



# Youth Speaking Out to Turn Tragedy into Positive Action

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*Best Practice Ideas to Have a Positive Influence on Teen Driving  
Behaviors and Attitudes Following a Tragedy*

*A summary of three school programs following a tragedy:*

- 1. Brooke Point High School – “Parking Space Project”**
- 2. Jefferson Forest High School – “Buckle Up for Bronwyn”**
- 3. Middlesex High School – “K.C.’s Miracle”**

## *School Summary One:*

Brooke Point High School YOVASO Club

**“Turning a Tragedy into a Commitment to Saving Other Young Lives”**



*The Forrest Peterson Parking Lot Memorial is painted in school colors and includes the football number worn by Forrest - #51. A mailbox gives students a place to leave messages and thoughts for the family. The large rock behind the sign provides students with a safe spot to sit and remember their friend.*

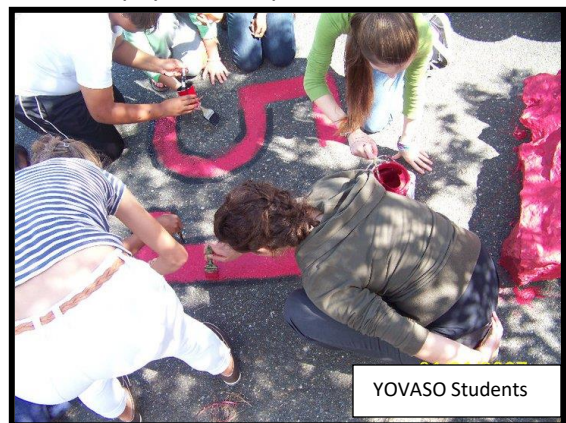
## **1. Brief Description of the Program – The Tragedy**

On a typical Friday night in the fall of 2010, Brooke Point High School in Stafford County was hosting a home varsity football game. Prior to the game, the school's YOVASO Club sponsored a tail-gate party to kick off their participation in the statewide YOVASO "Save Your Tail-Gate, Buckle Up" Campaign. During the party, club members handed out educational materials and encouraged students and adults to sign a pledge to always buckle up. At half-time of the football game, the club held a Candlelight Vigil, lighting candles in memory of the 92 teens who lost their lives in motor vehicle crashes in Virginia the previous year. Shortly after the game, as players and students were heading home, a beloved and respected member of the football team, Forrest Peterson, age 17, was involved in a tragic crash. His vehicle had veered across the center line of a winding road and when he swerved to avoid oncoming traffic, he ran off the road and hit several trees. Although he was wearing his seat belt, Forrest died later that night from his injuries. Deputy Carol Burgess, the SRO at Brooke Point and sponsor of the YOVASO Club, was one of the first to arrive at the scene of the crash and had the difficult job of identifying the body and notifying Forrest's parents. This was an especially difficult task as Deputy Burgess is good friends with Forrest's mother because their two sons are best friends and wrestle together on the school team. "This was my greatest fear...", Deputy Burgess explained about her arrival at the crash site, "...When you know a child, it is unexplainable the pain that I experienced from this horrific event." Deputy Burgess stayed with Forrest as he was transported to the hospital and remained there with his parents, coaches, principal, fellow football players and wrestlers, and members of the sheriff's office until 4 a.m. on Saturday morning September 25, 2010 when Forrest was removed from a ventilator.

## **2. Background Information – Honoring a Young Man's Life ... and Making a Commitment to Saving Other Young Lives**

In the hours and weekend after the crash, Deputy Burgess became increasingly concerned about the safety of students who were going to the crash site to remember Forrest. "The site is off a 2 lane, narrow road and students were going (there) to pay their respect for Forrest and to leave flowers, cards, etc.," Burgess explained. "I, along with 2 other deputies, went to the site to control the traffic and to set up a barrier for the children as they came for hours to pay their respects."

Deputy Burgess decided that the students needed a safe place to remember Forrest and to console each other, so with help from the YOVASO Club and the school's Learn and Serve Club, they set up a memorial in Forrest's parking space at school. Students from the two clubs painted the parking space red and black, the school colors, and placed a large rock in the middle of the space. Club members painted the rock red and provided black markers so the students could sign the rock in memory of



YOVASO Students

Forrest. They also painted a red mailbox and placed it in the parking space so that students could leave cards and notes for the family. Deputy Burgess emphasized that students are still leaving notes in the mailbox and fresh flowers around the rock. They also placed a sign in memory of Forrest and painted his uniform number “#51” in the spot. They were also able to get the donation of a second large rock which they placed in the parking space so that students could sit and hang out. Forrest loved rocks, according to his mother, so the rocks have a special significance.

