

BUCKLE UP



SLOW DOWN

Competition TOOLKIT



A student-led guide to driving change, inspiring safer choices, and building a stronger traffic safety culture.

YOVASO
YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY

VADMV
 **State Farm®**



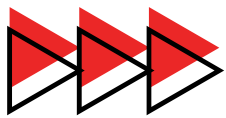


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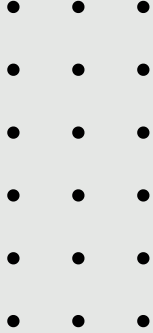
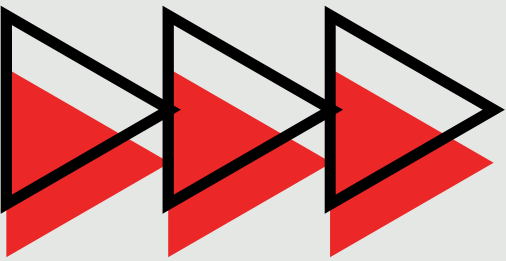
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Let's Drive Change



It's time to get your team together, bring the energy, and make some noise for traffic safety! Drive for Change is all about taking your ideas and turning them into something that gets your school talking, participating, and making safer choices.

**GET CREATIVE. GET INVOLVED.
MAKE AN IMPACT. DRIVE CHANGE.**



Drive for Change



COMPETITION CHECKLIST

Competition To-Do List

1. Register for Drive for Change materials
2. Review Competition Toolkit
3. Complete pre-project data collection
4. Plan out the Creative Event
5. Promote and implement Creative Event
6. Plan out other project activities
7. Implement other project activities
8. Submit project Final Report

Competition Tips

- Complete activities throughout the entire project period to keep traffic safety messaging visible.
- Document every activity you do throughout the entire project, no matter how small!
- Students should lead the project whenever possible.

DRIVE FOR CHANGE INFORMATION



Project Resources

Visit the Drive for Change page on our website for all the registration links, deadlines, our Partnership Guide, project information and even more resources!

<https://www.yovaso.org/driveforchange/>



Project Schedule:

Aug 24- Sept 4: Register for Materials and Participate in the Slogan Contest!

Sept 7- 18: Complete Data Collection & Project Planning

September 21: Official Kick-off!

November 14: Last Day of Drive for Change

December 4: Final Reports Due

December 16: Winner Announcement



Need help bringing your Drive for Change ideas to life? Have questions about the competition?

Reach out to YOVASO for support with planning, activity and event ideas, additional materials, or more! Our staff can attend club meetings, help with events, and support your team throughout the project!



Callie Toler | callie.toler@vsp.virginia.gov | (804) 914 - 2532

Project Overview

HIGH SCHOOL FOCUS

Drive for Change: Buckle Up & Slow Down puts you in the driver's seat of creating a safer traffic culture in your school and community. Through student-led activities, peer-to-peer education, and schoolwide outreach, you'll focus on two choices that can make a major difference in keeping teen drivers and passengers safe:

**BUCKLING UP ON EVERY RIDE &
SLOWING DOWN BEHIND THE WHEEL.**

Every school is different, so your project doesn't have to stop there! You can also tackle other traffic safety issues that matter to students at your school and create activities that address the risks you see among your peers.

Throughout the project, you'll use your voice and creativity to encourage your peers to:

1. **Make buckling up on every ride a lifelong habit.**
2. **Recognize that seat belts are one of their best protections in a crash.**
3. **Understand the risks and consequences of speeding.**
4. **Follow posted speed limits and drive at safe speeds.**
5. **Take on other driving risks or traffic safety concerns that matter at your school.**



Project Overview

MIDDLE SCHOOL FOCUS

Drive for Change: Buckle Up & Slow Down puts you in the driver's seat of creating a safer traffic culture in your school and community; even if you aren't driving yet! Through student-led activities, peer-to-peer education, and schoolwide outreach, you'll focus on choices you can make right now to keep yourself and others safe on the road:

**BUCKLING UP ON EVERY RIDE AND
SPEAKING UP FOR SAFETY
AS A PASSENGER.**



Every school is different, so your project doesn't have to stop there! You can also tackle other traffic safety issues that matter to students at your school and create activities that address the risks you see among your peers. You don't have to be behind the wheel to make a difference in traffic safety.

