



QUICK AND EASY CAMPAIGN OVERVIEW

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

Simple Activities to Promote Safe Behaviors Among Passengers, Bicyclists, and Pedestrians:

- **Banner Pledge Signings** - Organize 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.
- **Sunglasses with a Safety Message** – Hand out the sunglasses during school events or in conjunction with other activities to remind students to be safe on the roads whether riding, biking, or walking.
- **Bookmark** – Hand out the bookmarks during school events or in conjunction with other activities. The tips will educate students on ways to be safe passengers, bicyclists, and pedestrians.
- **Posters** – Hang the posters in highly visible locations around the school to remind students to be good passengers and always buckle up.
- **Announcements** – Make safe driving announcements during school, at sporting events, and/or other school activities.
- **See attached Arrive Alive Campaign Guide** for more ideas and detailed information on developing a creative project or completing seat belt checks.

Campaign Reporting Steps

Step 1: Complete the Arrive Alive Campaign Final Report: <https://www.surveymonkey.com/r/aamsfinalreport>

Step 2: If your school completed seat belt checks, complete the following reports:

- **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, etc. to yovaso2001@gmail.com. Otherwise, please indicate on our final report how you will be submitting pictures, videos, etc. to YOVASO.

- ★ **DATES TO REMEMBER:** Please register for this campaign online or by completing the attached Registration Form by March 1, 2019 at 5:00p.m. The campaign kicks-off March 18, 2019 and will continue through May 3, 2019. The Final Report and Pre/Post Seat Belt Results are due May 15, 2019 by 5:00p.m.
- ★ For questions or assistance with the “Arrive Alive” Campaign, contact campaign coordinator, **Casey Taylor at (540) 375-3596 or by email: casey.taylor@vsp.virginia.gov**