### **A Permanent Memorial ...**

The parking spot will remain in memory of Forrest through the remainder of the school year. Next school year (2011-2012) and in the future, the parking space will be a “Space of Character” in recognition of a student who displays the character that Forrest represented.

### **The Commitment to Saving Other Young Lives ...**

Although the YOVASO Club was devastated by the tragedy, they did not lose their enthusiasm or commitment to participating in the “Save Your Tail-Gate, Buckle Up” Campaign or in their commitment to promoting safe driving initiatives at the high school. The students were even more motivated and determined to educate their peers on the importance of safe driving and developed many new activities to remind students to drive safely. Following the tragedy, several new students came forward to join the club and helped in the days and weeks after the tragedy to educate and encourage other students to drive safely. Over the weeks following the crash in the fall of 2010, the YOVASO club inundated the school with educational activities and messages:

- ③ **Designed and distributed T-shirts imprinted with RIP Forrest Peterson surrounded by hearts**
- ③ **Sponsored another Tail-Gate Party at the school which included students signing pledges promising to buckle up on every ride, performances by the Cheerleaders and Step Team, handouts on seat belt use and safe driving, food for 1,000 cooked by employees of the local Kohls store, and other activities. Approximately 1,000 were in attendance.**
- ③ **Held a seat belt check in the school parking lot to determine the number of students who were buckling up and to encourage seat belt use**
- ③ **Made announcements each morning at school encouraging students to buckle up and drive safely and presentations on seat belts and the importance of buckling up and driving safely**
- ③ **Arranged for the Sheriff’s Office to set up an obstacle course at the school using DUI goggles and golf carts and also a course on distracted driving**
- ③ **Designed and entered a Safety Float in the school Homecoming Parade emphasizing seat belt use and safe driving**
- ③ **Aired Buckle up and safe driving messages on a local radio station and on the school television station**



### **3. Outstanding Elements and Accomplishments:**

- ✓ Roadside memorials to crash victims have been an ongoing concern statewide and nationwide due to the traffic hazards they create when students and adults gather at a crash site to leave flowers, messages, and other mementos. The Parking Space Memorial to Forrest was a very creative and proactive approach by a school to honor the memory of a beloved student, as well as, provide a safe place for students to grieve and show their respect. This idea can easily and inexpensively be replicated by schools statewide in response to a teen motor vehicle fatality. The project can easily be altered to meet the specific needs of a school or the particular interests of the student killed. (Example: Instead of a parking space – it could be a students' locker, the students table in the cafeteria, a grassy area at school, etc.)
- ✓ The Memorial is a constant reminder for the students at Brooke Point to drive safely.
- ✓ The memorial is open to the entire student body and teachers at Brooke Point. It is even more special because it was the project of students in a school-based club advocating for safe driving.
- ✓ The project was very low cost and utilized donations and volunteers from the school and community to secure needed items and to complete the work.
- ✓ Although the tragedy was devastating to the student body, it was particularly hard for the members of the YOVASO Club who had been working so hard to prevent such a tragedy from occurring. Instead of becoming disillusioned and giving up, the students worked even harder to plan new activities to promote safe driving and to reach out to businesses in the community to help support and fund these activities. This was an excellent example of turning "A Tragedy into a Positive Educational Experience."

### **4. Approximate Number of People Impacted:**

- ✓ Over 1,640 students at Brooke Point High School and 200 teachers were part of the Parking Space Memorial to Forrest and outreach efforts affected the entire community in Stafford.
- ✓ The entire student body at Brooke Point (over 1,640) was also impacted by the safe driving educational activities, including the Tail-Gate Party, Seat Belt Checks, School Announcements, DUI/Distracted Courses, and Homecoming Parade. Through local announcements on the radio, the entire community was also impacted by these efforts.
- ✓ The response to the tragedy helped increase membership in the YOVASO Club, as more students realized the rewards and benefits of working with an organization that could help save lives.
- ✓ By involving Kohls in the Tail-Gate Party, the young employees who helped work the event; have become advocates of traffic safety. "They were young associates and I know they were impacted because when I am in (the store) shopping, the cashiers still talk about what a new experience it was for them and how they will continue to spread the message about seat belt usage and distracted driving," – Carole Burgess

