

# YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY



## A Driver and Passenger Safety Campaign for High 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 spring, summer, prom and graduation.

### High School and Youth Group Packet



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# CAMPAIGN REGISTRATION & ORDER FORM

- ☐ Our school or youth group will compete in the 2024 "Arrive Alive" Campaign
- ☐ Our school or youth group will participate in the 2024 "Arrive Alive" Campaign, but will not compete for prizes

Name of High 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: \_\_\_\_\_

Item	Maximum Per School/Youth Group	Quantity Ordered
<b>Mini Card with Tips to "Keep Your Vibe Alive"</b>	200	_____
<b>What to do After a Crash Card</b>	200	_____
<b>Poster with Tips to "Keep Your Vibe Alive"</b>	15	_____
<b>"Buckle Up. I Need You Here with Me." Stickers</b> (Funded by State Farm)	100	_____
<b>"Arrive Alive – It's a Whole Vibe" Vinyl Banner</b>	1	_____
<b>Choice of Puzzle Pens or Phone Grip</b> (Circle One) (Funded by Rapids Forever 3 on 3 Tournament and State Farm)	100	_____
<b>"Drive Safely. Someone Loves You." Wristbands</b> (Funded by Rapids Forever 3 on 3 Tournament)	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 16, 2024. Schools and youth groups may register at any time; however, materials are available on a first come, first served basis.**

# 2024 Arrive Alive Campaign Components

## *Slow Down. Buckle Up. No Distractions.*

*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 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.

### Campaign Dates and Deadlines:

Materials Registration	<b>February 5</b> (ongoing until materials are depleted)
Campaign Kick-off	<b>March 4</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> (Pre and Post Seat Belt Checks and Final Report)
Winner Announcement	<b>June 14</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 banners, *What to Do After a Crash* cards, mini cards with *Tips to Arrive Alive*, posters with *Tips to Arrive Alive*, wristbands, stickers, and the choice of puzzle pens or phone grips. *Thanks to State Farm for sponsoring the stickers and phone grips. A special thank you, to the Rapids Forever 3 on 3 Tournament, for sponsoring the wristbands and puzzle pens in memory of Nick Booth and Will Hammitt of James River High School (Chesterfield Co.)*
- YOVASO has virtual lessons available upon request here: <https://www.yovaso.org/lessons/>
- Schools/youth groups interested in hosting YOVASO's Distracted Driving Simulator may request the program by visiting the following site: [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.
2. Competing - Interested schools and youth groups may elect to compete for prizes. The following campaign components must be completed to compete:
  - ✓ Complete one or more of the activities on the provided checklist or any other activity that promotes safe and responsible driving. \*Activities can be completed at any time during the three-month campaign.
  - ✓ 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.

#### **Opportunities for Extra Points:**

For **extra points**, competing schools and youth groups may receive **extra points** for developing a creative logo and tagline for the 2025 Arrive Alive Campaign. This can be submitted to YOVASO via email at [yovaso2001@gmail.com](mailto:yovaso2001@gmail.com).

**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. Final Report Form (Refer to 'Tips for Reporting' for an overview of questions)

\*Reporting links are available at [www.yovaso.org/arrive-alive](http://www.yovaso.org/arrive-alive) and on page 15 of this Packet.

**Competing and non-competing schools and youth groups are required to submit a final report to YOVASO.** A reminder to complete the final report and seat belt check forms will be sent to participating schools throughout the campaign.

**Important Note:** Without your final report, we cannot evaluate the effectiveness of the campaign which is a requirement for reapplying for future campaign funds. For YOVASO to continue providing free campaigns, your final report 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. *A special and heartfelt thank you, to the Rapids Forever 3 on 3 Tournament, for sponsoring this year's cash prizes in memory of Nick Booth and Will Hammitt of James River High School (Chesterfield Co.)*

- The winner will be announced on June 14, 2024.
- 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

*This form is designed to help your school or youth group complete activities throughout the campaign. At minimum, competing schools and youth groups are required to complete at least one of these activities or one of their own original activities that promotes buckling up and/or safe driving.*

