



January 11, 2016

Dear School Resource Officers and Club Sponsors,

YOVASO is excited to announce a four-week campaign for Virginia high schools to increase seat belt use and help prevent speeding among the Commonwealth's youth. The 2016 *MISSION:POSSIBLE. Buckle Up. Drive The Speed Limit.* campaign will kick off February 8 and continue through March 4. The campaign is a partnership with the Virginia State Police and is funded by a grant through DMV, Virginia Highway Safety Office.

The *MISSION: POSSIBLE. Buckle Up. Drive The Speed Limit.* campaign will not be a statewide competition for prizes this year. Participating schools are encouraged to focus their time and effort on reaching teens with messaging about the dangers of speeding and not wearing a seat belt and impacting positive behavioral changes for teen driver and passenger safety. Students should lead the peer-to-peer efforts and conduct a variety of in-school activities and social media programming with impactful messages based on the campaign theme of *Mission:Possible. Buckle Up. Drive The Speed Limit.* Schools may implement the campaign any time during February 8 through March 4.

Included with this letter is a campaign outline, resource materials, and suggested activities. Since the month of February can mean snow and school closures, it is recommended the campaign include a variety of social media initiatives that can take place even during inclement weather. Enclosed is a "Polaroid Selfie Template" your students can use as a guide for creating their own selfie photo prop using the campaign logo and #MissionPossible and/or #BuckleUpSlowDown. Pictures of students with the photo prop can be posted to social media showing unity and commitment for buckling up and driving the speed limit. Other creative social media activities may include the development of a speed infographic, video PSA, pledge signing, online scavenger hunt, tweet-a-day, an ice bucket challenge type of event or other messaging. We want to see the student's creativity and passion for saving lives during this campaign, taking the focus off of winning a competition and making it more about truly having an impact.

The attached packet includes everything you need to register and get started with planning your activities. Statistics, activity ideas, and public service announcements are included. Please review the packet and contact me with any questions that you may have. To register for the campaign, please fill out the Registration and Order Form online at www.yovaso.org by **Friday, January 22, 2016.**

Participating in *MISSION:POSSIBLE. Buckle Up. Drive The Speed Limit.* is a fun and easy way to remind our teens to slow down and buckle up. Please remind your students that it is their mission to be safer drivers and encourage friends and family to do the same.

Good luck and have fun with the campaign! We hope to see many selfies with the photo props and many more fun and creative ideas encouraging teens to slow down, drive the speed and buckle up!

Sincerely,

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