Throughout the project, you'll use your voice and creativity to encourage your peers to:

1. **Make buckling up on every ride a lifelong habit.**
2. **Understand why seat belts are important for every passenger, on every ride.**
3. **Recognize their rights and responsibilities as passengers.**
4. **Feel confident speaking up when something feels unsafe in a vehicle.**
5. **Take on other traffic safety concerns that matter at your school or in your community.**



Halloween Safety PROJECT COMPONENT



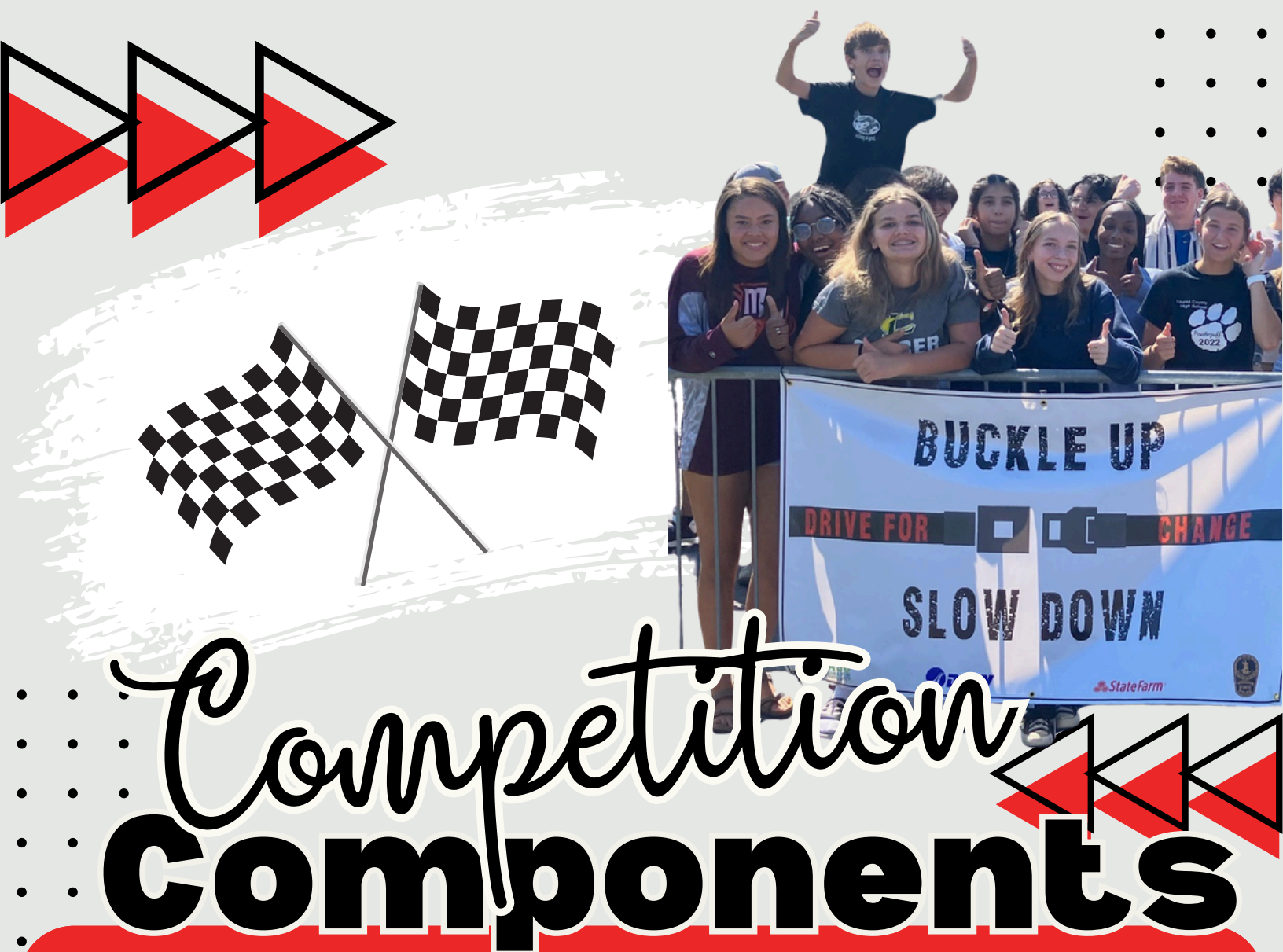
October is the perfect time to get creative with traffic safety! Add a Halloween twist to your Drive for Change project with activities and messages that grab attention and get your classmates thinking about how they can stay safe.

Use Halloween to remind your peers to make safe choices on and off the road. Share reminders to buckle up on every ride, slow down, stay alert for pedestrians, avoid distractions, and speak up when something feels unsafe.

Take your message beyond the classroom, too! Use YOVASO's Halloween resources, help out at a trunk-or-treat, create a Halloween-themed activity at school, or bring your safety message to an event in your community.

The best part? Your Halloween activities count toward Continue the Conversation, so have fun, get creative, and put your own spooky spin on traffic safety!