**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 message, slow down message, or other safe driving message.

## **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, slowing down, and/or driving distraction-free
- ☐ Made daily announcements over intercom or other messaging service
- ☐ Jumped on board the social media 'Of Course' video trend by creating one about safe driving and posted it to a school/club/personal social media account with YOVASO tagged
- ☐ 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.
- ☐ Set up a crashed vehicle display to remind students poor choices lead to negative consequences
- ☐ Gave ScanEd: Physics of a Crash Classroom Presentation
- ☐ Hosted YOVASO's Distracted Driving Simulator Program
- ☐ 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 Buckle Up, Slow Down, 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
- ☐ Sent mass text messages with buckle up, slow down, and/or phone down reminders to students
- ☐ Shared seat belt, speed prevention, and/or distracted driving prevention information in school newspaper/newsletter
- ☐ Decorated school bulletin board w/seat belt, speed prevention, and no distractions messaging
- ☐ Placed reminders to "Slow Down. Buckle Up. No Distractions. Arrive Alive" on student vehicles.
- ☐ Held a car wash to raise funds for your club and incorporate the message "help us help others wash away bad driving habits."

## 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:**

This checklist is simply a guide to help schools and youth groups complete activities throughout the campaign. It will also serve as a great reference when it's time to complete the final report and list the activities your school or youth group completed. More information on final reporting can be found on page 15 of this Packet.

# 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:

1. 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
2. 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.
3. 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.
4. Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.
5. 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.*
6. 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”.
7. 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.**
8. 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.
9. 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.
10. 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 \_\_\_\_\_

# TEEN DRIVING FACTS & STATS FOR SPRING/SUMMER

**Virginia Teen Driver Statistics for 2022** (we will provide specific summer data for 2023 once it's made available in mid-March)

- 17,368 crashes involved a teen driver ages 15-19
- 81 of those crashes resulted in a fatality
- 39 teen drivers (ages 15-19) were killed in motor vehicle crashes
- 3,628 teen drivers were injured
- 391 teen drivers were seriously injured
- 21 (57%) of the teen drivers killed were unrestrained

**The Risky Behaviors** that lead to an increase in crashes for teens during the warm weather months:

**Distracted Driving** – Distracted driving isn't just texting while driving. It also includes talking on a cell phone, eating and drinking, being distracted by passengers, listening to loud music, adjusting the radio, and more. According to AAA Mid-Atlantic, 6 out of 10 teen crashes involve driver distraction. *In Virginia, all cell phone use by teens while driving is illegal.*

**Alcohol Use** – Despite a state Zero Tolerance Law, there were 18 **alcohol-related fatal crashes** involving a teen driver during in Virginia, in 2022. *Virginia's Zero Tolerance Law makes consuming alcohol or driving under the influence of any amount of alcohol a serious criminal offense for teens under the age of 21. (Va. Code 18.2-266.1)*

**Speeding** – 65% of all fatal crashes involving teen drivers were speed related in Virginia in 2022. Excessive speed is a factor in 1 of every 3 fatal crashes nationwide involving a teen driver, according to the National Highway Traffic Safety Administration (NHTSA).

**Running off the Road/Overcorrecting** – Run-off-the-road crashes are often fatal for teens and are attributed to many factors including inattention, fatigue, and speed. Overcorrecting is often a response to running-off-the-road and is caused when motorists panic and “jerk” the steering wheel to get the vehicle back on the roadway. In 2022, running-off-the-road was a factor in approximately 37% of teen driver fatal crashes in Virginia.

**Increased Driving / Joy Riding / Cruising** – Teen drivers average 44% more driving hours each week during the summer than during the school year, according to a study by Students Against Destructive Decisions (SADD). Many of these hours are spent driving or “joy riding” with no set destination, which often leads to risky behaviors and an increase in the probability of a crash.

