

# **YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY**



## **A Passenger, Pedestrian, and Bike Safety Campaign for Middle Schools, Youth Groups, and Classroom Projects**

Arrive Alive is a statewide initiative to establish safe driving and passenger safety behaviors among teens and youth during the spring and summer months.

### **Middle School and Youth Group Packet**





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## CAMPAIGN REGISTRATION & ORDER FORM

- ☐ Our school or youth group will compete in the 2023 "Arrive Alive" Campaign
- ☐ Our school or youth group will participate in the 2023 "Arrive Alive" Campaign, but will not compete for prizes

Name of Middle 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 or Youth Group: \_\_\_\_\_

Number of Male Members in your Club or Youth Group: \_\_\_\_\_

Number of Female Members in your Club or Youth Group: \_\_\_\_\_

<u>Item</u>	<u>Maximum Per School/Youth Group</u>	<u>Quantity Ordered</u>
<b>Buckle Up and Be a Safe Passenger Cards</b>	200	_____
<b>Arrive Alive Activity Books</b>	200	_____
<b>"Arrive Alive – It's a Whole Vibe" Vinyl Banner</b>	1	_____
<b>Custom Pin-Back Buttons with a Safety Message</b> (Provided by State Farm)	100	_____
<b>"Arrive Alive – It's a Whole Vibe" Wristbands</b> (Provided by State Farm)	100	_____

### 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

**To receive materials prior to the campaign start date, complete this form by 5:00 PM on February 17, 2023. Schools and youth groups may register at any time; however, materials are available on a first come, first served basis.**

# 2023 ARRIVE ALIVE CAMPAIGN OVERVIEW

## *Buckle Up and Be a Safe Passenger*

*Arrive Alive* is a peer-to-peer campaign to establish safe driving and passenger 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. During this time period teens tend to engage in more risky driving behaviors, putting them at risk to be involved in a traffic crash. *Arrive Alive* addresses the seriousness of these high-risk behaviors and emphasizes the importance of seat belt use among all youth and teens.

**High School Focus:** To address the seriousness of speeding among teens and focus peer-to-peer programs on preventing this risky behavior among young drivers. The campaign also emphasizes the importance of seat belt use, driving distraction-free, and preventing other risky behaviors common in warm weather months, such as cruising, driving with too many passengers, staying out past curfew, drowsy driving, and alcohol/drug use.

**Middle School Focus:** To teach the importance of good passenger and traffic safety behaviors to future drivers at the middle school level. The campaign emphasizes the importance of wearing a seat belt and educating youth about their rights as a passenger in a vehicle

### **Campaign Dates and Deadlines:**

Materials Registration	<b>February 6</b> (ongoing until materials are depleted)
Campaign Kick-off	<b>March 6</b> (Creative Competition Begins)
Campaign Ends	<b>May 31</b> (Schools may continue promoting the campaign throughout the summer)
Reporting Deadline	<b>June 7 at 5:00 p.m.</b> (Activity Checklist; Pre and Post Seat Belt Checks; and Final Evaluation Form)
Winner Announcement	<b>June 16</b> (The winners of the Creative Entry Competition will be announced)

### **Campaign Resources and Opportunities:**

- Schools and youth groups may register for free campaign materials to include vinyl banners, activity books, *Buckle Up and Be a Safe Passenger* cards, and custom pin-back buttons and rubberized wristbands with safety messages (funded by State Farm).
- Schools and youth groups may request the ScanEd: Physics of a Crash program during the Arrive Alive campaign. More information: [www.yovaso.org/interactive-program/](http://www.yovaso.org/interactive-program/).

### **Options for Participation:**

1. Non-Competing - Schools and youth groups may register to participate and receive materials without competing in the statewide competition. Non-competing schools and youth groups can pick which campaign components they are able to complete and aren't required to complete all components.
2. Competing - Interested schools and youth groups may elect to compete for prizes. The following campaign components **must** be completed to compete:
  - ✓ Complete activities from the provided checklist during March, April, and/or May. Schools and youth groups may also complete any additional activities not included on the checklist.

- ✓ Conduct pre-seat belt checks prior to starting campaign activities.
- ✓ Conduct post-seat belt checks once campaign activities are completed.
- ✓ Develop and organize a Creative Event or larger-scale activity that focuses on influencing youth and teens to buckle up, slow down, and/or drive distraction-free. The event must be seen, heard and/or participated in by a majority of the students at your school or students in your youth group. Please be sure to incorporate the campaign theme and artwork. Ideas may include, but aren't limited to, creating a video montage of teens sharing reasons why they buckle up, hosting a speed prevention PSA contest for teens, organizing a distraction-free poster contest, or creating a photo collage or school bulletin board with speed prevention messaging.