Competition Components

The Drive for Change Competition is your chance to turn ideas into action and show what your team can accomplish! Throughout the project, you'll complete three competition components designed to help you understand what's happening at your school, plan something that gets your peers involved, and keep the conversation going.

D

**Data
Collection**

F

**Fuel Your
Project**

C

**Continue the
Conversation**

DATA COLLECTION



The Data Collection component helps you see what's really happening at your school! You'll collect information at the beginning and end of the project through seat belt checks or student surveys. By comparing your results, you can see what changed, measure your impact, and find out if your Drive for Change efforts made a difference.

- Choose one data collection method (seat belt checks or student surveys).
- Data should be based on at least 100 cars checked OR 100 surveys collected.
- Pre-project data must be collected before announcing the project or beginning any promotions, events, or activities.
- Schools must share the results with the student body and will be asked to explain how the information was shared in the final report (announcement, social media, etc.)
- The same data collection method used for pre-project data must also be used for post-project data collection.

SEAT BELT CHECKS

You'll conduct two unannounced seat belt checks during the project; one before any Drive for Change promotions or activities begin and one at the end of the project.

- Gather a team of students and at least one adult to observe vehicles as they enter or leave your school.
- Record whether everyone in each vehicle is buckled up.

STUDENT SURVEYS

You'll complete two student surveys during the project; one before any Drive for Change promotions or activities begin and one at the end of the project.

The survey will help your team learn more about seat belt use, passenger safety behaviors, and how confident students feel speaking up when something feels unsafe in a vehicle. Comparing your results will help you see what changed during your project.



GOAL: TO SEE AN INCREASE IN SEAT BELT USAGE



Data Collection

SEAT BELT CHECKS: STEPS & TIPS

SEAT BELT CHECK REMINDERS:

- Two checks are required to be eligible for prizes.
 - Pre-Check: Prior to kicking off the project
 - Post-Check: Final week of the project
- Checks must be unannounced. Do not share the date, time, or location with the student body. The goal is to measure typical seat belt use, not behavior changed by influence from prior notification.
- Make sure to get administration approval prior to each check.
- No signage or publicity may be displayed near the check location.
- Safety first! We suggest surveyors wear reflective vests and stand in safe, designated areas.

VEHICLE COUNT REQUIREMENTS:

- Check at least 100 consecutive vehicles per check (unless exempt due to school size).
- Use the same location, time, and approximate number of vehicles for both checks for accurate data comparison.
- Small schools with fewer than 100 vehicles should note this on the form and will not be penalized.
- How to count vehicles:
 - **Count vehicles, not individual occupants.**
 - A vehicle is marked “Yes” only if everyone is buckled.
 - Anyone buckling up as they approach the check or after stopping does not count as buckled.

REPORTING RESULTS:

- Plan to communicate the results with your student body.
- Find the Pre- Project Data Collection submission link at:
yovaso.org/driveforchange
- Post- Project Data Collection will be submitted in your Final Report.



GOAL: TO SEE AN INCREASE IN SEAT BELT USAGE



Data Collection SEAT BELT CHECK FORM

Name of School: _____ Circle One: PRE or POST
Seat Belt Check Date: _____ Seat Belt Check Time: _____
Seat Belt Check Location: _____ # of vehicles checked: _____

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.

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

Don't forget to submit data. YOVASO reserves the right to request this form, if needed. Please keep all copies for your records.



Adult Signature verifying results

Date



Data Collection

STUDENT SURVEY: STEPS & TIPS

DATA COLLECTION:

- The survey has been updated in order to collect more accurate data and has a total of 7 questions.
- Data will be based on question #1.
 - A student answering, “yes” will be counted the same as one vehicle with all passengers belted in the seat belt check.
 - A student answering “no” or “sometimes” will be viewed the same as one or more occupants unbuckled in a car during a seat belt check.
- Schools can use the data from the other six questions to lead class discussions, support Speak Up & Share Activities, and to identify the challenges that keep students from buckling up.
- To ensure accurate data comparison, schools should use the same group of students for both the pre and post-surveys. (Ex: driver’s ed classes or specific grade levels)
 - Surveying the same group of students allows a more accurate measure of behavior change over time.

REPORTING RESULTS:

- Plan to communicate the results with your student body.
- Total number of surveys with “yes” divided by total number of surveys collected equals your percentage that will be recorded on the final report.
- Find the Pre- Project Data Collection submission link at:
yovaso.org/driveforchange
- Post- Project Data Collection will be submitted in your Final Report.

DISCUSSION OPPORTUNITY



After completing the survey as a class or group, keep the conversation going! Talk about the responses and what they might tell you about seat belt use among your peers. Discuss why teens might not buckle up on every ride, why seat belts matter, and brainstorm realistic ways you can encourage your friends and classmates to make safer choices.