## 5. Public/Private Resources Used:

- ✓ Vulcan Quarry Company donated the large rock for the Parking Space Memorial.
- ✓ The school's head football coach provided the small rock from rocks around the football stadium which the students painted in school colors and signed.
- ✓ Kohls made a \$500 donation to the club following the tragedy to help fund the club's educational efforts. In addition, the manager at Kohls and 5 of its young employees helped work the Tail-Gate Educational Party at the School in October. They helped cook and serve food, worked the pledge table where students took the promise to buckle up and drive safely.
- ✓ 3 Kohls employees also helped the YOVASO students build the "Buckle Up" float that was entered in the school's homecoming parade.
- ✓ Liberty Mutual Insurance donated \$200 to the club following the tragedy to fund educational activities. They also provided food (Hamburgers and Hotdogs) for 1,000 people for the Tail-Gate Party.
- ✓ 1<sup>st</sup> Sgt. Darrell English with Stafford County's Crime Prevention Unit provided additional hamburgers and hotdogs for the Tail-Gate Party.
- ✓ Hamburger and hotdog buns were provided free of charge by the school cafeteria.
- ✓ Water and drinks were provided by the Stafford County Sheriff's Office.



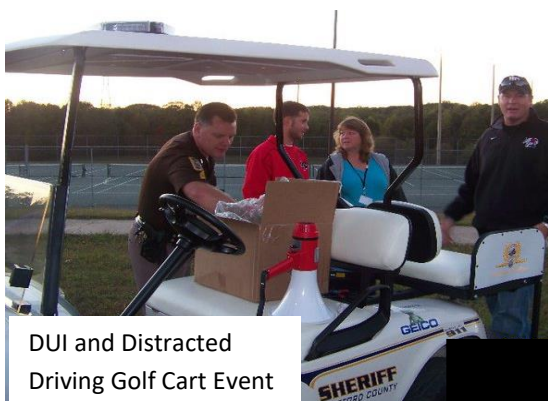
*Vulcan Quarry donated and delivered the large rock placed at the Memorial site.*

## 6. Volunteers:

- ✓ The Brooke Point YOVASO Club has approximately 30 members and all were involved in various aspects of the Forrest Peterson Memorial and the various educational activities. 18 of the members actively assisted with preparing the parking space as a memorial to Forrest and all 30 of the members participated in helping with one or more of the various educational activities.
- ✓ The Brooke Point Learn and Serve Club has 15 members and all of the members participated in preparing the parking space as a memorial to Forrest.
- ✓ 5 Kohls employees, including the regional manager, worked at the Tail-Gate Educational Party serving food, manning the buckle up pledge signing table, distributing educational safety literature, and clean up.
- ✓ 3 Kohls employees helped build the “Buckle Up” Float entered by YOVASO in the school’s homecoming parade.
- ✓ The school SRO and various members of the Sheriff’s Office were involved in all aspects of the parking space memorial and the educational activities.
- ✓ Brooke Point Cheerleaders and members of the Step Team assisted at the Tail-Gate Party and performed Buckle Up Cheers at the football game.



Pledging to always Buckle Up and Drive Safely



DUI and Distracted Driving Golf Cart Event



Homecoming Parade Float

## *School Summary Two:*

### Jefferson Forest High School YOVASO Club

#### **“Bronwyn’s Challenge”**

##### **1. A brief description and background information on the program:**

The 2013- 2014 school year started out like many others at Jefferson Forest High School as the halls were filled with students mingling and catching up after summer break. Then, on January 21, 2014 the atmosphere of the second semester changed when Bronwyn Mae Farris, a student of Jefferson Forest, was killed in an automobile crash. Multiple factors caused the crash, but the one key factor was Bronwyn was not wearing a seatbelt. The 15 year old was thrown from the passenger’s seat when the vehicle ran off the road and flipped several times. The driver, who was properly restrained, survived the crash.