**Once competing schools and youth group complete the activities mentioned above, they must submit the following:**

1. Pre- Seat Belt Check Results Form
2. Post- Seat Belt Check Results Form
3. Checklist of Activities
4. Final Evaluation Form (Refer to 'Tips for Reporting' for an overview of questions)

\*Links for the Pre and Post Seat Belt Check Results Forms, Checklist of Activities, and the Final Evaluation Form are available on the 'Tips for Reporting' page of the campaign packet and at [www.yovaso.org/arrive-alive](http://www.yovaso.org/arrive-alive).

**Competing and non-competing schools and youth groups are required to submit the activity checklist (if activities were completed) and a final evaluation to YOVASO.** There will also be space to include any additional activities completed. A reminder to submit the activity checklist and any other reporting will be sent to participants each month. **All reporting is due by June 7 at 5:00pm.**

**Important Note:** Without your final evaluation and activity checklist, we cannot evaluate the effectiveness of the campaign which is a requirement for reapplying for future campaign funds. In order for us to continue providing free campaigns, your final evaluation and reporting is a necessary requirement!

#### **Winner Announcement and Prizes:**

Prizes for competing schools and youth groups will be awarded in the middle and high school division based on the number of activities completed, student involvement, and the content and creativity of the creative event. Cash prizes are made possible by a grant from State Farm.

- The winner will be announced on June 16, 2023.
- Prizes will be awarded as follows in the middle and high school divisions:
  - The winning school will receive a \$500 cash prize and a banner.
  - The second place school will receive a \$250 cash prize and a banner.
  - The third place school will receive a \$100 cash prize and a banner.

**Questions?** If you have questions about the campaign or reporting, contact Casey Taylor at [casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov) or call 540-739-4392.

# ARRIVE ALIVE ACTIVITY CHECKLIST

*Competing and Non-Competing Schools and Youth Groups are required to submit this form by 5:00pm on June 7, 2023. Instructions for submitting the form are below.*

**Name of School or Youth Group:** \_\_\_\_\_

Place a check beside each of the activities completed during the Arrive Alive Campaign that had a buckle up, pedestrian, and/or bike safety message. If you completed additional activities, briefly explain each of those in the space provided on the next page.

## **Arrive Alive Activities:**

- ☐ Held one or more club meetings to organize and plan for Arrive Alive
- ☐ Held an event or activity to recruit new students to join your club or youth group
- ☐ Completed at least one creative activity to announce the Arrive Alive campaign at your school or youth group
- ☐ Hosted a poster design contest to promote buckling up, pedestrian safety, and or/bike safety
- ☐ Made daily announcements over intercom or other messaging service
- ☐ Displayed messaging on school or youth group marquee signs
- ☐ Displayed Arrive Alive campaign banner
- ☐ Created and shared safe driving messages on a bulletin board
- ☐ Hosted an Arrive Alive display table at school, youth group, or cafeteria
- ☐ Passed out candy with safety messages, distributed- Dum-Dums/Smarties, etc..
- ☐ Gave ScanEd: Physics of a Crash Classroom Presentation and/or Hosted the Outdoor ScanEd
- ☐ Safe driving announcements/presentations at school or youth group meetings and events
- ☐ Borrowed Vince and Larry for safe driving programs
- ☐ Wrote messages with sidewalk chalk in school or youth group parking lot or sidewalks
- ☐ Held prize drawings for signing the Arrive Alive pledge banner
- ☐ Decorated mascot with seat belt at a home game or event
- ☐ Distributed campaign materials in conjunction with pledge signings and/or other activity
- ☐ Held a school or youth group safety assembly with fun skits, videos, poems, etc. about safety
- ☐ Sent mass text messages with "buckle up and be a safe passenger" reminders to students
- ☐ Shared seat belt information and pedestrian safety tips in school newspaper/newsletter
- ☐ Decorated school bulletin board with passenger, pedestrian, and bike safety messaging
- ☐ Passed out buckle up reminders to adult drivers dropping students off in the mornings
- ☐ Held a car wash to raise funds for your club and incorporate the message "help us help others wash away bad driving habits."
- ☐ Designed traffic safety door art to display on homeroom doors and/or make table tent cards for the school cafeteria; have a door decorating contest among homerooms.

## ACTIVITY CHECKLIST CONTINUED

If your school or youth group completed more activities than listed on the checklist above, use the space below to list the additional activities.

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➤ **How to Submit Your Checklist:**

Please submit your completed checklist via email to [casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov) or complete the checklist via Google Forms here: <https://forms.gle/Hmua1MdT1yA3magm8>.

