Stress Reliever Footballs** – Hand out the footballs during school events, football games, or in conjunction with other activities to remind students to buckle up.
- **“To Go” Coasters** – Hand out the coasters during school events, football games, or in conjunction with other activities to remind students to never drive off until everyone in the vehicle is buckled. Coasters fit perfectly in car cup holders.
- **Bookmark** – Hand out the bookmarks during school events or in conjunction with other activities. The tips will educate students on the importance of buckling up and slowing down.
- **Posters** – Hang the posters in highly visible locations around the school to remind students to be good passengers and drivers.
- **Announcements** – Make safe driving announcements during school, at sporting events, and/or other school activities.
- **See the Campaign Guide** for more ideas and detailed information on developing a creative project or completing seat belt checks.

Campaign Reporting Steps

Step 1: Complete the Campaign Final Report: www.surveymonkey.com/r/sytfinal18

Step 2: If your school completed seat belt checks, complete the following reports:

- **SYT Pre- Seat Belt Check Results:** www.surveymonkey.com/r/sytprechecks18
- **SYT Post- Seat Belt Check Results:** www.surveymonkey.com/r/sytpostchecks18

Step 3: 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:** 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. Schools participating in Period 1 should register for this campaign online or by completing the downloadable Registration Form by September 7, 2018 at 5:00p.m. Schools participating in Period 2 should register by September 14, 2018 at 5:00pm.
- ★ For questions or assistance with the “SYT” Campaign, contact campaign coordinator, **Casey Taylor at (540) 375-3596 or by email:** casey.taylor@vsp.virginia.gov