Data Collection **STUDENT SURVEY**

BUCKLE UP



SLOW DOWN

1. **How often do you wear a seatbelt when are in a vehicle?**
 - a. Always
 - b. Sometimes
 - c. Never
2. **When you don't wear a seat belt, what is your main reason?** *(Select all that apply)*
 - a. I forget
 - b. I'm only riding a short distance
 - c. It's uncomfortable
 - d. No one else is wearing one
 - e. I don't think it's necessary
 - f. I always wear my seatbelt
3. **What most influences you to wear a seatbelt?** *(Select all that apply)*
 - a. Personal safety
 - b. Parents or family expectations
 - c. Following the law
 - d. Friends' expectations
 - e. Seeing or hearing about crashes
 - f. Other: _____
4. **As a passenger or driver, do you check that everyone is buckled before the vehicle moves?**
 - a. Always
 - b. Sometimes
 - c. Never
5. **Have you ever felt unsafe in a vehicle because of a driver's behavior (texting, speeding, etc.)**
 - a. Yes
 - b. No
6. **If you felt unsafe, did you speak up?**
 - a. Yes
 - b. No
 - c. I haven't been in this situation
7. **What makes it hard to speak up for safety?** *(Select all that apply)*
 - a. I am worried how others will react
 - b. I don't feel confident speaking up
 - c. I don't think it would help
 - d. I usually do speak up
 - e. Other: _____



TO LEARN MORE, VISIT YOVASO.ORG OR FIND YOVASO ON SOCIAL MEDIA

FUEL YOUR PROJECT



The Fuel Your Project component is your chance to think big and bring your traffic safety message to life! You'll plan and carry out a creative, large-scale event that gets your school and/or community involved. Your event should be seen, heard, or experienced by a majority of your school or community.

STEP 1: CHOOSE YOUR FOCUS

Choose the traffic safety topic your event will focus on:

- Seat belt use, speed prevention, distraction-free driving, passenger safety, or another traffic safety issue that matters to your school.

Set a goal for your event:

- What do you want your peers to learn, think about, or do differently after participating in your event?

STEP 2: PICK YOUR FORMAT

Choose a format that reaches a majority of your school or community:

- Schoolwide PSA or campaign
- Contest (door decorating, slogan, photo, PSA, etc.)
- Interactive display, pledge wall, or safety promise activity
- Schoolwide competition, tournament, or pep rally activity
- Traffic safety spirit week
- Community display or outreach event
- YOVASO Day/Week
- Mock crash, demonstration, or guest speaker
- Tie into homecoming, football games, fall festivals, Halloween, or other schoolwide events



FUEL YOUR PROJECT

STEP 3: MAKE IT STUDENT-LED

Remember, YOVASO is all about peer-to-peer traffic safety! Your team should take the lead in bringing your event to life.

- Work together to plan and organize the event.
- Create your own promotional materials and event items.
- Take the lead in running the event.
- Ask adult sponsors and SROs to guide and support you along the way.

STEP 4: PLAN THE DETAILS

Before the big day, make sure your team has the details covered:

- Get approval from your school administration, if needed.
- Choose your date, time, and location.
- Create a schedule or timeline for your event.
- Gather, create, borrow, or purchase all materials and supplies.
- Assign student, sponsor, and SRO roles.
- Make a plan to promote your event through social media, flyers, announcements, and more.
- Don't forget to take photos and videos to document your event!

STEP 5: DOCUMENT & REFLECT

Once your event is over, there are a few things left to do:

- Estimate how many people participated or were reached.
- Share photos and videos with your school and YOVASO.
- Thank the people, groups, or organizations that helped make your event a success.
- Celebrate what your team accomplished!
- Don't forget! You'll tell us all about your event in the Final Report, so keep your photos, participation numbers, and other important details handy.

FUEL YOUR PROJECT



Creative Event Inspiration!

The following examples are real events hosted by schools during previous projects.

YOVASO TAILGATE PARTY

THE IDEA

Turn a home football game into a traffic safety event! Set up a Drive for Change Safety Tailgate before kickoff with games, activities, giveaways, and opportunities for students and families to interact with your safety message.

HOW TO DO IT

- Choose a high-traffic location near the stadium entrance.
- Set up several quick traffic safety games or activities.
- Visit local businesses and ask for food and prize donations.
- Include information about seat belts and speeding throughout the event.
- Invite community partners, law enforcement, or other school clubs to participate.
- Promote the tailgate before game day through announcements and social media.

PLANNING TIPS

- Keep activities quick and interactive so people can participate on their way into the game.
- Ask other clubs or teams to each run an activity or station.
- Use small prizes or giveaways to encourage participation.
- Start planning early; you may need approval from athletics or school administration.