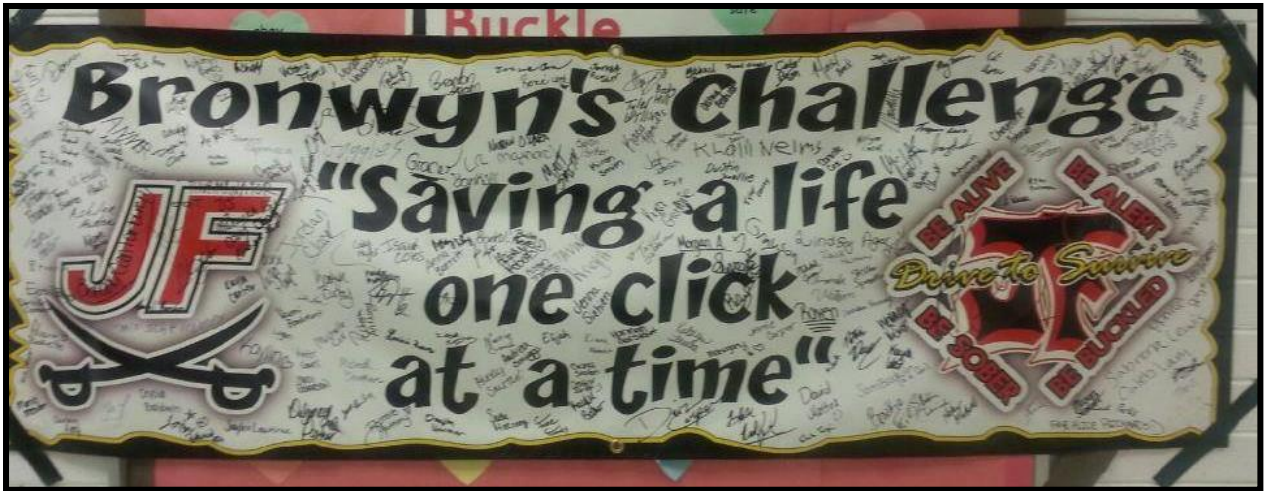
The Jefferson Forest High School YOVASO peer-to-peer safe driving club, which has just over 200 members, was upset by the tragedy and quickly came together to discuss how they could make a difference. The club was determined to develop an idea that would bring the community together in a focused effort to change negative attitudes about seat belt use and get everyone to promise to buckle up. They knew it had to be a peer-to-peer, community approach with students, family members, neighbors, and loved ones encouraging and reminding each other to buckle up.

From that initial concept, the JFHS YOVASO chapter created **“Bronwyn’s Challenge”** with the tagline, **“saving a life one click at a time.”** The challenge blended their need to honor the memory of Bronwyn with their determination to get everyone in the community to buckle up. In developing the challenge, the club came up with the following components for Bronwyn’s Challenge:

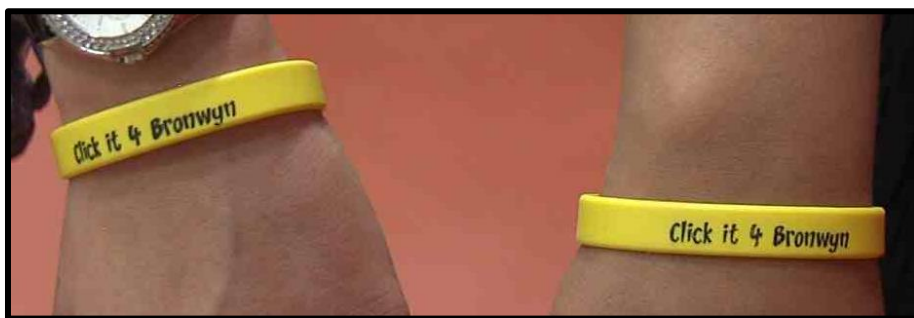
- a) **Influential Presentations.** Several different presentations were developed by YOVASO club members for a variety of audiences, including high schools, middle schools, elementary schools, parents, and community organizations. The presentations were designed to encourage people to wear their seatbelts, not text while driving, and not drink and drive. The presentations were titled “Bringing Us Together” and blended a variety of messaging formats, including:
  - a. Student testimonials
  - b. Stories and poems in memory of Bronwyn
  - c. Videos on car crashes
  - d. Teen driving statistics
  - e. Presentations by Bronwyn’s family
  - f. Personal encouragement to “Click it for Bronwyn”



- b) **Community Pledge Banner.** The club designed and printed multiple community pledge banners with the message: “Bronwyn’s Challenge. Saving a Life One Click at a Time.” The banners are displayed during all presentations throughout the community and audience members are encouraged at the end of each presentation to come forward and sign the pledge banner as a promise to always buckle up – for Bronwyn, for the Bedford community, and for their loved ones. The banners are then displayed in the schools or the community organizations as a continuous reminder of the pledge.