# 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 prior to the start of your campaign promotions. The post-check will be held at the conclusion of your campaign promotions. **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/Mary King to discuss options.

## Rules:

- 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
- 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.
- 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.
- Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.
- 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.*
- 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”.
- 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.**
- 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.
- 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.
- 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 any questions, please email Casey Taylor at [casey.taylor@vsp.virginia.gov](mailto: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.

Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle	Vehicle
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N
Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N	Y N

Total Vehicles with all Passengers Belted \_\_\_\_\_ ÷ Total Vehicles surveyed \_\_\_\_\_ = \_\_\_\_\_ % buckled up

Submit this information on the Pre-Seat Belt Check Results Form and Post-Seat Belt Check Results Form on Survey Monkey. Links to both forms are on page 14 at [yovaso.org/arrive-alive](http://yovaso.org/arrive-alive). Do not send YOVASO copies of this form. Keep these forms in your files.

Adult Sponsor signature verifying results \_\_\_\_\_

# Virginia Passenger, Pedestrian, and Bicycle Statistics Youth (ages 10 to 14)



## 2022 Youth-Related Injuries:

- 1,057 youth injured in motor vehicle-related crashes \*
    - 508 Male
    - 529 Female
  - 902 were **passengers** in motor vehicles \*
    - 364 Male
    - 437 Female
    - **8% (64) were unrestrained**
  - 82 were **pedestrians** \*
    - 55 Male
    - 26 Female
  - 45 were **bicyclists**\*
    - 32 Male
    - 12 Female
- A total of 82 crashes involved a young pedestrian aged 10 to 14
- A total of 47 crashes involved a young bicyclist aged 10 to 14

## 2022 Youth-Related Fatalities:

- 2 youth were killed in motor vehicle-related crashes
  - 0 Male
  - 2 Female
- 1 was a **passenger** in a motor vehicle
  - 0 Male
  - 1 Female
  - **0% (0) were unrestrained**
- 1 was a pedestrian
  - 0 Male
  - 1 Female
- 0 were bicyclists
  - 0 Male
  - 0 Female

## 2021 Youth-Related Injuries:

- 1,009 youth injured in motor vehicle-related crashes \*
- 469 Male
  - 523 Female
- 858 were **passengers** in motor vehicles \*
  - 338 Male
  - 435 Female
  - **7% (54) were unrestrained**
- 72 were **pedestrians** \*
  - 36 Male
  - 35 Female
- 55 were **bicyclists** \*
  - 46 Male
  - 6 Female
- A total of 72 crashes involved a young pedestrian aged 10 to 14
- A total of 54 crashes involved a young bicyclist aged 10 to 14

## 2021 Youth-Related Fatalities:

- 13 youth were killed in motor vehicle-related crashes
  - 10 Male
  - 3 Female
- 10 were a **passenger** in a motor vehicle
  - 7 Male
  - 3 Female
  - **40% (4) were unrestrained**
- 2 were pedestrians
  - 2 Male
  - 0 Female
- 1 was a bicyclists
  - 1 Male
  - 0 Female



# Arrive 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 6 – May 31, 2023. 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 2022 indicates 15% 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)
- 63 teenagers ages 15-19 were killed in car crashes in Virginia in 2022 (preliminary). As passengers, we can help save lives – always buckle up and be helpful to the driver by not being a distraction (Virginia DMV)
- Did you know that preliminary data shows 1,057 youth aged 10 to 14 were injured and 2 were killed in motor vehicle-related crashes in Virginia in 2022? 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)
- If you have your parent's permission, it's okay to catch a ride with a high school driver or adult you know, but if you ever feel unsafe riding with someone, be sure to let your parents know. 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 leading cause of injury and death for U.S. teens aged 15-19, 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 way too fast, speak up and tell them to slow down. Preliminary data for 2022 shows 65% 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!
- Buckle up and be a safe passenger this summer! Arrive Alive – it's a whole vibe!

# Arrive Alive Safety Announcements (Continued)

## **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 eyebrows 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 or 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 headlight 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.
- 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/>
- National Highway Traffic Safety Administration: <http://www.nhtsa.gov/>
- Virginia Department of Motor Vehicles: [www.dmvNOW.com](http://www.dmvNOW.com)
- Drive Smart Virginia: <http://www.drivesmartva.org/>
- Safe Kids USA: <http://www.safekids.org/>

# Arrive Alive Social Media Messaging

- 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
- Don't cause a distraction, buckle up and be a safe passenger so you can #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
- Seat belts 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](http://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
- 63 teenagers ages 15-19 were killed in car crashes in Virginia in 2022 (preliminary). As passengers, we can help save lives – always buckle up and be helpful to the driver by not being a distraction (Virginia DMV)
- In Virginia, from 2018 to 2021 during Spring/Summer months, 86 teens were killed in motor vehicle crashes. Don't be a statistic. #BuckleUp #ArriveAlive (Virginia DMV)
- Stay safe and remember to #ArriveAlive this weekend!
- Did you know that VA has a passenger limit law for young drivers? That's because having too many passengers increases the probability of a crash. Refuse to ride with a young driver who is carrying too many passengers and disobeying the law. Choose to #ArriveAlive
- #ArriveAlive is almost over, but let's all continue to be safe passengers!
- 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

# Middle School Campaign Activity Ideas

Use the following ideas 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.