**Later Nights** – Teens often stay out later during the summer months when crashes and fatalities are more prevalent on Virginia roadways. According to the Insurance Institute for Highway Safety (IIHS), the fatal crash rate of 16-19 year-olds is about 4 times as high at night as it is during the day per mile driven. Driving in the dark requires more skill and late night outings among teens pose a risk for increased driver distractions. *Virginia has a curfew law for teens which restricts driving from midnight to 4 a.m.*

**Passenger Overload** – Young passengers increase the risk of a teen driver having a fatal crash by at least 44%, according to the National Safety Council. Extra passengers, including friends and young siblings, are a distraction to teen drivers and the more passengers the higher the crash risk. *Virginia's Graduated Driver Licensing Law restricts teens to only one passenger under the age of 21 during the first full year of driving, unless accompanied by a licensed parent. Does not apply to family members.*

**Drowsy Driving** – With vacations, summer trips, and late nights, 24% of teen drivers are more likely to drive when tired or sleepy during the summer, compared to 9% of teen drivers during the school year, according to SADD. Teens should get plenty of rest before a long trip and never get behind the wheel when drowsy.

*All Virginia teen statistics provided by the Virginia DMV Highway Safety Office (VAHSO)*

# DRIVER AND PASSENGER SAFETY FACTS AND TIPS

- **(Warm Weather)** The (name of club) wants you to know that spring and summer can be a dangerous time for teen drivers. Did you know that the 101 days from Memorial Day weekend through Labor Day are the deadliest days on the road? No school, late nights and the freedom of “cruising” with friends contribute to risky driving behaviors that lead to crashes. Eliminate distractions, buckle up, slow down, and drive alcohol- and drug-free. Avoid being a statistic! Please remember to drive safely and Arrive Alive!
- **(Warm Weather)** Summer break is almost here! To help you survive this most deadly time for teen drivers – remember to always buckle up, drive the speed limit, obey the midnight curfew law, never pile the car full of friends, and drive distraction-free.
- **(Drowsy Driving)** YAWN! You’re running late to meet your friends for a party, but you didn’t get much sleep last night. You think you can make it. Think again. Drowsy driving is dangerous! Get plenty of sleep and avoid driving when you are tired or drowsy.
- **(Distracted Driving)** Distracted driving isn’t just using your cell phone while driving. It also includes eating/drinking, grooming, adjusting the radio, joking around with passengers and more! When you’re behind the wheel, make driving your priority.
- **(Distracted Driving)** Do whatever it takes to resist texting or using a cell phone while driving. It’s not only illegal for teens, but it can be deadly. Sending or looking at that one text isn’t worth losing your life or hurting someone else. So, throw it in the back, turn it off, or download an app that lets your friends know you are driving and will call or text them later!
- **(Horseplay)** Making your car a place to party is not safe! Engaging in risky behaviors like hood surfing, hanging out windows, participating in challenges where the vehicle is moving and doors are open, etc. is extremely dangerous. This weekend, make it to your destination alive by saving the party for after you arrive safely!
- **(Running off the road)** Running off the road can be scary, but remember to stay calm, breathe, and don’t overreact or jerk the steering wheel. To recover safely when your tires drop off the pavement, keep steering parallel to the road and gradually slow down to get control. The key is to gradually and slowly drive back onto the roadway to avoid losing control and overcorrecting.
- **(Speeding)** Think speeding is cool? Think speeding will impress your friends? The reality is, speeding can stop you DEAD in your tracks. No one is impressed by that. In 2022, 65% of all fatal teen driver crashes in Virginia were caused by speeding.
- **(Zero Tolerance)** Virginia’s Zero Tolerance Law makes it illegal for anyone under the age of 21 to purchase, possess, or consume alcohol. The (name of club) wants you to Arrive Alive. Say NO to that drink!
- **(Memorial Day)** Teen related crashes, injuries and fatalities begin to spike in May and continue increasing throughout the summer. Make it your vibe to Arrive Alive! Celebrate Memorial Day by buckling up and driving responsibly!
- **(Prom)** It’s prom weekend and your friends at (name of school/youth group) encourage you to make it one to remember. Pledge with your friends to celebrate alcohol and drug free. Our goal is zero crashes, zero fatalities, and all our classmates safely back at school on Monday.
- **(Graduation)** Hey, all you senior [INSERT SCHOOL MASCOT]’s! Graduation is coming up sooner than you think! The (name of club) encourages you to make this the best night of your life. Make these memories last a lifetime. Keep your graduation celebration alcohol- and substance-free and make sure you Arrive Alive after the party.
- **(Graduation)** The (name of club) wants to congratulate all of this year’s graduating seniors. We want to see all of you at the class reunion, so remember to drive safely and celebrate without drugs and alcohol.
- **(Summer)** Keep the fun alive this summer by buckling up and driving safely. By watching your speed, obeying curfews, limiting passengers, and celebrating responsibly, you’ll be sure to Arrive Alive back at school in (August/September).
- **(Summer)** Buckle Up, slow down, no distractions...Arrive Alive - it’s a whole vibe!