BUILD YOUR TAILGATE

Traffic Safety Toss: Turn cornhole, football toss, or another tailgate game into a safety challenge. Students answer a traffic safety question before taking their turn.

Buckle Up Photo Booth: Set up a photo area with Drive for Change signs, safety messages, and school spirit gear. Encourage students to share their photos.

Make the Pledge: Create a pledge wall or banner where students can sign their name and commit to buckling up, slowing down, or speaking up for safety.

Spin to Win: Create a prize wheel with traffic safety questions, challenges, or facts. Answer correctly to win a small giveaway.

Safety Challenge Station: Set up quick minute-to-win-it style games and connect each one to a safety message. Keep them short so students can participate on their way into the game.

Grab & Go Safety: Hand out candy, snacks, or YOVASO materials with a quick Buckle Up & Slow Down message attached.

FUEL YOUR PROJECT



Creative Event Inspiration!

The following examples are real events hosted by schools during previous projects.

SCHOOLWIDE SAFETY CONTEST

THE IDEA

Bring out your school's competitive side! Challenge students, classes, clubs, or grade levels to create something that promotes the Drive for Change message. Display the entries around school, let students vote for their favorites, and recognize the winners!

HOW TO DO IT

- Choose a contest that gives students a chance to get creative with traffic safety.
- Decide who can enter- individual students, classes, clubs, teams, or grade levels.
- Set clear rules, a deadline, and judging criteria.
- Display or share the entries so the whole school can see them.
- Let students, staff, or a panel of judges choose the winners.
- Offer prizes, certificates, or schoolwide recognition.

CHOOSE YOUR CONTEST

License Plate Design: Challenge students to create a personalized license plate with a seat belt, speeding, or traffic safety message. Turn the entries into a large hallway or bulletin board display.

Door Decorating: Challenge classrooms or clubs to decorate their doors with a Drive for Change traffic safety theme. Give awards for categories like Most Creative, Best Safety Message, or People's Choice.

Poster Design: Invite students to design an original traffic safety poster. Display the entries around school and turn the winning designs into campaign materials.

PSA or Video Challenge: Have students create short videos that encourage their peers to buckle up, slow down, or make another safe choice. Share the best entries through school announcements or social media.

FUEL YOUR PROJECT



Creative Event Inspiration!

The following examples are real events hosted by schools during previous projects.

DRIVE FOR CHANGE BINGO

THE IDEA

Turn traffic safety into a schoolwide challenge with Drive for Change Bingo! Create a bingo card filled with simple traffic safety activities and challenge students, classes, clubs, or grade levels to complete as many squares as possible. Students will turn it in at the end of the project period for a prize!

BUILD YOUR BINGO CARD

Fill the squares with a mix of activities your club plans to do throughout Drive for Change:

- Sign the pledge banner
- Submit a seat belt selfie
- Attend a YOVASO club meeting
- Participate in a traffic safety dress-up day
- Participate in a lunch time activity
- Create your own YOVASO poster
- Find a YOVASO member and answer a trivia question
- Follow YOVASO on Instagram
- Write down who you buckle up for
- Complete a license plate design

PLANNING TIPS

- Decide who will participate, individual students, homerooms, classes, clubs, or grade levels.
- Choose your challenge: five in a row, four corners, blackout, or a combination.
- Include a mix of quick activities and more involved challenges so everyone has a chance to participate.
- Decide how students will show they completed each square—teacher initials, photos, QR forms, stamps, or student leaders checking cards.
- Set a clear start and end date and promote the challenge through announcements, posters, and social media.
- Add prizes or incentives for completed Bingos, blackout cards, or a prize drawing.
- Make some squares connect to Drive for Change activities already happening at your school so Bingo encourages students to participate in the rest of your project.

FUEL YOUR PROJECT



Creative Event Inspiration!

The following examples are real events hosted by schools during previous projects.

TRAFFIC SAFETY SPIRIT WEEK

THE IDEA

Take over the school for an entire week with Drive for Change! Choose a traffic safety theme for each day and pair it with a themed outfit, announcement, and lunchtime activity. It's an easy way to keep students involved while sharing a new safety message every day.

HOW TO DO IT

- Choose 4–5 daily themes connected to traffic safety.
- Match each day with a dress-up theme students can participate in.
- Share a quick safety message or fact during morning announcements.
- Plan a lunchtime activity, game, or challenge that connects to the day's message.
- Promote the full week ahead of time with posters, social media, and announcements.

EXAMPLE WEEK

Buckle Up Day

Wear: Your favorite belt or belt-themed outfit

At Lunch: Set up a “Who Do You Buckle Up For?” wall where students can add a name, message, or photo.

Slow Down Day

Wear: Pajamas or comfy clothes “No need to rush!”