- c) **“Click It For Bronwyn” wristbands.** The club also designed and ordered thousands of yellow wristbands (Bronwyn’s favorite color) imprinted with the message “Click It For Bronwyn.” Everyone who signs the pledge banner at the end of the presentations is given a Bronwyn wristband as a commitment and personal reminder to buckle up.



- d) **Support of Bronwyn’s Family.** The YOVASO club rallied around Bronwyn’s family following the crash and worked with the family to get their support and backing for the Bronwyn’s Challenge. Bronwyn’s mother spoke during the initial kickoff presentations and continues to be a part of the challenge when she is available to speak. Her message is one of simple encourage for all teens and everyone to buckle up for their loved ones.

“The Bronwyn Challenge has reached the Forest community and beyond,” said YOVASO sponsor Corporal Ryan Hilbish of the lasting impact of this campaign. “I can still today see kids wearing the bracelets as well as parents that come into the school. Bronwyn’s Challenge is something that will continue to be very important to this school for many years to come.” Hilbish said he is proud of the YOVASO students for deciding early on that they had “to pick themselves up from the tragedy and help others learn from it.”

In the kickoff presentation for Bronwyn’s Challenge on February 18, 2014, YOVASO Club President Kamden BeCraft, challenged the community: ***“It’s time to face the tragedy we have all been struck with. This is a challenge to be responsible and smart.”***

## **2. Outstanding elements and accomplishments of the program and Impact:**

To kickoff Bronwyn’s Challenge, the YOVASO club, held two assemblies at Jefferson Forest High School on February 18, 2014. Approximately 1,400 students listened to testimonials, personal poems about Bronwyn, and information about the lifesaving value of seatbelts. Bronwyn’s mother spoke at the conclusion of the presentation, encouraging all students to buckle up in memory of her daughter and for their loved ones. Students then came forward to sign the pledge banner and receive a Click It For Bronwyn wristband. In addition to the students impacted by the program, thousands of viewers in the Lynchburg/Central Virginia/Roanoke markets heard about the campaign through local media. Three television stations, WDBJ7, WSLS 10, and WSET 13, aired in depth coverage of the presentations and personal interviews. Local newspapers also covered the event and wrote in-depth articles about the tragedy and the Bronwyn’s Challenge campaign. The pledge banners remain on display in the school as a constant reminder for the students to buckle up.

The club followed up the student assembly with a program that night for parents and the Bedford Community. Over 350 parents and community members attended the program to hear the YOVASO presentation and to hear a testimonial from Bronwyn’s mother. All attendees signed the Click it For Brownyn Pledge Banner and received the yellow wristbands. The parent program also generated coverage by multiple media.

The club sponsored their third presentation at Forest Middle School for approximately 1,000 students. The presentation was followed by pledge signings on the banner and distribution of the wristbands. The banner was given to the school for permanent display.

Continuing presentations by JFHS YOVASO students for Bronwyn’s Challenge have included:

- Forest Elementary School, grades 3-5 – 200 student participants (Spring 2014). The Signed pledge banner remains on display.
- YOVASO Middle School Retreat – 100 student participants from 10 middle schools in central and southwest Virginia (Sept. 2014)

### Other Community Outreach:

- The YOVASO Club distributed “Bronwyn’s Challenge” banners to the other high schools in Bedford – Liberty High and Staunton River High. Both schools held banner signing activities for their students in the spring of 2014 and have the banners on continuous display in the schools. Those banners are seen daily by more than 2,000 students.
- JFHS YOVASO Club members also volunteered with and participated in the April 27, 2014 “Angels Race” in Lynchburg and displayed the Bronwyn’s Challenge banner. That race was created in 2003 by the father of Brittany Groover, a 14 year old Bedford student who was killed in a crash in 2001. Close to 400 participated in that race with many more spectators and media coverage.
- The YOVASO Club also blended their Bronwyn’s Challenge with the statewide YOVASO “Save Your Tail-Gate, Buckle Up Campaign held in September and October 2014. Throughout the month-long campaign, JFHS used their Bronwyn’s Challenge as a central theme to encourage students and the community to buckle up. Bronwyn’s Challenge banners were displayed in school and at all home football games. Pledge signings were encouraged at football games and half-time activities included buckle up messaging and presentations. For this initiative, the club also organized and hosted tailgating events before home football games. The tailgates were a joint effort by the YOVASO club and the Jefferson Forest Student Cheer Squad. The tailgates gave students a safe place to go and hangout before the games so they did not go out and make bad choices before going to the game. “It was a hit and we had a big crowd every time we cooked out,” said sponsor Corporal Ryan Hilbish.
  - ★ Results of the school’s pre and post seat belt checks, showed that the campaign increased seat belt usage rates by students from 93.75% prior to the campaign to 95% at the conclusion of the campaign – a 1.25% increase.
- The JFHS YOVASO Club also designed and entered a safety float in the Bedford Christmas Parade with Bronwyn’s Challenge as the central theme. Thousands turned out for the parade and saw the community message encouraging everyone to buckle up for Bronwyn.



