ARRIVE ALIVE

A Passenger, Pedestrian and Bike Safety Campaign for Middle Schools, Youth Groups, and Classroom Projects
(For Spring and Summer)

Helping Students Develop Safe Behaviors and Attitudes to Arrive Alive

March 18 – May 3, 2019

Sponsored by

YOVASO
YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY
CAMPAIGN REGISTRATION & ORDER FORM

☐ Our school or youth group will compete in the 2019 “Arrive Alive” Campaign
☐ Our school or youth group will participate in the 2019 “Arrive Alive” Campaign, but will not compete for prizes

Name of School or Youth Group: ____________________________________________________
Address: _______________________________________________________ City _________________ Zip __________
Telephone: ____________________________________________________

School or Youth Group Sponsor: (should be individual assisting students with the campaign)
Name:  ______________________________________
Telephone: ______________________________________
E-Mail:  ______________________________________

Current Student Enrollment for the School (if applicable): ______________
Number of Students in your Club/Youth Group: _______________________

<table>
<thead>
<tr>
<th>Item</th>
<th>Maximum Per School/Youth Group</th>
<th>Quantity Ordered</th>
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</thead>
<tbody>
<tr>
<td>Arrive Alive Posters</td>
<td>25</td>
<td>_______________</td>
</tr>
<tr>
<td>Passenger/Bike/Pedestrian Bookmarks</td>
<td>300</td>
<td>_______________</td>
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<tr>
<td>Arrive Alive Pledge Banner</td>
<td>2</td>
<td>_______________</td>
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<tr>
<td>Sunglasses with a Safety Message</td>
<td>50</td>
<td>_______________</td>
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<td>(Provided by the Allstate Foundation)</td>
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Campaign Sponsor Agreement:
By returning this form, I agree to abide by the rules of the “Arrive Alive” campaign and submit the final campaign report.
___________________________________________ Sponsor/SRO Signature

Submit this form online at yovaso.org by 5:00 PM on March 1, 2019
Arrive Alive is a peer-to-peer traffic safety campaign for Virginia high and middle schools. The middle school campaign focuses on driver, passenger, pedestrian and bicycle safety during the high-risk spring and summer months between May and August.

**Campaign Goal:**
The goal of the Arrive Alive Middle School Campaign is to help students learn the skills to be safe passengers, pedestrians and bicyclists and help them form positive safety habits and attitudes prior to the driving years.

**Campaign Objectives**
For the YOVASO Club, Other Safety Club, or Project Based Learning (PBL) Class to develop and lead peer-to-peer programs and activities that focus on:

- Increase students’ knowledge of how to be safe in a vehicle with a focus on increasing seat belt use.
- Increase students’ knowledge of how to be a safe pedestrian and bicyclist, with a focus on traumatic brain injury and increased helmet use.
- Encourage positive changes in attitudes and behaviors towards motor vehicle and traffic safety.

**Campaign Components for Competing Schools or Youth Groups**
Schools or youth groups that wish to compete for prizes must complete the three components listed below to be eligible for prizes. The creative project will be given the most weight during the judging.

1. **Creative Project.** Develop a creative project for your student body that encourages seat belt and good passenger safety habits and/or encourages helmet use and safe bike and pedestrian habits. The project must be seen, heard and/or participated in by a majority of the students at your school. Please be sure to incorporate the Arrive Alive Campaign theme and artwork. Ideas may include, but aren’t limited to, a school assembly on traffic safety, a bike rodeo, a video developed and shown to the student body, a traffic safety poster contest voted on by the students, a safety day, etc. The Creative Project will be judged on:
   a) **Content** - Effectiveness of the message for the target audience and use of the theme.
   b) **Student Involvement** - Percentage of student body reached (saw, heard, and/or participated in the creative project.)
   c) **Creativity** - Creativity shown in developing, implementing, and promoting the project.

   The Creative Project should be well documented - including photos, videos, samples of materials created for the project, and/or other documentation that helps the judging panel understand the project. Copies of media coverage, flyers, project invitations, etc. may be included with the documentation.

