

YOVASO SAFETY CAMPAIGNS

FALL SAFETY CAMPAIGN:



Theme: Drive for Change: Buckle Up & Slow Down

High School Focus: To influence teens to form a lifelong buckle up habit by reminding them that seat belts are their best defense against injury and death in a crash. The campaign also emphasizes the importance of driving the speed limit.

Middle School Focus: to influence youth to form a lifelong buckle up habit by reminding them that seat belts are their best defense against injury and death in a crash. The campaign also emphasizes the importance of knowing your rights as a passenger in a vehicle.

Timeframe:

Campaign Dates: September 21 – October 23, 2020

Registration Opens: August 17

Registration Deadline: Ongoing- until supplies are depleted

Sticker Design Contest:

The main activity for this year's fall campaign is a #DriveForChange Sticker Design Contest. High and middle schools students will be challenged to create a sticker with a buckle up and/or slow down message that will influence youth and teens to wear their seat belt and follow posted speed limits. The winning stickler will be selected by popular vote on social media during National Teen Drive Safety Week.

Contest Guidelines:

- Any individual living in Virginia ages 11-20 is eligible to submit an entry
- Artwork must include a buckle up and/or slow down message
- Entry Release and Agreement Form required with artwork submission via Google Form
- Artwork submissions are due by: October 14
- ★ The artwork will be used on a sticker with 3"x3" or 2"x4" dimensions, so make sure it will be legible when shrunk to one of these sizes. We will choose the final sticker dimensions based on which dimensions work best with the winning artwork.

Winner Selection:

- The YOVASO staff will review entries and select the top five designs on October 16
- The top five designs will be posted to YOVASO's Facebook for public voting on Monday, October 19. This is also National Teen Driver Safety Week (October 18-24)
- Public voting will be October 19-22 via Facebook to coincide with National Teen Driver Safety Week
- The winner will be selected based on the number of "likes" the artwork receives
- The winner will be announced on October 23

Prizes:

Prizes will be awarded for the top five artwork submissions. First place will receive a \$100 check and their artwork will be used to produce a sticker for the 2021 Arrive Alive Campaign. YOVASO will also send 100 of the stickers to the first place winner for him/her to share with their friends. The other four finalists will be awarded a \$25 check. All prizes will be funded through donations.

Student Component – "Drive for Change" Kit:

High school and middle school students will be encouraged to register for the #DriveForChange Kit via a Google Form. The Kit will include a bookmark, buckle up reminder card to share with a friend, candy (possible candy corn or caramels), packet of apple cider with safety message attached, and an incentive item (mug, flashlight, beanie, stress reliever pumpkin), activity ideas for their community, safe driving/passenger safety statistics and tips, and a YOVASO information card. The Kit will also include information on the Parent Component in an effort to get parents involved!

Parent Component for High School Students– “Parent-Teen Driving Contract”:

Parents take on an important role during the teen driving years. This year’s fall campaign will emphasize the importance of the parent-teen relationship when it comes to driving and the positive impact it can have on a young driver.

Parents will be encouraged to work with their teen driver on creating a Parent-Teen Driving Contract. YOVASO will provide a template on the *Drive for Change: Buckle Up and Slow Down* Campaign Landing Page, but parents and students may create their own. Parents will also be encouraged to sign the pledge (via Google Form) committing to keeping the teen driving conversation going with their young driver. Parents who do both of these will be entered into a drawing for \$50.00.

Parent Contest Guidelines, Tips and Winner Selection:

- Sign the pledge to keep the safe driving conversation going with your teen driver
- Submit a Parent-Teen Driving Contract to YOVASO (this can be uploaded when you sign the pledge)
- Parent will be entered to win \$50 for each task they complete (entered once for signing the pledge and entered twice for signing the pledge and submitting a Contract)
- Winner will be randomly selected and announced on October 16

Parent Component for Middle School Students– “Parent-Youth Passenger Agreement”:

The parent component for middle school students will emphasize the importance of the parent-youth relationship when it comes to preparing young people to be safe passengers and drivers even before they have a driver’s license.

Parents will be encouraged to review and sign YOVASO’s Buckle Up and Speak Up Agreement with their middle school student or create their own agreement for buckling up, speaking up, and being a safe passenger. Parents will also be encouraged to sign the pledge (via Google Form) committing to always buckling up and making sure everyone in their vehicle is buckled on every ride. Parents who do both of these will be entered into a drawing for \$50.00.

Parent Contest Guidelines, Tips and Winner Selection:

- Sign the pledge to always buckle up and ensure everyone in your vehicle is buckled
- Submit a Buckle Up and Speak Up Agreement to YOVASO (this can be uploaded when you sign the pledge)
- Parent will be entered to win \$50 for each task they complete (entered once for signing the pledge and entered twice for signing the pledge and submitting an Agreement)
- Winner will be randomly selected and announced on October 16

YOVASO Member Club Component:

YOVASO will also offer the *Drive for Change: Buckle Up and Slow Down* Campaign materials to schools and youth groups. However, the focus of the campaign will be on individual student engagement via the #DriveForChange Kits and the Sticker Design Contest.