## **The Future:**

- The JFHS YOVASO Club is continuing to spread Bronwyn's Challenge and is using it as the theme for everything their club does. Club president Kamden BeKraft said the group hopes to expand the challenge to other schools across the commonwealth. "We're planning on taking this challenge to the state level," he emphasized. "Bronwyn will never be forgotten."
- On May 9, 2015, the JFHS YOVASO Club in conjunction with the Liberty and Staunton River YOVASO clubs, will sponsor its first annual YOVASO Color Run Memorial 5K/Walk. The Race will be to raise awareness about teen fatalities and the lifesaving benefits of buckling up. The race will be in memory of Bronwyn and other teens killed in crashes in the Bedford Community. All three YOVASO clubs will be competing against each other to see which school will have the most student participants in the race from their respective schools. The Bedford Community and other YOVASO member schools are invited to participate. A Bedford YOVASO Color Run Facebook Page has been set up to share the information and encourage participation.

### **3. Describe any public/private resources:**

- A \$1,500 grant from BEDCO Cares was used to purchase the wristbands and banners for Bronwyn's Challenge. Over 2,500 wrist bands were purchased and distributed. A second order for additional wristbands has been placed for upcoming events.
- Kroger and Frito Lay donated food and Sam's Club provided discounts on drinks for the YOVASO club tailgate parties as part of the joint Bronwyn's Challenge and Save Your Tail-Gate Campaign.

### **4. Describe how volunteers were used:**

The Jefferson Forest High School Chapter is solely volunteer-based with more than 200 active student members. The chapter sponsor and school resource officer also volunteer their time with the program. In addition:

- Other school clubs helped in promoting all projects by sharing information with their club members and helped pass out educational information at school sporting events
- Parents assisted by providing transportation to students who had to stay after school to work on the programs or transporting them to the community outreach schools. Parents also helped by picking up supplies and materials as needed.
- School principals and school staff at Jefferson Forest and the connecting middle and elementary schools participated in and assisted with the programs.
- Bronwyn's parents, Mr. & Mrs. Farris, also participated in and assisted with the program.
- Bronwyn's Challenge is a community-wide effort and its implications and outreach affect the entire Bedford Community.



***Bronwyn's Challenge is about peer to peer influence and teens reaching out to help keep each other safe. - JFHS YOVASO***



**BRINGING US TOGETHER**

***By JFHS YOVASO***

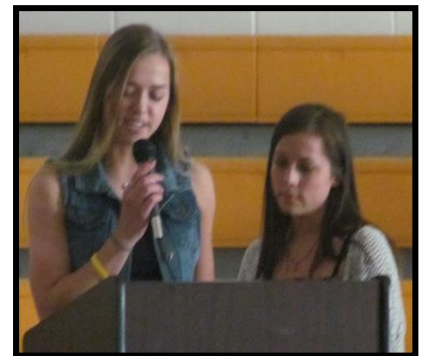
***Feb. 18, 2014 @ 7:00 pm***

***In the JFHS Auditorium***

***A special Challenge will be given to everyone that attends***

***Everyone is welcome!!***

***Please plan to attend this wonderful event!!***



## *School Summary Three:*

### Middlesex High School YOVASO Club

#### **“KC’s Miracle”**

#### **1. A brief description and Background information on the program:**

When the doors opened at Middlesex High School for the 2013-2014 school year, the YOVASO Chapter was still dealing with a tragic car crash involving a former student. Kirstin Cole, a 2013 graduate of Middlesex, was seriously injured in a single vehicle crash on August 18. Although she was wearing a seat belt, her condition was critical and YOVASO members knew she would need long-term care and rehabilitation in order to recover.