2. **Call to Action Activities.** Complete a variety of educational activities and programs that increase knowledge about risky behaviors as a passenger, pedestrian, and/or bicyclist and encourage positive traffic safety habits among students. Activities should incorporate the Arrive Alive Campaign theme and artwork when possible.
   - **Banner Pledge Signings** are a required activity and schools or youth groups are encouraged to organize pledge signing events for students throughout the campaign. The estimated number of pledges for your school must be recorded on the final report form. A banner is provided for each school.
   - **Invite an Insurance Agent to Your School:** State Farm Insurance and the Allstate Foundation support the 2019 campaign and have numerous agents, employees and volunteers interested in participating in your
activities and events. Please contact YOVASO staff if you are interested in requesting their attendance at one of your events.

- **Schedule ‘ScanEd’**: Schools may schedule the free ‘ScanEd’ program through YOVASO’s Interactive Programs Scheduler here: [https://teamup.com/ksg2i72ovfw5p5xm33](https://teamup.com/ksg2i72ovfw5p5xm33). ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driving and unsafe passenger behaviors. More information on ScanEd is included in this packet.

- **Schedule a ‘Bike Safe’ Presentation**: Schools may schedule a free, 45 minute BikeSafe presentation through the Mid-Atlantic Foundation for Safety and Education. Contact Haley Glynn, email hglynn@aaamidatlantic.com or call 804-323-6512 to schedule a Bike Safe Presentation. Presentations are limited and will be on a first-come, first-served basis.

- **Other activities** are to be determined by your school or youth group and may include announcements, hanging posters, handing out educational materials, holding a door decorating contest, designing and wearing safety t-shirts, etc.

3. **New! Seat Belt Checks.** These checks will measure the campaign’s impact on influencing seat belt use among students. This is a great way for schools/ youth groups that participated in the 2018 *Save Your Tailgate, Buckle Up and Slow Down* campaign to see if their results are consistent with seat belt checks conducted in the fall.

**Tips for Conducting Successful Seat Belt Checks (Detailed Instructions and Seat Belt Check Forms are enclosed):**

- Two checks are required- one prior to kicking off the campaign and one at the conclusion in order to measure the campaign’s impact on students buckling up.
- Checks cannot be announced or publicized to the student body beforehand.
- Checks should be held at the entrance of your school parking lot as students arrive in the morning. Checks should be held in the **same location** and at the **same approximate time** for both the pre and post survey.
- A minimum of 100 vehicles should be checked unless exempt due to school size or weather forces you to stop early. **Make sure to check the SAME number or approximately the same number of vehicles for the pre and post surveys** to allow for more accurate results. (Checking 100 in one check and 200 in another can skew the results.)
- A teacher and school resource officer should assist students with the checks.

★★ **Youth Group Note**: Select a local school that most of your students attend for the pre and post seat belt checks or contact Casey Taylor to discuss options.

**Campaign Components for Non-Competing Schools or Youth Groups**

Schools or youth groups that want to participate in the campaign but not compete for prizes do not have to complete all of the campaign components. Non-competing schools or youth groups may pick one or more of the components to complete based on their schools’ resources.

Non-competing schools or youth groups are required to complete the final campaign survey to document activity and how campaign materials were used. This is a requirement of the YOVASO grants.

**Winner Selection**

- An independent judging panel will select the campaign winners. The **creative project** will be the main component of this competition and will be given the highest weight during the judging process. It will be judged on content, percentage of student involvement, and creativity.
- The **call to action activities**, including the number of students who sign the pledge banner, will also be judged and the activities will add extra points to a school or youth group’s overall score.
- **NEW!** Up to 25 bonus points will be added to the overall score for schools that submit plans to continue promoting *Arrive Alive* throughout the summer. Examples: Social Media Campaign, creating a video to promote safe driving throughout the summer, creating posters and messaging to pass out at businesses where teens hangout during the summer, etc. Please be as detailed as possible with your submission by submitting a 1-2 page overview, pictures/videos of plans, etc.

(Continued)
To be eligible for prizes, participants must complete and report on their creative project and call to action activities.

Announcement of winners will be made on May 28, 2019.

Campaign Reporting Steps

Step 1: All participating schools or youth groups (competing and non-competing) must complete the campaign Final Report.