Member clubs:

- Display the flyer promoting the Sticker Design Contest and #DriveForChange Kits at school and share it via school and club communication platforms including social media.
- Display the flyer promoting the Parent Component and Contest at school and share it via school and club communication platforms including social media.
- Register for campaign materials by completing the Registration Form. Campaign materials include: posters, banners, bookmarks, reminder cards, activity ideas, social media messaging, and facts and statistics. Incentive items will be sent directly to students who register for the #DriveForChange Kits. Schools and youth groups will be notified by mid-October if YOVASO has leftover incentives they may request.
- Complete a simple form (if you registered for campaign materials) on how the materials were used and how many were distributed.

YOVASO SAFETY CAMPAIGNS - CONTINUED

SPRING SAFE DRIVING CAMPAIGN

(Open to middle and high schools)

Theme: **Arrive Alive. Txt Later. Buckle Up Now**

Dates: **March through Mid-May**
(schools can sponsor programs anytime during the period)

Objective: **High School** - To influence safe driving behaviors during prom, graduation and warm weather months when teens are at higher risk.



Middle School – To educate and influence youth to be safe passengers, pedestrians and bicyclists; and help them develop safe driving attitudes and behaviors prior to driving.

Overview: Arrive Alive is a peer-to-peer campaign in Virginia to establish safe driving and passenger safety behaviors among teens and youth during the high-risk warm weather months. According to statistics, the months between May and September are the most dangerous for young drivers on the road. Increased driving time, later curfews, cruising, driving with too many passengers, distractions, speeding, and alcohol are the key factors in teen crashes during spring and summer. Events such as prom, graduation celebrations, beach week, and summer parties also create increased risks for crashes during this period. The Arrive Alive campaign addresses all of these dangerous driving behaviors and promotes teens working together in peer-to-peer programs to influence safer teen driving behaviors and reduce risks.

Required

Components: **1. Creative Project.** Develop a creative project for your student body that focuses on the prevention of distracted driving, other risky driving and passenger behaviors, and/or promotes teens making safe and responsible choices while attending prom, graduation or other high school celebrations. 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 the topic, a fun event that brings attention to the issue and promotes teens changing behaviors, a video developed and shown at school, etc.

The Creative Project will be judged on:

Content - Effectiveness of the message for the target audience and use of the theme

Student Involvement - Percentage of student body reached (saw, heard, participated in the creative project)

Creativity - Creativity shown in developing, implementing, and promoting the project

2. Call to Action Activities. Complete a variety of educational activities and programs that increase knowledge about risky behaviors as a passenger or driver and encourage students to make positive changes in these behaviors.

3. Distraction Checks. Two distracted driving checks are required - one prior to kicking off the campaign and one at the conclusion in order to measure the campaign's impact on the prevention of all types of distracted driving habits.

Competition: Yes. Prizes awarded

YOVASO SAFETY CAMPAIGNS - CONTINUED

HALLOWEEN SAFE DRIVING MINI CAMPAIGN

(Open to middle and high schools)

Theme: **Celebrating Responsibly, Driving Safely,
Making Good Choices**

Dates: **Mid-October through October 31**

Objective: Promote responsible celebrations and safe driving on Halloween for high school students; and making good choices for middle school students. High School students mentor and educate young students about pedestrian and trick-or-treat safety.

Components: Pumpkin Carving Contest for students on social media. Pumpkin design to include a safe driving/traffic safety message and YOVASO logo.



HOLIDAY SAFE DRIVING MINI CAMPAIGN

(Open to middle and high schools)

Theme: ***All New Logo and Campaign Coming in 2020!**

Dates: **Thanksgiving through New Years**

Objective: Promote responsible celebrations and safe driving during the holiday period from Thanksgiving through New Years. Our goal is for all of our students to make it safely back to school in January.

Components: Pending



YOVASO SAFETY CAMPAIGNS - CONTINUED

CAMPAIGN REPORTING

Campaign Reporting is Simple!

Each campaign will require:

1. A Behavior Observation (example: pre and post seat belt check, distraction check, etc.) – Only for Save Your Tail-Gate and Arrive Alive.
2. Campaign Summary Survey (easy 5-10 question survey)
 - a. Brief Creative Project Paragraph (only required for creative projects)
3. 5 – 10 photos of your events and activities

- Campaign reporting is very important and a requirement of the YOVASO Highway Safety Grant. We need the reports in order to collect the information and data to continue receiving Campaign Grant Funds.**
- Please include in your action plan (attached) who is going to be responsible for collecting the information for the reports and submitting the reports to YOVASO!**

Through YOVASO, students can lead a movement in our schools and communities for modeling safe driving behavior and encouraging each other to be responsible and safe.

Our students can ultimately change the culture for safer teen driving!