At Lunch: Host a quick speeding trivia challenge with small prizes for correct answers.

Distraction-Free Day

Wear: Twin Day “Two eyes on the road!”

At Lunch: Set up a distraction challenge that shows how difficult it is to complete a simple task while distracted.

Team Up for Safety

Wear: School colors, jerseys, or team gear

At Lunch: Invite students to sign a safety pledge and add their name to their grade or team. See which group gets the most participation!

Drive for Change Day

Wear: YOVASO or Drive for Change colors

At Lunch: Set up a Drive for Change photo booth where students can pose with traffic safety signs and messages.

FUEL YOUR PROJECT



Creative Event Inspiration!

The following examples are real events hosted by schools during previous projects.

TAKE IT TO THE COMMUNITY

THE IDEA

Take Drive for Change beyond your school! Partner with a local organization or join an event already happening in your community. Instead of planning everything from scratch, bring your traffic safety message to an event where people are already gathering.

FIND YOUR EVENT

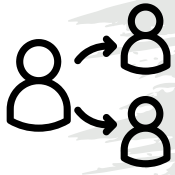
- **Trunk-or-Treat:** Decorate a traffic safety-themed trunk and add a game, activity, or safety message to your candy.
- **5K or Fun Run:** Set up a YOVASO station along the route or at the finish line with activities, signs, or giveaways.
- **Fall Festival:** Create an interactive Drive for Change booth with games, trivia, pledges, and prizes.
- **Community Parade:** Decorate a float, vehicle, or signs with Buckle Up & Slow Down messages and walk or ride together.
- **Community or School Event:** Look for fairs, sporting events, open houses, safety days, or other events where your team can participate.

MAKE IT MORE THAN A TABLE!

Don't just set out brochures, give people a reason to stop! Add a hands-on activity that gets kids, teens, and families interacting with your traffic safety message.

- **Spin to Win:** Spin a prize wheel, answer a traffic safety question, and win a small giveaway.
- **Buckle Up Toss:** Turn cornhole, ring toss, or another simple game into a safety challenge by pairing each turn with a question or safety fact.
- **Make Your Message:** Let participants create a mini traffic safety sign, license plate, or safety message to add to a community display.
- **Safety Photo Stop:** Set up a fun photo area with traffic safety signs, props, or a Drive for Change selfie frame.
- **Who Do You Buckle Up For:** Invite participants to write who they buckle up for on a card and add it to a wall or display.

CONTINUE THE CONVERSATION



The Continue the Conversation component is all about keeping your traffic safety message going throughout the entire Drive for Change project! These activities are separate from your large-scale event and give your team more opportunities to get creative, reach your peers, and keep traffic safety visible and relevant in your school and community.

WHY KEEP THE CONVERSATION GOING?

The more your peers see, hear, and interact with traffic safety messages, the more opportunities you have to make an impact. **Continue the Conversation** activities help make traffic safety more than a one-day event by keeping the message visible throughout the entire project.



Keep track of each activity your team completes and take plenty of photos! You'll be asked to list your activities in the Final Report and share what your team accomplished.

Whenever possible, take the lead! Work with your team to plan, create, and carry out activities that connect with your peers. Your voice **MATTERS**. Peer-to-peer messaging is a powerful way to encourage friends and classmates to make safer choices.



The activity ideas in this section are grouped by the amount of time and planning they may take but they're just ideas, not requirements!

Continue the Conversation

SIMPLE ACTIVITIES | LOW PREP

- Share a daily or weekly traffic safety fact during announcements.
- Place Drive for Change tip cards on cars in the student parking lot.
- Post a Safety Tip of the Week on school social media or in the school newsletter.
- Add a traffic safety slide to morning announcements or digital boards.
- Chalk positive traffic safety messages on sidewalks with permission.
- Add a quick traffic safety message to schoolwide emails or texts.
- Start a traffic safety discussion question or poll in homeroom.
- Hang Drive for Change posters in hallways and other high-traffic areas.
- Design your own traffic safety posters or signs.
- Give a Safety Shout-Out recognizing positive safety choices.
- Share a quick seat belt or speeding fact during athletic announcements.
- Share updates or results from your seat belt checks or student surveys.
- Ask teachers to include a one-minute traffic safety reminder in class.
- Hand out candy with safety messages—think “Be a Smartie—Buckle Up!” or other creative pairings.
- Customize your Drive for Change banner with your school name or your own safety messages and put it on display.

MAKE IT SEASONAL

Give your traffic safety messages a fall twist! Connect Drive for Change to events already happening at your school.



Friday Night Safety

- Share a game-day post on social media: “Headed to the game? Buckle up, slow down, and get there safely.”



Homecoming Safety

- Add a traffic safety message to homecoming announcements or social posts: “The best homecoming accessory? Your seat belt.”