Step 2: In order to simplify reporting, all reports/results will be completed through Survey Monkey.
- Schools that are competing for prizes must submit the Final Report and Pre and Post Seat Belt Check Results.
- Schools that are not competing for prizes must complete the Final Report (the pre and post seat belt check reports are optional based on whether the school completed this activity)

Arrive Alive Pre- Seat Belt Check Results: https://www.surveymonkey.com/r/aaprechecks
Arrive Alive Post- Seat Belt Check Results: https://www.surveymonkey.com/r/aapostchecks

Step 3: Submit your campaign pictures, videos, media coverage, etc.
- All schools or youth groups (competing and non-competing) are encouraged to submit photos and other campaign visuals.
- Competing schools or youth groups are highly encouraged to submit detailed documentation of their creative project to assist the judging panel in understanding and judging the activity. Photos, videos, sample materials, flyers, media coverage, etc. are helpful.
- Options for submitting photos and other documentation:
  The photos and other documentation may be emailed to yovaso2001@gmail.com or mailed to YOVASO, 3775 W Main St., Salem, VA 24153.
  If you wish to upload photos and videos to your club’s Facebook page or to the YOVASO Flickr and YouTube pages, this must be indicated on the final report. Judges will only look at items submitted with the report and items on the indicated social media pages. To upload to YOVASO Flickr and YouTube:

  YouTube login information: www.youtube.com
  username: yovasoschools@gmail.com
  password: yovaso01

  Flickr login information: www.flickr.com
  username: yovaso2001@gmail.com
  password: Buckleup2001

- The Final Report and supporting documentation is due by 5:00p.m. on May 15, 2019.

Campaign Prizes

Cash prizes are made possible by community donations and a grant from State Farm.
- The 1st place school or youth group will receive $300 and a congratulations banner.
- The 2nd place school or youth group will receive $200 and a congratulations banner.
- The 3rd place school or youth group will receive $100 and a congratulations banner.
**Campaign Dates and Deadlines**

Entry Form Deadline       March 1, 2019 at 5 p.m.
Campaign Kick-off        March 18, 2019 (Schools or youth groups may conduct activities anytime during the campaign)
Campaign Ends            May 3, 2019 at 5 p.m.
Reporting Deadline       May 15, 2019 at 5 p.m. (Final Report, Pre/Post Seat Belt Check Reports and all documentation)
Winner Announcement      May 28, 2019

**Campaign Contest Guidelines**

- All campaign rules and deadlines must be strictly followed by competing schools. YOVASO reserves the right to disqualify a school for failure to follow the rules, guidelines and/or deadlines. YOVASO also reserves the right to request original copies of any creative ideas as needed. Please keep copies of all forms documenting your results.
- The adult sponsor overseeing the campaign must approve the activities and sign the final report.

**Campaign Contacts**

For questions or assistance with the “Arrive Alive” Campaign, contact campaign coordinator:
Casey Taylor – (540) 375-3596 or casey.taylor@vsp.virginia.gov.
ScanEd: Physics of A Crash

An interactive teen safe driving and passenger safety program presented by
YOVASO and the Virginia State Police

Schools or youth groups participating in the Arrive Alive campaign may schedule this free program through YOVASO

Overview:
ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driver and passenger behaviors. It was developed by the Blue Ridge Crash Investigation Team, a program of the Blue Ridge Transportation Safety Board, and uses popular iPad and QR code technology to appeal to high school and middle school students. During the educational program, a wrecked vehicle is set up on site and QR codes are affixed to the vehicle and contents inside the vehicle (such as a cell phone, air bag, seat belt, etc.). The program can be scheduled to supplement school classroom curriculums (such as physics, biology, general science, health, math, driver’s education, etc.), or scheduled for an outdoor safety day or event in a school or community.

Scan Ed for School Classes:
Students are divided into two groups and rotate between the following two sessions:

Session A: “Physics of a Crash.” In this session, troopers lead a 30 minute classroom presentation and discussion on the physics of a crash and unsafe driver and passenger behaviors. (Minimum: 30 min)

Session B: ScanEd. In this session, a wrecked vehicle is set up on site in the school parking lot or area near the school. Students are divided in teams of two students and each team is given an iPad. The students use the camera feature of the iPad to scan the QR codes on the wrecked car and its contents. As students scan each QR code, they watch videos and other digital media depicting driving risks, unsafe driving behaviors, top causative factors in a young driver crashes, and important information on how to be safer in a vehicle. For example: A QR code on a cell phone would show a video on the dangers of driving distracted, and a QR code on a bent steering wheel would show the injuries to unrestrained occupants during a crash. (Minimum: 30 min)

ScanEd for Safety Days and Community Events:
For outdoor events with a large number of people, only the outdoor ScanEd session with the wrecked vehicle is set up. A quick overview on the physics of a crash is given and participants use the iPads to scan the educational videos on the wrecked vehicle and props.

