



Middle School Ideas to Promote Passenger Safety during the Holidays

Campaign Social Media Focus:

Encourage students to post pictures on social media enjoying the holidays with family and friends and use **#TisTheSeasonToStayAlive**. In addition to posting the pictures and hashtag, ask students to share safe celebration/ safe driving messages to help remind their peers throughout winter break to keep the holidays alive by celebrating safely and responsibly.

Activity Ideas:

- Decorate ornaments with passenger safety messages to hang on a tree in your school!
- Decorate your school's bulletin board with a holiday/winter theme and a buckle up message!
- Give a "Buckle Up" Mood Pencil with Matching Eraser to students who sign the pledge banner.
- Pass out candy to the students at your school with a holiday safety message attached!
- Hold a door decorating contest between classrooms to see who can come up with the most creative passenger safety message!
- Have someone read safety announcements or statistics over the intercom at the beginning of the school day.
- Recruit club members to participate in a local holiday parade where you can pass out candy and reminders to be safe throughout the holiday season!
- Host a Holiday Dance or 'W' rap contest with a safe driving theme to provide students a safe place to celebrate and have fun.
- Organize a pledge-signing event or a pledge wall to encourage friends and loved ones to "Steer into the New Year - Buckle Up & Drive Safely."
- Post holiday safe driving messages on the school marquee daily (you can also ask local businesses to do this on their marquee boards!).
- Organize a holiday locker design contest using the campaign theme. Ask businesses to donate prizes for the winners and give each participant a "Buckle Up" Mood Pencil with Matching Eraser.
- Host an ugly sweater contest and announce the winner at a school assembly!
- Make a yard sign to remind your neighbors to "Steer into the New Year – Buckle Up & Drive Safely" and post it in your yard.
- Be creative, have fun, and come up with your own ideas.
- Emphasize to students they can celebrate substance free and still have fun. Remind everyone to buckle up and slow down during the holidays as speed is the top factor in teen crashes! Also, remember – Virginia has a Zero Tolerance Law. If you drink and you are under the age of 21 – You lose!

IMPORTANT FOLLOW UP – Remember to thank students for buckling up, making good choices, and being safe when they return from winter break! School announcements, social media messages, signs, etc. are all good ways to celebrate everyone arriving safely back to school in 2019!