Spooky Safety

- Make a poster with a Halloween twist: “The scariest ride is one without a seat belt. Buckle up every trip!”

Continue the Conversation

MODERATE ACTIVITIES | SOME ADDITIONAL PLANNING

- Host a pop-up pledge signing during lunch using your Drive for Change banner.
- Run a weekly traffic safety trivia challenge during announcements or lunch with small prizes.
- Host a YOVASO table at a local community event or festival.
- Create a “Who Do You Buckle Up For?” photo wall.
- Share student quotes or testimonials about why traffic safety matters.
- Decorate classroom or office doors with traffic safety messages.
- Place QR codes around school linking to a safety pledge or interactive activity.
- Organize a traffic safety-themed spirit day.
- Design and distribute your own traffic safety tip cards.
- Create a seat belt for your school mascot to wear at sporting events.
- Record and share short peer-to-peer safety videos on social media.
- Host a traffic safety sticker design contest.
- Ask teams, clubs, or groups to take seat belt pledge photos.
- Create a traveling traffic safety display that moves to a new location each week.
- Make thank-you cards for bus drivers who help keep students safe.

MAKE IT SEASONAL

Take your fall safety messaging up a level! Use football, homecoming, and Halloween to get more students involved.

Game Day Pledge



- Set up a quick Buckle Up & Slow Down pledge station before a football game or during a pep rally.

Homecoming Photo Challenge



- Get teams, clubs, or friend groups to take a “Dress Up. Show Up. Buckle Up.” photo and share it at school or on social media.

Halloween Safety Challenge



- Host a spooky traffic safety trivia challenge during lunch or announcements with candy or small prizes for correct answers.

Continue the Conversation

ADVANCED ACTIVITIES | MORE PLANNING, BIG IMPACT

- Turn the Drive for Change License Plate Activity into a schoolwide contest! Invite students to design personalized plates, then create a bulletin board or hallway display featuring the entries.
- Give a presentation to elementary school students on Halloween safety tips.
- Plan another large-scale activity like a schoolwide contest, team competition, spirit week, or traffic safety information table.
- Coordinate a Distracted Driving Simulator visit or YOVASO Safety Day.
- Design a float and participate in a Homecoming Parade.
- Organize a grade-level traffic safety competition at a pep rally.
- Partner with athletic teams to promote buckling up and slowing down at games, including halftime activities or challenges.
- Invite EMS, law enforcement, or a speaker to participate in a schoolwide assembly.
- Organize a student and family traffic safety night with community partners.
- Partner with Driver's Ed classes, Teen Driver Safety Nights, or with middle school YOVASO club to lead peer-to-peer safety activities or presentations.
- Share your project and results at a school board meeting.
- Team up with another YOVASO club to plan and complete a joint traffic safety activity.

MAKE IT SEASONAL

Take your fall safety messaging up a level! Use football, homecoming, and Halloween to get more students involved.

Safe Your Tailgate



- Host a Drive for Change Safety Tailgate before a football game with traffic safety games, activities, giveaways, pledge signing, and safety messages for students and families.



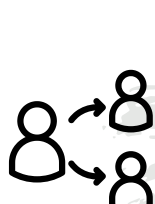
Homecoming for Change

- Build traffic safety into Homecoming Week with a themed spirit day, schoolwide contest, photo challenge, or pep rally activity.



Halloween Safety Event

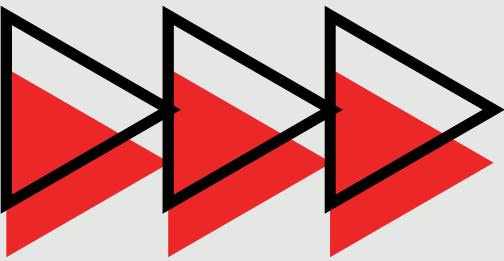
- Take Drive for Change into your community by hosting a safety booth or interactive activity at a trunk-or-treat, fall festival, or Halloween event.



Continue the Conversation

ACTIVITY LOG

ACTIVITY	ACTIVITY DATE
1. _____	
2. _____	
3. _____	
4. _____	
5. _____	
6. _____	
7. _____	
8. _____	
9. _____	
10. _____	
11. _____	
12. _____	
13. _____	
14. _____	
15. _____	
16. _____	
17. _____	
18. _____	
19. _____	
20. _____	



Finish Strong!

You put your ideas into action...now make sure your team gets credit for everything you accomplished! Your final report tells the story of your Drive for Change project; from the activities you completed to the people you reached.

This section has everything you need to make reporting easy, including tips, tricks, and answers to common questions.