# ARRIVE ALIVE SOCIAL MEDIA MESSAGING

- Remember to buckle up and put away the distractions...it's a whole vibe! #ArriveAlive
- Limit your teen passengers this prom/graduation season to follow VA teen driving laws & decrease your distractions. #ArriveAlive
- In Virginia, in 2022, 17,368 car crashes involved a teen driver ages 15-19. #ArriveAlive
- Everyone wants to #ArriveAlive for prom, but don't forget after prom! Remember, Virginia's Zero Tolerance Law, don't drink and drive!
- Factors that increase the chance of a teen crash in the spring and summer months are distracted driving, alcohol use, late nights, & speed. #ArriveAlive
- Athletes never go onto the field without their safety equipment; you should never drive off without yours—buckle up! #ArriveAlive
- Continue to keep up the safe driving beyond graduation/prom season and into the summer months! #ArriveAlive
- Many teens spend their late nights cruising or "joy riding," which often leads to risky behaviors behind the wheel. Remember to #ArriveAlive
- Vehicles are not the place to party. Make it to your destination alive by saving the silly for when you arrive! #ArriveAlive
- Hope you have a great weekend. Remember to buckle up & slow down! #ArriveAlive
- Have a fun and safe weekend! Don't forget to share pictures on social and tag @\_yovaso\_
- In Virginia, in 2022, 63 teens ages 15-19 were killed in motor vehicle crashes. Don't be a statistic. #ArriveAlive
- Don't forget that VA has passenger laws for teens in their first year of driving that restricts teens to only one passenger. #ArriveAlive
- Stay safe and remember to make it your vibe to #ArriveAlive this weekend!
- Seat belts save lives, but distracted driving takes lives. Be sure to follow all laws so you can #ArriveAlive
- Driving faster than the speed limit increases the risk of serious injury and death. Don't let speeding stop you dead in your tracks! #ArriveAlive
- During the spring/summer months, teen drivers are more likely to drive drowsy than during the school year. Rest up so you can #ArriveAlive
- #ArriveAlive is almost over, but we will continue encouraging safe driving! You should too!
- A BIG thanks to everyone who participated in the #ArriveAlive Campaign! Our school is saving lives!
- The summer months often result in late night driving for teens, which increases the chance of a fatal crash by 4 times. Don't kill the vibe...#ArriveAlive
- Don't be a statistic this summer! Put away the distractions and buckle up to #ArriveAlive
- You can't enjoy your summer break from a hospital bed! Drive safe and #ArriveAlive this summer!
- 3 out of 4 fatal crashes occur within 25 miles of home. No matter where you're at, take the right precautions to #ArriveAlive
- Encourage your friends and family to put away the distractions and follow driving laws! #ArriveAlive
- Thank you for buckling up, slowing down, and driving safely this summer. #ArriveAlive