Benefits:
ScanEd helps youth engage with each other and law enforcement in a dialogue about safe and responsible driver and passenger behavior and enables teens to self-learn using technology they think is cool and fun.

Supports School Curriculums:
ScanEd addresses the physics, biology, and dynamics of a crash and can be used to support science, health, math, physical education, and driver education curriculums.

Program Length for School Classes:
- The two components (Classroom Presentation and Scan Ed) take a minimum of 1 hour per class.
- The program can be lengthened to fit schools on 90 minute block scheduling.
- Schools may schedule multiple classes to complete the program over a one or two-day period.

Schedule ScanEd:
Schools may schedule ‘ScanEd’ through YOVASO’s Interactive Programs Scheduler here: https://teamup.com/ksq2i72ovfw5p5xm33
Virginia Passenger, Pedestrian, and Bicycle Statistics
Youth (ages 10 to 14)

2018 Youth-Related Injuries:
- 1,211 youth injured in motor vehicle-related crashes *
  - 569 Male
  - 619 Female
- 1,043 were passengers in motor vehicles *
  - 465 Male
  - 578 Female
  - 7% (68) were unrestrained
- 80 were pedestrians
  - 46 Male
  - 34 Female
- 50 were bicyclists *
  - 45 Male
  - 3 Female

➢ A total of 79 crashes involved a young pedestrian aged 10 to 14
➢ A total of 50 crashes involved a young bicyclist aged 10 to 14

2018 Youth-Related Fatalities:
- 6 youth were killed in motor vehicle-related crashes
  - 4 Male
  - 2 Female
- 3 were passengers in a motor vehicle
  - 2 Male
  - 1 Female
  - 67% (2) were unrestrained
- 3 were a pedestrian
  - 2 Male
  - 1 Female

2017 Youth-Related Injuries:
- 1,369 youth injured in motor vehicle-related crashes *
  - 595 Male
  - 748 Female
- 1,188 were passengers in motor vehicles *
  - 489 Male
  - 699 Female
  - 5% (50) were unrestrained
- 89 were pedestrians *
  - 50 Male
  - 39 Female
- 45 were bicyclists *
  - 38 Male
  - 7 Female

➢ A total of 88 crashes involved a young pedestrian aged 10 to 14
➢ A total of 51 crashes involved a young bicyclist aged 10 to 14

2017 Youth-Related Fatalities:
- 10 youth were killed in motor vehicle-related crashes
  - 6 Male
  - 4 Female
- 7 were a passenger in a motor vehicle
  - 3 Male
  - 4 Female
  - 57% (4) were unrestrained
- 1 was a pedestrian
  - 0 Male
  - 1 Female
- 2 were bicyclists
  - 2 Male
  - 0 Female

* Gender of some not stated on crash report

Source: Virginia DMV

Note: All 2018 data is preliminary
Call to Action Activity Ideas

Use the following ideas as a starting point for the “Arrive Alive” Campaign and feel free to come up with your own ideas as well. By making the educational activities creative and fun, you will capture the attention of your students and impress upon them the importance of wearing a seat belt, being a good passenger and walking and biking safely.

Seat Belt and Passenger Safety Ideas:

