

2024 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 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.

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	February 5 (ongoing until materials are depleted)
Campaign Kick-off	March 4 (Creative Competition Begins)
Campaign Ends	May 31 (Schools may continue promoting the campaign throughout the summer)
Reporting Deadline	June 7 at 5:00 p.m. (Pre and Post Seat Belt Checks and Final Report)
Winner Announcement	June 14 (The winners of the Creative Entry Competition will be announced)

Campaign Resources:

- Schools and youth groups may register for free campaign materials to include vinyl banners, activity books, mini cards with *Tips to Arrive Alive*, posters with *Tips to Arrive Alive*, buckle up stickers, and pencils with a safety message. *Thanks to State Farm for sponsoring the stickers and pencils.*

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 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 buckle up PSA contest for teens, organizing a “speak up” poster contest, or creating a photo collage or school bulletin board with seat belt 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.

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 Evaluation Form (Refer to ‘Tips for Reporting’ for an overview of questions)

*Reporting links are available at www.yovaso.org/arrive-alive

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 or call 540-739-4392.