



November 6, 2018

Dear YOVASO Member Schools and Youth Groups,

The holidays are right around the corner and YOVASO wants to keep our teen drivers and passengers safe during this high-risk season. Last year six teens were killed on Virginia's roadways in December, with most fatalities occurring during the holiday break. Please join with us for this year's Holiday Campaign, "Steer into the New Year – Buckle Up & Drive Safely" as we promote safe and responsible driving and celebrating throughout the holidays. Your school or youth group may begin promoting the campaign as soon as you receive materials in November and continue throughout January 4, 2019.

As part of the campaign, **we are asking students across the Commonwealth to get involved by sharing pictures on social media enjoying the holidays with family and friends. We're asking everyone who posts to use #TisTheSeasonToStayAlive** to help us promote safe and responsible celebrations all season long. Please encourage your students to take the lead in posting pictures on their social media accounts with safe celebration/ safe driving messages and remind them to ask their friends and family to do the same. These friendly posts will help remind youth throughout the winter break to keep the holidays alive by celebrating safely and responsibly.

Your students can also have fun with the campaign theme by participating in a holiday parade, decking the hallways with traffic safety messages or hanging ornaments with traffic safety pledges on a tree in your building's main lobby. Be sure to encourage your students to be creative and come up with their own activities as well! As you encourage them to take the lead on this important topic, they will be empowered to make this the safest holiday yet. Our goal is to have all students arrive safely back at school in 2019.

To help your school or youth group get started, YOVASO is offering the following **Holiday Safety Kits**:

High School Holiday Safety Campaign Kit Includes:

- 1 Holiday Campaign Activity Ideas Sheet and Tweet Sheet
- 1 Teen Driving & Alcohol Fact Sheet (with prevention tips for parents)
- 1 Question and Answer Sheet on Driving in Snow and Ice
- Winter Driving Tip Cards on driving in snow and ice
- Steer Into the New Year – Buckle Up & Drive Safely Banner
- Drive Safely Phone Stand & Screen Cleaner Combo Key Chain

Middle School Holiday Safety Campaign Kit Includes:

- 1 Holiday Campaign Activity Ideas Sheet and Tweet Sheet
- 1 Teen Driving & Alcohol Fact Sheet (with prevention tips for parents)
- Winter Driving Tip Cards on driving in snow and ice
- Steer Into the New Year – Buckle Up & Drive Safely Banner
- Buckle Up Mood Pencils w/ Matching Eraser

To register online for this campaign, visit www.yovaso.org or complete the attached Registration and Order Form and return to Casey Taylor at casey.taylor@vsp.virginia.gov by November 16, 2018.

Schools and youth groups that participate in this campaign should complete a final survey describing how the campaign materials were used by visiting the following link: <https://www.surveymonkey.com/r/L5RWMTC>.

Best wishes for a safe and happy holiday season,

Casey Taylor

Casey Taylor, YOVASO Program Development and Event Coordinator