To support their friend, the YOVASO chapter dedicated the school year to helping with Kirstin’s (KC’s) recovery and fulfilling her wish of expanding the YOVASO mission of safe teen driving to other schools in the region. “We made a commitment to KC that we will not stop until all of the schools that we compete against in this region have a YOVASO chapter,” said sponsor Melvina Robinson. “KC is a living miracle. According to medics, she should not have walked away from that accident and we are using her tenacity to prevent these tragedies from happening to other teens.”

In honoring this commitment, the chapter adopted the theme **KC’s Miracle** to use with all programs during the 2013-2014 school year that promote safe teen driving and encourage teens throughout the region to be safer and more responsible drivers.

#### **2. Outstanding elements and accomplishments of the program:**

**Project 1.** The YOVASO chapter kicked off KC’s Miracle in the fall by using the YOVASO “Save Your Tail-Gate, Buckle Up” campaign to raise funds for KC’s recovery and to work regionally with other schools to increase seat belt use among teens. The KC’s Miracle initiative included a variety of components, including the following unique elements:

- **Community Service Project**

YOVASO students created and wore YOVASO-buckle up t-shirts dedicated to Kirstin. Proceeds from the t-shirt sale were donated to the Kirstin Cole fund.

- **KC's Miracle Pep Rally**

The pep rally honored Kirstin and encouraged seat belt use among teens. Kirstin's mother spoke at the pep rally thanking the Charger family for their support of Kirstin. She talked about the importance of wearing seat belts and emphasized that she was speaking out because she did not want other mothers to go through what she had. The pep rally also included:

- A buckle-up cheer competition between faculty and the cheerleaders
- A football throwing challenge between the classes and a
- Miss Buckle-up contest. The guys dressed as girls and answered a variety of questions about seat belt safety. The faculty picked the winner for Miss Buckle-up and she was crowned.

- **Regional Outreach: West Point/Middlesex Football Game**

YOVASO students contacted the West Point YOVASO chapter and sponsored a buckle up for safety booth at the school's homecoming game. The chapter gave footballs, tire gauges, and seat belt tip cards to students and adults who signed the pledge to always buckle up. The booth was staffed with student members from both the West Point and Middlesex clubs who explained the mission of YOVASO and the importance of teen driving safety. During halftime, the principals from both schools participated in a football throwing challenge wearing DUI goggles to demonstrate the dangers of driving under the influence of alcohol. Through this regional event, the chapter was able to impact students and community from Middlesex and West Point.

- **Teacher Involvement**

To get the teachers excited about the campaign and encourage the promotion of seat belt use through classroom education, the YOVASO chapter gave "Thank You" bags to each teacher. The bags encouraged and thanked the

teachers for promoting seat belt use, provided information about seat belt safety to use in the classrooms, and included candy rewards.

### **Project 1 Results and Behavioral Outcomes:**

- **8% increase in seat belt use by Middlesex students, from 80% pre-campaign to 88% post campaign**
- **90% (298) of student body signed pledge to always buckle up** (school has 332 students)
- **Campaign impacted 90% (298) students at Middlesex, plus well over 500 students and adults at the West Point/Middlesex homecoming game.**

**Project 2:** The chapter followed up the fall seat belt challenge by further developing KC's Miracle into a creative project for the winter *Mission:Possible. Slow Down. Buckle Up. Zero Tolerance.* campaign for YOVASO. The chapter focused on its promise to help spread YOVASO to other schools in order to reach more teens and encourage them to be proactive in changing their behaviors and the way they view driving. For this initiative, they developed an educational safe teen driving rally for a neighboring high school:

### **“Survive the Drive” Rally at Mathews High School:**

This Creative project was designed by students in the chapter as a rally to promote YOVASO and safe teen driving and was held at Mathews High School. The YOVASO chapter put on the entire rally for all the driver education classes at Mathews High School, created all of the materials, and worked with the school to get the event coordinated and organized. There were 80 students in the chapter who worked on planning the rally. Groups of students were assigned to various tasks, including product development, promotion, scheduling activities, public relations, financing, research (stories about teen car accidents, etc.) and social media. The YOVASO sponsor and SRO provided guidance and obtained approval from administration.

