

February 18, 2019

Dear Adult Sponsor,

Warm weather is just around the corner and YOVASO is kicking off the annual *Arrive Alive* Campaign to help keep our teen drivers and young students safe during this high-risk season. Virginia high schools, middle schools, and youth groups are encouraged to register and participate in this exciting peer-to-peer campaign which will run March 18 – May 3, 2019. The focus of the high school campaign is to encourage safe driving and passenger safety among teens during the warm weather months, including prom and graduation season. The focus for middle schools is on passenger safety, traffic safety, and developing good safety behaviors prior to the driving years. Additionally, we're asking participating schools and youth groups to continue their campaign throughout the summer months by developing a plan to remind their peers to make good choices all summer long.

Schools and youth groups can easily register for this free campaign by filling out the online [Registration and Order Form](#) or by completing the Registration and Order Form on Page 1 of the Campaign Packet by March 1, 2019. Participating schools and youth groups must complete a final report at the end of the campaign as YOVASO is grant-funded and requires feedback to improve programs and ensure continued funding for campaigns. **If your school or youth group wishes to participate, but has limited time and resources to easily organize activities and programs, please register and refer to the attached *Arrive Alive Quick & Simple Sheet*.**

Schools or youth groups that would like to compete for prizes should register and are required to complete all campaign components. These groups should refer to the attached ***Arrive Alive Campaign Packet*** which covers all of the components for competition. Competing schools and youth groups will complete a variety of fun and creative components, led and designed by students in an effort to address youth traffic safety during this period of increased risk. Campaign winners in both the middle and high school divisions will be selected based on their creative project, seat belt checks and call to action activities completed. The creative project (outlined in the campaign packet) will carry the most weight. The campaign packet includes a full list of activity ideas, statistics, public service announcements, and seat belt check forms that are helpful to both competing and non-competing schools.

The materials, activity ideas, and projects can also be easily incorporated into project based learning (PBL) classes and regular classes, especially through health, science, and driver education; but can also be used as projects to tie in with art, math, English, and other classes.

Arrive Alive is in partnership with the Virginia State Police with grant funding provided by the Virginia Department of Motor Vehicles. Grants from Allstate and State Farm will support prizes and educational incentives. WFXR Television in Roanoke is the media sponsor for both the middle and high school campaigns. Together, our organizations believe young leaders can help create a positive culture for safe teen driving and passenger safety this spring.

Thank you for participating and enjoy the campaign!

Casey Taylor, YOVASO Program Development Coordinator
casey.taylor@vsp.virginia.gov