- Hold a pledge day during lunch or before a sporting event where students sign the banner, pledging to buckle up and be safe passengers, bicyclists, and pedestrians
- Make a large thermometer or poster board to measure the progress of signatures on the pledge banner
- Request YOVASO’s interactive ScanEd program
- Enter names of students who signed the pledge or completed the survey into drawings for prizes
- Request the “TXT LATER. BUCKLE UP NOW. ARRIVE ALIVE.” stencil from YOVASO or use sidewalk chalk to write safety messages on sidewalks, parking lots or other visible areas
- Design traffic safety door art to display on homeroom doors and/or make table tent cards for the school cafeteria
- Ask teachers to write safety messages on their chalkboards or dry erase boards
- Design a school bulletin board with the “Arrive Alive” slogan
- Include information about the Arrive Alive campaign in your school newsletter
- Place an Arrive Alive or a buckle-up message on your school marquee
- Design and send home parent flyers on seat belt and passenger safety
- Ask your local radio stations and newspapers to promote the campaign and the school’s participation
- Design a Facebook, Twitter or other social media source to promote the campaign and its messages
- Have the English class write “Arrive Alive” letters to high school students encouraging them to buckle up and drive safely during prom and graduation
- Create buckle-up flyers to hand out to the students and faculty or setup a safety display at a sporting event
- Make buckle-up safety announcements over the intercom at your school
- Hold a safety assembly for the student body with fun skits, videos, poems, etc. about safety
- Write a skit on buckling up/ being a safe passenger that each class can act out during a designated time set by the teacher
- Have an “Arrive Alive” Day and ask students, faculty and staff to wear white t-shirts with a personally designed buckle up message to show their commitment for always buckling up
- Have students write a message about the importance of safe driving and/or passenger safety on strips of construction paper. Staple or glue the strips together to form a long, connected chain that visually shows your school’s mission to “Arrive Alive”
- Design a bulletin board displaying all the ways to be a safe passenger
- Ask English teachers to have their students write a short essay or a poem about how they plan to be safe in a vehicle
- Ask Art teachers to have students design posters showing the different ways to be a safe passenger
- Make large seat belts out of construction paper and hang on classroom doors with a message like “Buckle Up. Arrive Alive.”
Bicycle and Pedestrian Safety Ideas:

- Participate in activities leading up to National Bike to School Day on May 9, 2018. Resources are available online at http://www.walkbiketoschool.org/ready/about-the-events/bike-to-school-day
- Schedule a BikeSafe presentation during the campaign with the Mid-Atlantic Foundation for Safety and Education. Contact Haley Glynn, hglynn@aaamidatlantic.com or call 804-323-6512
- Organize a bike rodeo demonstrating bike safety attire and skills
- Post maps that highlight the quickest, safe cycling and walking routes to school
- Partner with a local bike shop and organize a bike tune-up event
- Outfit your school mascot with a helmet, knee pads, and elbow pads during school sporting and other fun events
- Organize a helmet fitting and provide education on helmet wear
- If your school has bike racks, spruce them up with a fresh coat of paint and make sure students are aware of their location on campus
- Pedestrian Rodeo: Exactly like a bike rodeo – create a “safety town” course that kids must safely navigate through using crosswalks, looking both ways, etc.
- Play Red Rover, but have participants practice looking both ways before running over!
- Red Light Green Light: Players stand at one end of a field or park, while the leader stands at the other. The leader has their back turned and calls “green light.” All players can run during green light. At any time, though, the leader can turn around and yell “red light.” All players must then freeze in place. The leader can also call out “yellow light” where participants must walk instead of run. The first person across the finish line wins.
- Create a brain injury curriculum to be used in science lectures
- Encourage students to bike or walk to school during the campaign
- Have a prize drawing for students who walk or ride their bike to school during the campaign
- Host a poster design contest that focuses on bike or pedestrian safety
- Create and pass out a tip card to help students remember ways to be safe while riding a bike
- Set up a pledge table at lunch and have students sign a pledge to be safe bicyclists
- Have students complete a survey on bike safety
- Enter names of students who sign pledge or complete the survey into drawings for prizes
- Place a reminder about the campaign or a bike safety message on your school marquee
- Send bike safety text messages to students and/or make safety announcements over the intercom
- Write a short skit on riding bikes that each class can act out during a designated time set by the teacher
- Ask teachers to write bike safety messages on their chalkboards or dry erase boards
- Invite a bike safety advocate to speak during an assembly or gym class at your school
- Be creative, have fun, and come up with your own ideas!
Arive Alive Safety Announcements

- Use these PSA to make announcements during school, at sporting events, and other school events.
- Ask radio stations to record the PSA’s and air on the radio.
- Post/Tweet the messages on social media

Remember to start each school announcement with: Hi, this is ______________ with the ________________ club.

Seat Belt and Passenger Safety Announcements:

- Our school is participating in the statewide “Arrive Alive” Campaign March 18 – May 3, 2019. Help us with this statewide challenge by promising to buckle up every time you are in a vehicle. Also remember to be a good passenger – avoid being a distraction to the driver!

