

Dear Schools and Youth Groups:

Youth of Virginia Speak Out About Traffic Safety (YOVASO) is excited to provide schools and community youth groups with a free, educational initiative to help keep youth and teens safe during the timeframe between Memorial Day and Labor Day, known as the '100 Deadliest Days' for young drivers. The **Arrive Alive** Campaign is sponsored in partnership with the Virginia State Police, Virginia Department of Motor Vehicles, and State Farm, and includes free educational materials, incentive items, and project ideas! Through *Arrive Alive*, YOVASO's goal is to reduce crashes, injuries, and fatalities among young drivers, passengers, pedestrians and bicyclists during the high-risk spring and summer months.

According to preliminary data from the Virginia DMV, speed continues to be a major risk factor in teen driver-related fatal crashes. Additionally, teens, along with many Virginians, still aren't buckling up.

Arrive Alive is designed to encourage teens to think twice about driving too fast and not wearing a seat belt. If we are going to reach teens, we must listen to them; and that's why we're honored to be partnering this year with the **Rapids Forever 3 on 3 Tournament**, in memory of Nick Booth and Will Hammitt of James River High School (Chesterfield Co.), whose lives were tragically taken in a speed-related car crash last April. We hope you will join us this spring as we work together to keep youth and teens safe on the roads in memory of Nick, Will, and all young people who have lost their lives in a motor vehicle crash.

The Arrive Alive campaign will be available over three months, starting in March and concluding in May; however, many schools will continue promotion throughout the summer to reach youth and teens during summer break. This extension in the campaign timeframe will give everyone more time to plan and complete activities at their own pace and during the best time for the school or youth group. Additionally, YOVASO will provide one activity checklist to simplify planning. **There are two options for participating: non-competing and competing.** Schools and youth groups that elect to compete for prizes will register for materials and are required to complete the components listed on the **Campaign Overview**. Non-competing schools may register to receive materials and complete activities of their choice at any time. **All levels of participation are encouraged and even the simplest of activities will help us reach and impact young lives!** When registering, if you are unsure which level of participation is best for your students, you can always notify us during the campaign to change your selection.

The **High School (Teen) Focus** is to educate young drivers on the seriousness of speeding, not wearing a seat belt, and engaging in risky behaviors common in warm weather months, such as cruising, driving with too many passengers, driving distracted, staying out past curfew, and driving impaired. Through focused messaging and providing peer-to-peer activity ideas, YOVASO's goal is to see students take the campaign and develop creative messages and activities to influence their peers to drive safely and celebrate responsibly during this high-risk time that includes prom, graduation, and other celebratory events.

The spring component of the campaign will take place March 4 – May 31. All schools and youth groups are encouraged to complete the **Registration and Order Form** to receive free educational and incentive materials on driver and passenger safety. **To receive materials prior to March 4, register by 5:00pm on February 16, 2024.** Registration will remain open until materials are depleted.

For more details, prize information, and competition guidelines, visit www.yovaso.org/arrive-alive.

With your help, our organizations and Virginia youth can work to create a positive culture for safe teen driving and passenger safety this spring and summer. Have fun!

Best Wishes,
Casey Taylor, YOVASO Program Development Coordinator