## **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
- ☐ Ask teachers to write safety messages on their chalkboards or dry erase boards
- ☐ 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
- ☐ 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"
- ☐ 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."

# Middle School Campaign Activity Ideas (Continued)

## **Bicycle and Pedestrian Safety Ideas:**

- ☐ Participate in activities leading up to National Bike & Roll to School Day on May 3, 2023. Resources are available online at <https://www.walkbiketoschool.org/>
- ☐ 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 event
- ☐ 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
- ☐ Hold a Pedestrian Rodeo: create a “safety town” course that kids must safely navigate through using crosswalks, looking both ways, etc. This is a great activity for health/P.E. classes.
- ☐ 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
- ☐ Send bike safety text messages to students and/or make safety announcements over the intercom
- ☐ Have classes write a short skit on riding bikes and then come together to share the skits
- ☐ Invite a bike safety advocate to speak during an assembly or gym class at your school



# ScanEd: Physics of a Crash

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



## Overview:

ScanEd is an interactive, hands-on approach to teaching teens and youth the dangers associated with unsafe driver and passenger behaviors and the importance of buckling up and obeying speed limits. 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. **The program uses science to educate students about the importance of wearing a seat belt and obeying speed limits.**

## 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 teens and 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.

## Sponsorship:

ScanEd was developed by the Blue Ridge Regional Crash Investigation Team, a program of the Blue Ridge Transportation Safety Board. **First Team Auto Mall in Roanoke** donated the initial start-up equipment for the program. **State Farm** funded additional equipment to expand the program and continues to fund program expansion and maintenance of equipment.

## Set Up Requirements:

- The outdoor ScanEd portion requires spacing to accommodate a wrecked vehicle, a 10x10 tent, and (2) 6' tables, plus room for participants. Access to electricity is needed for computer equipment.
- The indoor classroom presentation requires A/V equipment (computer, projector, sound, and screen).

## Request ScanEd:

To schedule ScanEd for your school or community, visit the YOVASO website at [www.yovaso.org/interactive-programs](http://www.yovaso.org/interactive-programs) or email [kendall.lythgoe@vsp.virginia.gov](mailto:kendall.lythgoe@vsp.virginia.gov).



# Tips for Arrive Alive Campaign Reporting

All campaign reporting will be completed through Survey Monkey and Google Forms. The tips below will help you prepare for completing the questions on the three quick surveys below.

**All final reporting is due June 7, 2023.**

## Survey Name

- **Arrive Alive Pre- Seat Belt Check Results:** [www.surveymonkey.com/r/AA23PreSeatBeltChecks](http://www.surveymonkey.com/r/AA23PreSeatBeltChecks)
- **Arrive Alive Post- Seat Belt Check Results:** [www.surveymonkey.com/r/AA23PostSeatBeltChecks](http://www.surveymonkey.com/r/AA23PostSeatBeltChecks)
- **Arrive Alive Middle School Activity Checklist:** <https://forms.gle/iG6hEWxsYqqiKhbH8>
- **Arrive Alive Final Evaluation:** <https://www.surveymonkey.com/r/AA23FinalEvaluation>

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

1. How are you submitting photos and/or videos? (Ex: email, social media, etc.)
2. Estimate the number of educational materials distributed (Ex: buckle up cards, handouts students made, etc.)
3. Estimate number of students who actively participated in an activity and/or attended an education program or event.
4. 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.
5. Estimate number of those who saw the campaign message through media coverage.
6. Did you hold an activity or event to recruit new students to join your club or youth group?
7. Did you recruit new students?
8. How many club meetings did you hold during the campaign timeframe?
9. Describe in detail your Creative Project (if one was completed).
10. Estimate the number of students reached by your Creative Project.
11. Estimate the number of adults (and/or other people who aren't students at your school) reached by your Creative Project.
12. Briefly explain what you liked most/least about the campaign.
13. Do you have suggestions for the YOVASO staff to improve next year's Arrive Alive campaign?

## You will be asked to provide the following results for the Pre and Post- Seat Belt Checks:

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