- Did you know preliminary data for 2018 indicates 21% of fatal crashes involving a teen driver in Virginia were caused by inattention/distractions? As a passenger, you should avoid distracting the driver. This summer, be a part of the solution and help everyone Arrive Alive! (Virginia DMV)

- 69 teenagers ages 15-20 were killed in car crashes in Virginia in 2018 (preliminary). As passengers, we can help save lives – always buckle up; be helpful to the driver and avoid being a distraction in a vehicle. (Virginia DMV)

- Did you know that preliminary data shows 1,211 youth aged 10 to 14 were injured and 6 were killed in motor vehicle-related crashes in Virginia in 2018? As passengers, we have the right to ask a driver to stop driving unsafely or call our parents to come pick us up if we feel unsafe. It’s our right to Arrive Alive. (Virginia DMV)

- Catching a ride with high school drivers or adults you know is okay if you have your parent’s permission, but it’s important to remember to call your parents if you ever feel unsafe riding with someone. It’s your right to speak up. Ask the driver to stop the unsafe behavior and/or call a parent to come pick you up.

- Car crashes are not only the number one cause of injury and death for U.S. teens aged 15-20, they are also the leading cause of death for every age 11 through 14. Our age group doesn't have to be a statistic. Buckle up and refuse to ride with a driver who is being unsafe! (National Center for Health Statistics)

- Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. If you are riding with someone who is driving too fast, speak up and tell them to slow down. Preliminary data for 2018 shows 55% of fatal crashes involving a teen driver in Virginia were caused by excessive speed. (Virginia DMV)

- Distracted driving isn’t just using your cell phone while driving. It also includes eating and drinking, grooming, adjusting the radio and even joking around with passengers! When you’re riding in the car, be sure to help the driver by not being a distraction so everyone Arrives Alive!

- Did you know that Virginia has a passenger limit law for young drivers? Or that the risk of a fatal crash for young drivers goes up in direct relation to the number of passengers in the vehicle? Refuse to ride with a young driver who is carrying too many passengers and disobeying Virginia’s passenger limitation law. Choose to Arrive Alive.

Bicycle Safety Announcements:

- Wearing a helmet while biking reduces your risk of serious injury or death by 85% according to the National Highway Safety Administration. To Arrive Alive, always wear a helmet and follow biking rules!

- Always wear a properly fitted helmet. Remember the 2V1 Rule. There should be no more than “2” fingers widths between the helmet and eye brows to provide forehead coverage. The straps should form a “V” around the ears. And you shouldn’t be able to fit more than “1” finger under your chin strap.
• When riding on the road, always ride on the right side with traffic and follow all traffic signs and signals

• Don’t leave other road users in the dark- Hand signals alert motorists and other cyclist of your intentions.

• Don’t use a cell phone, iPod of other electronic devices that could take your attention away from riding your bike. Distracted biking is dangerous!

• Wear bright colors and use bike reflectors so cars and other cyclists can see you.

• When riding between sunset and sunrise, cyclists in Virginia are required by law to ride with a front white headlights and a red rear reflector.

• Use the buddy system; it could save your life. Always tell someone when and where you plan to cycle.

• Helmets are designed to absorb the shock of one fall and save your life.

• Have the right “Mindset”- A football star, a baseball batter or a lacrosse player would never take the field without a helmet so it’s a no brainer to wear a helmet while biking as well.

• When crossing train tracks, either walk or ride your bicycle across with your wheels perpendicular to the tracks to avoid getting tires caught.

• Always choose safer walking and bicycling routes. Safe routes include areas that have sidewalks, paths, bicycle lanes, good lighting, low traffic volume and low speed limits.

• Bicyclists should always scan parked vehicles for passengers who might open doors. When passing parked cars, allow enough room between the bicycle and vehicles to avoid opening doors. Always scan behind for oncoming traffic before swerving into another lane.

• Bicyclists should always be observant of pedestrians. Pedestrians are often unpredictable and sometimes neglect to search for traffic before entering the street.

