



March 15, 2021

Dear School Resource Officer, YOVASO Sponsor, and other safety program sponsors:

YOVASO is excited to kick off a safe spring and summer with the [Arrive Alive Campaign](#) in partnership with the Virginia State Police, the Virginia Department of Motor Vehicles, and State Farm! Schools and youth groups may **participate anytime between April 5 and August 31, 2021**. This *free* peer-to-peer driver and passenger safety campaign is designed to establish safe driving and passenger behaviors among youth and teens during the high-risk warm weather months.

According to statistics, the months between May and September are the most dangerous for young drivers. During this time period, teens tend to engage in more risky driving behaviors, putting them at risk to be involved in a traffic crash.

High School Focus:

- Address the seriousness of speeding among teens and focus peer-to-peer programs on preventing this risk behavior among young drivers.
- Address the importance of seat belt use and preventing other risky behaviors common in warm weather months, such as cruising, driving with too many passengers, driving distracted, staying out past curfew, drowsy driving, and alcohol use.

Middle School Focus:

- Address the importance of seat belt use and making it a habit to always buckle up.
- Teach good passenger and traffic safety behaviors to future drivers.

Campaign Goal:

The campaign goal is to prevent speeding and other risky behaviors among teens and to promote teens and all youth buckling up and making responsible traffic safety choices during the spring and summer months.

- **63% of young driver-related fatal crashes in 2020 were speed-related.**
- **63% of the teens (ages 15-20) killed in crashes in 2020 were unrestrained.**

Source: Virginia DMV Highway Safety Office

Fun and Simple School/Youth Group Opportunities:

- **Creative Entry Competition:** The creative entry can be any project of your choosing that is simple and easy to do and reaches your students either virtually, in-person, or both depending on your school's guidelines. **All creative entry messaging must be related to the *Arrive Alive* campaign theme by addressing speed prevention at the high school level and seat belt use at the middle school level.**

1. **Some Creative Entry Examples, may include:**

- Creating a video montage of your students sharing reasons why they buckle up (middle school)
- Hosting a speed prevention PSA contest for your students (high school)
- Organizing a buckle up poster design contest for your students (middle school)
- Creating a photo collage or school bulletin board with speed prevention messaging (high school)

Creative Entry Overview:

- A judging panel organized by YOVASO will select a first, second, and third place winner in the high school and middle school division. Prizes funded by State Farm will be awarded as follows: **1st Place - \$300, 2nd Place - \$200, and 3rd Place - \$100.**
 - The Creative Entry will be judged on:
 - **Content** (effectiveness of the message for the target audience)
 - **Student Involvement** (percentage of student body who saw, heard, or participated in the Creative Entry either virtually or in person)
 - **Creativity** (level of creativity shown in developing, implementing, and promoting the entry)
 - **For the Creative Entry Guidelines, Winner Selection Details, and Entry Form, [visit this link.](#)**
 - **Entries are due May 12th by 5:00pm.**
 - ❖ **Optional Idea:** If you're not able to complete a creative project by the competition deadline, consider doing one with your students later in the spring or during the summer for a chance to win one of the \$50 summer prizes outlined below!
2. **Register for Campaign Materials:** YOVASO has a variety of printed materials available for schools and youth groups to promote the *Arrive Alive* campaign and messaging.
 - [Click here for a list of materials and to register for yours today!](#)
 - The Early Registration Deadline is March 26, but will remain open until materials are depleted.
 3. **Summer Activities and Promotion:** Schools and Youth Groups are encouraged to continue promoting Arrive Alive and a variety of safety messages throughout the summer on social media, at local events, or in any creative way to reach youth.
 - **YOVASO will give away \$50 to three schools or youth groups** that continue activities and/or promotion throughout the summer months. These prizes are funded by State Farm.
 - School winners will be randomly selected at the end of June, July, and August.
 - The more activities/posts you share on social media, or pictures you take and share with us, the more chances you'll have to win! Just be sure to tag us on Twitter and Instagram (@_yovaso_) and on Facebook (@yovaso.virginia), and use #ArriveAlive21 so we see your posts! Or send your photos to casey.taylor@vsp.virginia.gov.

Individual Student Opportunities:

1. **#ArriveAlive21 Student Kit:** Youth ages 11-20 who want to help influence positive change on Virginia's roadways are encouraged to register for a kit.
 - The kits include driver and passenger safety resources to promote driver and passenger safety, and a variety of fun items and activity ideas!

- For a list of items and to register for a kit, [visit this link](#).
- Schools are encouraged to remind students to register for the kit via school newsletters, social media, in virtual classrooms, etc.

2. **Student Prize Opportunities:** YOVASO will be tracking kit registrations and will post weekly goals at www.yovaso.org/arrive-alive for everyone to see via the digital goal tracker.

- Every two weeks starting April 16th, YOVASO will give away a \$10 Amazon Gift Card to a randomly selected student who is registered for a kit. Ten total gift cards will be given away. These prizes are funded by State Farm.
- Our goal is to have 500 students register!

Arrive Alive is funded by a highway safety grant through the Virginia Department of Motor Vehicles. A grant from State Farm will support all prizes and educational incentives provided throughout the campaign. Together, our organizations along with the Virginia State Police, believe young leaders can help create a positive culture for safe teen driving and passenger safety this spring and summer.

Have fun, promote the #ArriveAlive21 Kit with your students, participate in the Creative Entry competition, but most of all, help us encourage youth and teens to always drive and ride safe!

Best Wishes,

Casey Taylor, YOVASO Program Development Coordinator