# HIGH 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 safe driving and passenger safety.

- ☐ Jump on board the *social media* 'Of Course' video *trend* by creating one about safe driving and post it to a school/club/personal social media account. Be sure to tag YOVASO so we can see and share!
- ☐ Organize pledge signing events for students throughout the campaign and during prom and graduation to discourage unsafe celebrations and irresponsible driving during these high-risk times. Have the pledge banner available for students to sign.
- ☐ *Tips to Arrive Alive* Cards – Get creative and attach a lifesaver or other candy to hand out to students as they leave school for the weekend. Or attach them to prom tickets, senior graduation packets or student cars. The cards can be hole-punched to attach with ribbon.
- ☐ Ask McDonald's/other local food vendor to donate "one free ice cream cone" coupons to your club. Hand them out in the school parking lot to reward students who are buckled up!
- ☐ Hold a "Battle of the Belts" competition between class levels. The winner is the one who can get the most pictures of the students in their class wearing their seat belts (cars must be parked).
- ☐ Handout out the "What to do After a Crash" cards to student drivers at the end of the day. This will give students tips for what to do in the event of a crash.
- ☐ Email students or give them notes reminding them to buckle up and not text and drive.
- ☐ Organize a school-wide mock crash to promote safe and distraction-free driving on prom night.
- ☐ Design a school bulletin board with the slogan "Slow Down. Buckle Up. No Distractions. Arrive Alive."
- ☐ Hot weather causes the air inside car tires to expand, which can lead to a blowout. Create a "tire check" station at school to help students check the air in their tires.
- ☐ Post this message on the school sidewalk using chalk: "Take a step in the right direction. Buckle Up and Slow Down."
- ☐ Distribute a flyer to parents about the dangers of warm weather driving for teens using information from the statistics page.
- ☐ Ask your local media to promote the campaign and include information for parents and teens on how to prevent young driver crashes during the high-risk period.
- ☐ Create a Facebook, Twitter and/or other social media account to promote the campaign and its messages.

# HIGH SCHOOL CAMPAIGN ACTIVITY IDEAS (CONTINUED)

- ☐ Ask the local police department/sheriff's office to set up the mobile speed trailer near the school to remind students and other motorists to slow down.
- ☐ Hold an *Arrive Alive* safety assembly for the student body and ask someone who has been involved in a distracted driving-related crash to speak.
- ☐ Use sidewalk chalk to write buckle up messages on school sidewalks, parking lots or other visible areas.
- ☐ Set up a skeleton display: Borrow a skeleton from the science department or purchase one. Dress the skeleton in a prom dress or tux for prom season or a cap and gown for graduation. Display the skeleton with a sign that has an appropriate message for your event, such as "Not the Look You Want for Prom? Please Buckle Up and Don't Text and Drive."
- ☐ Work with the school's journalism class or newspaper to write an article or entire newspaper on seat belt safety and/or speed prevention.
- ☐ Hold an *Arrive Alive Day* where students, faculty and staff wear white t-shirts decorated with a buckle up message.
- ☐ Have a State Farm Agent come talk to your school about the consequences of distracted driving.
- ☐ Ask local businesses to put safe prom and/or safe graduation messages on their marquee boards.
- ☐ Visit the YOVASO website for safe driving lesson plans that can be used in the classroom:  
<https://www.yovaso.org/lessons/>
- ☐ Organize a parade or walk to raise awareness about one or more of the top five causative factors in fatal crashes involving teen drivers.
- ☐ Design a "Seat Belt Wall of Shame" to highlight statistics and fatalities caused by lack of seat belt use.
- ☐ Make a safety themed PSA to show to your schools and post it on social media or a unique video for social media.
- ☐ Partner with other clubs in your school to help with the campaign and come up with activities and messaging that appeals to diverse groups represented in the school.
- ☐ Get your local police/sheriff's department involved to help spread the message community-wide. Have them host a media conference to kick off the campaign and use their social media pages to remind everyone to Slow Down, Buckle Up and Arrive Alive.



## **Distracted/Impaired Driving Simulator**

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

### **Overview:**

Schools, youth groups, and organizations may schedule the free, 'Distracted/Impaired Driving Simulator. This golf cart simulator can be used for both distracted driving and impaired driving awareness and prevention efforts.

During the program, students and/or adults navigate the simulator through a cones course while texting on their phones, engaging in other distractions, or wearing DUI goggles. Participants driving the golf cart are accompanied by a Virginia State Police trooper.