For additional ideas, statistics, facts, and graphs please visit the following websites:

• Mid-Atlantic Foundation for Safety and Education:  http://midatlantic.aaa.com/Foundation/Overview
• American Academy of Pediatrics:  http://www.aap.org/
• Virginia Department of Motor Vehicles:  www.dmvNOW.com
• Drive Smart Virginia:  http://www.drivesmartva.org/
• Safe Kids USA:  http://www.safekids.org/
Seat Belt Check Rules

Description:
For this phase of the campaign, a team of students, club sponsors, and school resource officer (or other officer) will be posted in the school parking lot to check vehicles of students as they arrive at school in the morning. The pre-check will be held at the beginning of Week 1 of the campaign prior to the start of your campaign promotions. The post-check will be held during the final week of the campaign. During both checks, the team will observe vehicles that drive through the checks to see if both drivers and passengers are buckled up and record the results. The results are then reported to YOVASO through the Pre and Post Seat Belt Check Reports on Survey Monkey. The goal is to have an increase in seat belt use from pre-campaign to post-campaign by promoting and influencing seat belt use throughout the campaign.

*Youth Group Note:* Contact your local school to conduct the pre and post seat belt checks or contact Casey Taylor to discuss options.

Rules:
1. Two (2) seat belt checks must be held at the school to be eligible to win campaign prizes.
   - Pre- Seat Belt Check to be held during the beginning of Week 1 of the campaign
   - Post-Seat Belt Check to be held during the final week of the campaign
2. The day, time, and location of the check cannot be announced or disclosed to the student body. The campaign goal is to convince students to buckle up every time they get in a motor vehicle – not just for a seat belt check.
3. No signs, banners, posters or other publicity can be displayed at or near the seat belt check location to pre-warn students that a seat belt check is taking place. There must be a “surprise” element in order to get an accurate count of students who are automatically buckling up without being prompted to do so.
4. Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.
5. You must check enough vehicles (at least 100 unless exempt due to school size) during each seat belt check. The vehicles checked must be consecutive, meaning you can’t skip cars. **Make sure to check approximately the same number of vehicles both times** in order to get more accurate results. Also, make sure to hold the pre and post checks in the same location and at approximately the same time for more accurate results.
   - If your school is small and you have less than 100 cars for the checkpoint, please indicate that on your seat belt check form and you will not be penalized.
   - Middle schools are encouraged to ask their resource officer and police/sheriff’s office to conduct the checks if administration doesn’t allow students to complete them. Or, middle schools may conduct written pre and post surveys by asking students if they buckle up every time they are in a vehicle. Middle schools won’t be penalized if they are unable to complete this component due to school rules.
6. You will be counting vehicles with everyone buckled up, not individual occupants. **Everyone in the vehicle must be buckled up in order to circle a (y) yes in the buckle up box for that vehicle.** For future checks, you are allowed to tell drivers/passengers that everyone must be buckled up for the vehicle to be counted as a “yes”.
7. Vehicle drivers and occupants must be buckled up when they drive up to the check. **Occupants seen buckling up as they drive up or after they are stopped do not count as being buckled.**
8. If there are occupants in the bed of a pickup truck, those occupants are to be considered unbuckled, and the vehicle will be circled on the survey form as a (n) no.
9. Schedule an adequate number of students to work at each seat belt check. This will cut down on traffic back ups and will also enable you to check a vehicle before the occupants can “cheat” and buckle up after they notice a check is being held. Request help from your school resource officer and/or your local police department to help the checks run smoothly and safely.
10. At the end of each seat belt check, tabulate the results and submit them to YOVASO through Survey Monkey. Do not send individual copies of the Seat Belt Check Forms. YOVASO reserves the right to request these items, if needed. Please keep all copies for your records.

If you have questions about the Seat Belt Check Rules or how to conduct a survey, please call YOVASO at 540-375-3596 or email Casey Taylor at casey.taylor@vsp.virginia.gov.
Seat Belt Check Form

Please indicate which check this form is for by writing “pre” or “post” campaign here: _______________________

Name of School: ________________________________________________________

Seat Belt Check Date: ____________________  Seat Belt Check Time: ______________

Seat Belt Check Location: _______________________________________________________

Number of Vehicles Checked: ______________ (must be at least 100 unless exempt due to school size)

Seat Belt Check Reminders:
- Make enough copies of this form for both pre and post seat belt checks.
- **You must check a minimum of 100 vehicles during each survey unless exempt due to school size.**
- Have enough students observing vehicles so that the checks run smoothly and results are accurate.
- **Be sure to check approximately the same number of vehicles during both checks.** Also hold both checks at the same location and approximately the same time so that final results are more accurate.

Directions:
- For each box, circle Y or N.
- Circle Y if **ALL** occupants (drivers and passengers) are buckled up in the car.
- Circle N, if one or more occupants in the car are not wearing a seatbelt or if they are riding in the back of a pickup.