Below is a flyer that outlines the Rally and all the components involved:



# MIDDLESEX HIGH SCHOOL YOVASO CHAPTER

## “Survive the Drive” Rally Creative Project

Mathews High School

Music – CD

Introduction of Survive the Drive Team

Presentation

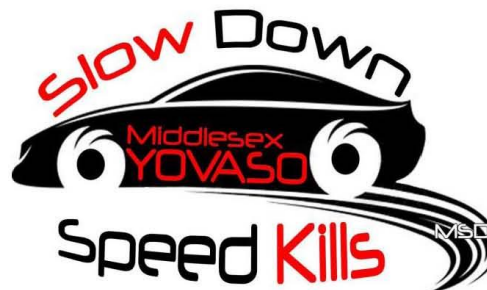
- What is YOVASO and the Mission Possible Campaign?
- How can I become a member of YOVASO?
- SRO and Driver's Ed Instructor Rap Session

Moment of Silence (In honor of students who lost their lives in a car accident)

Events

- **DUI Basketball Shots (Music Space Jam)**  
(Students shoot a layup, foul shot and 3 point shot while wearing DUI goggles. SRO discussed the ramifications of drinking and driving and how it feels to be impaired)
- **One Truth and Two Lies**  
(Readers gives scenarios about students involved in a traffic accident. The contestants decide which scenario is the truth) Stories: Slow it Down Steve; Jessica Drive Sober and Jennifer Text a-lot
- **Speed Dating Obstacle Course (Music Fast & Furious)**  
(Male students go through obstacle course with his date on his back to see who arrives to their date first. Driver has to abide by all of the traffic laws and speed limit (they could go no faster than the YOVASO Sponsor) while getting to his first date. Traffic distractions include a police check, old lady crossing the street with her walker and a charger horse crossing the street.)
- **Interactive Activities**
  - **Survive the Drive Dance Competition (Music Nae Nae)**  
(Students give their impression of Survive the Ride Dance)
  - **Survive the Drive Battle of the Sexes**  
(Male vs. Females will answer questions related to males speeding statistics)
  - **Rap Battle (Rap Instrumental)**  
(Contestants will be given a beat and prompt about male speeding, texting, and driving sober to rap music)
  - **Pledge Card & Banner Signing (Music Sugar Hill Gang)**
    - (Students will sign pledge cards and Mission Possible banner. Give out goody bags with candy and Mission Possible gifts)

Targeted Schools:  
Mathews High School  
King & Queen Central



Original shirt design above

Here are further descriptions of some of the activities and the emphasis on targeting the young male driver:

- **One Truth and Two Lies** spoke about a male speeding and causing a horrific accident, that not only affected his family but families of students who were in the car with him.
- **Survive the Drive Battle of the Sexes** brought awareness about male vs. female crash statistics and information on male car insurance prices.
- **Rap Battle** consisted of a rap about males speeding - Lyrics: *Put the pedal to the metal. It'll burn ya gas, Drive to fast, It might be ya last.* The SRO also talked to the students about his experience as an officer with male drivers racing and crashing and the sorrow that it caused.
- **Dance Competition** consisted of creating the students' interpretation of Survive the Drive dance. The males showcased dancing with speed and being uncontrollable, which is more typical of male drivers. A male driver also shared his testimony on a recent court experience for speeding and the consequences for this behavior.

### **Project 2 Outcomes:**

- Mathews High School is in the process of organizing a YOVASO club as the result of the "Survive the Drive" rally and will host a school-wide "Survive the Drive" rally with help from Middlesex
- The Middlesex YOVASO chapter has also received permission to work with another school in the area, King & Queen Central, and plans to hold a rally there in the spring.
- 300 students were impacted by the campaign through actively participating in the rally at Mathews and programs at Middlesex

### **3. Approximate number of people impacted:**

- 80 students with the Middlesex YOVASO Chapter have actively led, organized, and implemented safe teen driving programs for KC's Miracle for the 2013/2014 school year.
- Over 90 percent of Middlesex's student body has been impacted by monthly campaigns on seat belts, speed, Zero Tolerance, and safe driving.

- Over 600 students and adults in the West Point community and over 100 students from Mathews have been impacted the Middlesex YOVASO chapter programs.
- KC's Miracle has the potential to reach hundreds and thousands of students with the expansion into Mathews and other regional schools.

**4. Describe any public/private resources:**

See below.

**5. Describe how volunteers were used:**

The Middlesex YOVASO Chapter is all volunteer with 80 active student members. The chapter sponsor and school resource officer also volunteer their time with the program. In addition:

- Other school clubs helped in promoting all projects by sharing information with their club members and helped pass out educational information at school sporting events
- Parents assisted by providing transportation to students who had to stay after school to work on the programs or transporting them to the community outreach schools. Parents also helped by picking up supplies and materials as needed.
- School principals and school staff at Middlesex, West Point, and Mathews participated in and assisted with the programs.