### **Benefits:**

The Distracted/Impaired Driving Simulator helps teens and adults engage with each other and law enforcement in a dialogue about safe driving and passenger safety. The experience enables participants to see first-hand the dangers and consequences of distracted and impaired driving, while in a safe environment.

### **Supports School Curriculums:**

The Distracted/Impaired Driving Simulator can be used in schools to supplement health, science, physical education, and driver education curriculums. Or may be used at community safety events and conferences to help educate teens and adults on driver and passenger safety.

### **Program Length:**

The Distracted/Impaired Driving Simulator can be used with any class length and schools may schedule multiple classes throughout the day to complete the program.

Note: A team of 3 students (1 driver and 2 passengers) can complete the course in 4-5 minutes; approximately 36-40 students per 1 hour time block.

### **Requirements / Rules:**

- The simulator course requires a 100 x 100 outdoor space, free of barriers such as poles, trees, etc.
- There is a minimum age of 15 to drive the simulator.
- All other ages may ride as passengers

### **Request the Simulator:**

To schedule the distracted/impaired driving simulator for your school or community, complete the online request form 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).



# 2024 Arrive Alive Campaign Partnership Opportunities

## 1. Invite Miss Virginia Volunteer to Speak!

YOVASO is partnering with the [Miss Virginia Volunteer](#) organization to remind youth and teens to slow down, buckle up, and put away distractions during the 2024 *Arrive Alive - It's a Whole Vibe* Campaign. Annie Mowery, Miss Virginia Volunteer 2024, Miss Virginia Teen Volunteer, and the 2024 local titleholders are available to speak with your club, youth group, or school about the importance and impact of volunteering, leadership, and advocacy when it comes to driver and passenger safety.



**There is no fee to have Miss Virginia Volunteer, Miss Virginia Teen Volunteer, or any of the local titleholders visit your school or youth group**, so please email Casey Taylor at [casey.taylor@vsp.virginia.gov](mailto:casey.taylor@vsp.virginia.gov) if you're interested!

## 2. Invite Project IMPACT to Your School or Youth Group!

**Project IMPACT** is offered at no cost to schools and youth groups across Virginia. This program strives to reduce and prevent unintentional injuries through a student-targeted injury and violence prevention program that provides education and awareness about the realities of trauma.



It involves a collaborative multidisciplinary team presenting information about high-risk behaviors associated with trauma and describing their respective roles in trauma response. Students engage in trauma simulations and mock scenarios. Local Fire & EMS demonstrate a vehicle extrication. Students participate in a panel discussion with a team of medical providers, law enforcement officers, and first responders.

If you're interested in having Project IMPACT visit your school or youth group this spring, email [ProjectIMPACT@vcuhealth.org](mailto:ProjectIMPACT@vcuhealth.org) or reach out by phone at 804-628-6861.

## 3. Request YOVASO Loaner Items and Access Other Resources

YOVASO has several items you may be interested in borrowing for campaign activities. Visit our [website](#) to view what's available and submit your request! We also have our [Distracted Driving Simulator](#) and virtual lessons available at no cost.



A special thank you to our partners providing incentives and/or cash prizes for the  
2024 Arrive Alive Campaign!



Conner Gweedo Memorial Foundation



# Tips for Arrive Alive Campaign Reporting

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

**All final reporting is due June 7, 2024.**

## Survey Name

- **Arrive Alive Pre- Seat Belt Check Results:** <https://www.surveymonkey.com/r/AAPreChecks24>
- **Arrive Alive Post- Seat Belt Check Results:** <https://www.surveymonkey.com/r/AAPostChecks24>
- **Arrive Alive Final Report:** <https://www.surveymonkey.com/r/ArriveAlive24>

## 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. Did you hold an activity or event to recruit new students to join your club or youth group?
6. Did you recruit new students?
7. How many club meetings did you hold during the campaign timeframe?
8. Describe in detail your Creative Project (if one was completed).
9. What is your current school/youth group enrollment?
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. Did you complete any near-peer mentoring programs at your local elementary school? For example, giving a presentation on seat belt use.
13. Briefly explain what you liked most/least about the campaign.
14. 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 up