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**Total Vehicles with all Passengers Belted ______ + Total Vehicles surveyed _______ = ______% buckled up**

Submit this information on Survey Monkey under the forms for Pre-Seat Belt Check Results and Post-Seat Belt Check Results. Do not send YOVASO copies of this form. Keep these forms in your files.

**Adult Sponsor signature verifying results _________________________________**
Remember to buckle up and put away the distractions so you can #ArriveAlive

Athletes never go onto the field without their safety equipment; you should never drive off without yours—buckle up! #ArriveAlive

Arrive Alive is well underway! Keep up the good work even beyond school and into the summer months! #ArriveAlive

Vehicles are not the place to party. Make it to your destination alive by saving the party for when you arrive! #ArriveAlive

Hope you have a great weekend. Remember to buckle up in the spirit of #ArriveAlive!

Hope you all had a safe and fun weekend! Don’t forget to send in photos of your campaign activities! #ArriveAlive

Seatbelts save lives, but distracted driving takes lives. Buckle up and #ArriveAlive

Have a great weekend and be safe if you’ll be traveling! #ArriveAlive

See what #ArriveAlive is all about by visiting yovaso.org!

Don’t be a statistic this summer! Don’t be a distraction and buckle up to #ArriveAlive

Encourage your friends and family to put away the distractions and follow driving laws! #ArriveAlive

In VA from 2014 to 2017 during Spring/Summer months, 94 teens were killed in motor vehicle crashes. Don’t be a statistic. #Arrive Alive

Stay safe and remember to #ArriveAlive this weekend!

#ArriveAlive is coming to a close, but we will continue encouraging passenger safety! You should too!

You can’t enjoy your summer break from a hospital bed! Be safe and #ArriveAlive this summer!

A BIG thanks to everyone who participated in the Arrive Alive Campaign! Our school is saving lives! #ArriveAlive

*All 2018 data is preliminary
Tips for Arrive Alive Campaign Reporting

In order to simplify reporting, all reports/results will be completed through Survey Monkey. The tips below will help you prepare for completing the questions on the 3 quick reports: 1) Pre-Seat Belt Check Results during week 1 of the Arrive Alive Campaign, 2) Post-Seat Belt Check Results during the last week of the campaign, and 3) Final Arrive Alive Report once the Campaign is over. All final reporting is due May 15, 2019.

Survey Name

- Arrive Alive Pre-Seat Belt Check Results: https://www.surveymonkey.com/r/aaprechecks
- Arrive Alive Post-Seat Belt Check Results: https://www.surveymonkey.com/r/aapostchecks

You will be asked to complete the following questions on the Final Report:

1. Describe in detail your Creative Event.
2. Provide a numbered list of up to 15 Call to Action activities and programs your club completed for this campaign aside from the Creative Event. Be sure to include your most creative activities and programs first.
3. *NEW: Up to 25 bonus points will be added to the overall score for schools that submit plans to continue promoting Arrive Alive throughout the summer. Please be as detailed as possible with your submission by submitting a 1-2 page overview, pictures/videos of plans, etc.
4. Give an estimated number of campaign materials distributed.
5. How are you submitting photos and/or videos? (Ex: email, social media, Flickr).
6. Estimate the number of educational materials distributed (tip cards, prom/floral cards, etc.).
7. Estimate number of club members/students who led or planned campaign activities.
8. Estimate number of students who actively participated in an activity and/or attended an education program or event.
9. Estimate number of students who heard or saw the campaign message through school announcements, social media, banners, poster displays, education activities, the Creative Project, etc.
10. Estimate number of those who saw the campaign message through media coverage.
11. Estimate the number of students reached by your Creative Project.
12. Estimate the number of adults (and/or other people who aren’t students at your school) reached by your Creative Project.

You will be asked to provide the following results for the Pre-Seat Belt Check Questions for Week 1:

1. Date, time, and location Seat Belt Checks were conducted
2. Total number of vehicles checked
3. Total number of drivers buckled up
4. Percent of drivers buckled up

You will be asked to provide the following results for the Post-Seat Belt Check Questions for the Final Week:

5. Date, time, and location Seat Belt Checks were conducted
6. Total number of vehicles checked
7. Total number of drivers buckled up
8. Percent of drivers buckled up