FINAL REPORTING



**YOU DID THE WORK,
NOW TELL US ABOUT IT!**

Your Final Report brings together all three competition components:

D — Data Collection

Share your pre- and post-project results so we can see what changed.

F — Fuel Your Project

Tell us about your large-scale event, how you brought it to life, and how students got involved.

C — Continue the Conversation

Show us all the ways you kept traffic safety visible throughout the project.

WHY IS THE FINAL REPORT IMPORTANT?

We aren't at your school every day, so your Final Report tells us the story of your project! It helps us understand the time, creativity, teamwork, and effort that went into everything you accomplished.

Your report is also what YOVASO uses to evaluate competition projects and select winning schools. The more clearly you tell your story, the better we can understand the work your team put into

Drive for Change.

Think of it this way: If you did something awesome, make sure you tell us about it!



Tips & Tricks:

MAKE YOUR PROJECT STAND OUT!

You don't need to write a novel, but you do need to give us enough information to understand what you did! Use these tips to make sure your Final Report tells the full story.

Be specific.

- Instead of “We had a safety event,” tell us what you did, who participated, how students were involved, and what made it successful.

Keep track as you go.

- Don't wait until the Final Report is due to remember everything! Keep a running list of activities, participation numbers, photos, and other project highlights.

Show us the student involvement.

- Tell us how you and your team planned, created, promoted, and carried out your activities.

Numbers help tell your story.

- Estimate how many students participated, how many people you reached, how many pledges were signed, or other numbers that show the size of your impact.

Take LOTS of photos.

- Photos help us see your project in action! Capture your team planning, students participating, displays, events, and activities throughout the project.

Don't leave out the “little” activities.

- Announcements, social media posts, classroom activities, posters, giveaways, and other Continue the Conversation activities all count. Make sure you include them! You get additional points for all activities you complete outside of the Creative Event.

Tell us what worked.

- Did students love an activity? Did participation surprise you? Did your data improve? Share the wins, reactions, and results that made your project successful.

▶▶▶ DON'T FORGET YOUR DATA! ◀◀◀

Your Data Collection component is required to be eligible for competition judging. Make sure you complete both your pre- and post-project seat belt checks or student surveys and include your results in the Final Report.

NO COMPLETED DATA COLLECTION = YOUR PROJECT CANNOT BE CONSIDERED FOR A COMPETITION AWARD.



Project Q&A

FREQUENTLY ASKED QUESTIONS

Q: How are winners selected?

A: Your Final Report is what YOVASO uses to evaluate your project and select the competition winners. Your team will earn points based on how well you complete each part of DFC:

- *D — Data Collection: Complete and report your pre- and post-project data.*
- *F — Fuel Your Project: Plan and carry out a creative, student-led large-scale event.*
- *C — Continue the Conversation: Keep the message going with additional activities throughout the project.*

Remember: You must submit a Final Report and complete both pre- and post-project Data Collection to be eligible for judging.

Q: Who can win and what prizes are awarded?

A: Competition schools will have the chance to earn cash awards and a prize banner!
High School

- 🏆 *Statewide Winner: \$500 + Prize Banner*
- ★ *Five Finalists: \$100 + Prize Banner*

Middle School

- 🏆 *Statewide Winner: \$300 + Prize Banner*
- ★ *Three Finalists: \$100 + Prize Banner*

Q: What can we use the prize money for?

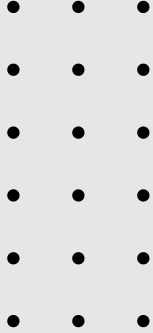
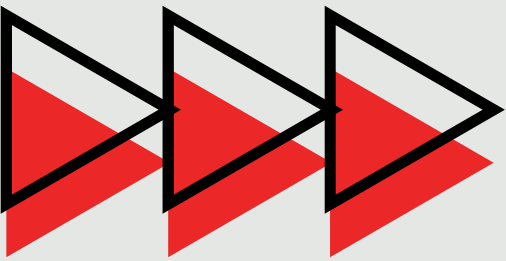
A: That's up to your team and school! You can put it toward future YOVASO activities, traffic safety projects, club needs, or another approved use. Check with your adult sponsor or school before making plans for your award money.

Q: What if we have questions while completing our project or Final Report?

A: Reach out to YOVASO! You don't have to wait until the Final Report is due to ask for help. We're happy to answer questions, brainstorm ideas, help with planning, or make sure you're on the right track.

YOVASO STAFF CONTACT:

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THANK
YOU!



Keep Driving
Change



Every activity, conversation, and message shared through Drive for Change has the power to influence your peers to make a safer choice.

THANK YOU for using your voice, creativity, and leadership to encourage others to buckle up, slow down, and make safety a priority. Your efforts help keep traffic safety conversations going and create positive change in your school and community.

-YOVASO Team