

BUCKLE UP



SLOW DOWN

Participation **TOOLKIT**

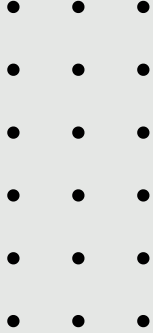
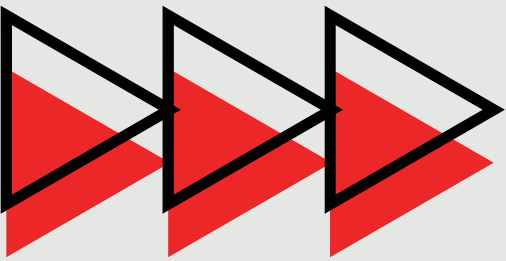


A student-led guide to driving change,
inspiring safer choices, and building a
stronger traffic safety culture.

YOVASO
YOUTH OF VIRGINIA SPEAK
OUT ABOUT TRAFFIC SAFETY

VADMV
 **State Farm®**





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



PARTICIPATION CHECKLIST

Competition To-Do List

1. Register for Drive for Change materials
2. Review Participation Toolkit
3. Plan and implement project activities
4. Submit project Final Report

Participation 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!



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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



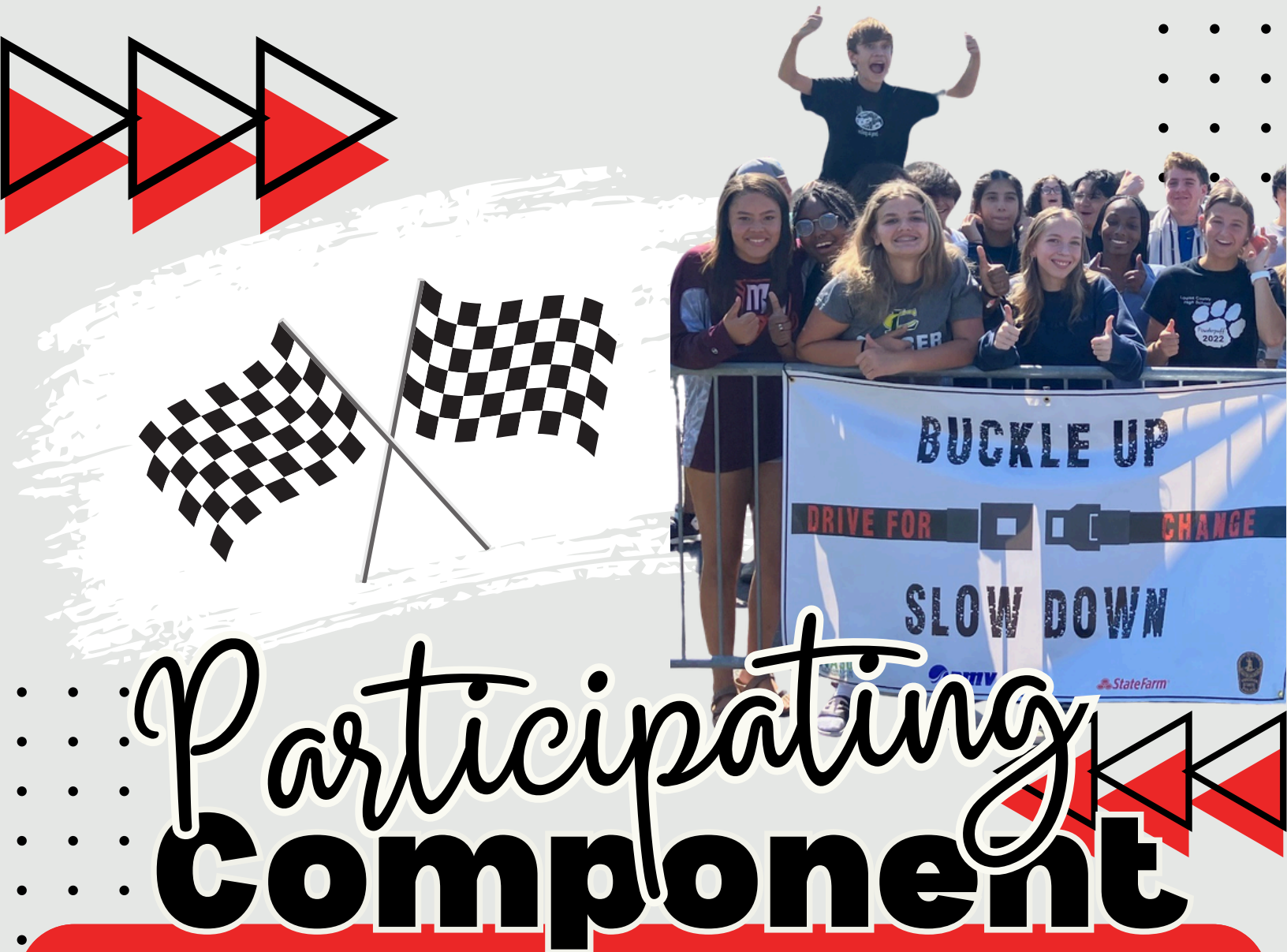
October is the perfect time to get creative with traffic safety! Add a Halloween twist to your Drive for Change project with activities and messages that grab attention and get your classmates thinking about how they can stay safe.

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!





Participating Component

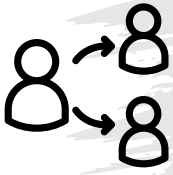
If your school is participating but not competing, you only need to complete the **C — Continue the Conversation component!** Choose activities that work for your team, your schedule, and your school. You can start small, try something new, or even take on a bigger event if you want. There's no required number of activities; the goal is to get involved and keep the conversation going!

D Data
Collection

F Fuel Your
Project

C Continue the
Conversation

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.



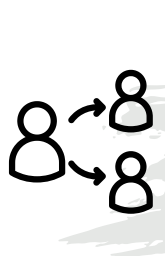
Homecoming for Change

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



Halloween Safety Event

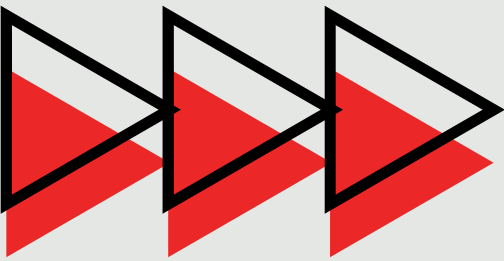
- Take Drive for Change into your community by hosting a safety booth or interactive activity at a trunk-or-treat, fall festival, or Halloween event.



Continue the Conversation

ACTIVITY LOG

ACTIVITY	ACTIVITY DATE
1. _____	
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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!**

WHY DO I NEED TO COMPLETE ONE IF WE DIDN'T COMPETE IN THE COMPETITION?

Your Final Report helps YOVASO see how schools across Virginia are using Drive for Change and the impact students are making in their schools and communities.

By completing your report, you help us:

- See which activities and resources worked best for your team.
- Understand how many students and community members were reached.
- Celebrate the creative ways your team continued the conversation.
- Learn what we can do to make future YOVASO projects even better.
- Show the overall impact students are making through peer-to-peer traffic safety across Virginia.

You don't have to complete the competition requirements to have a successful project. Every activity, conversation, and student reached matters, and your Final Report helps us tell that story!

Help us meet DMV Grant requirements that keep our program free by completing your Final Report!!



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!

Tell us what worked.

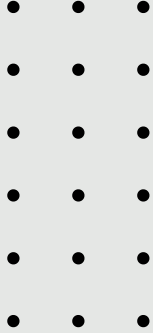
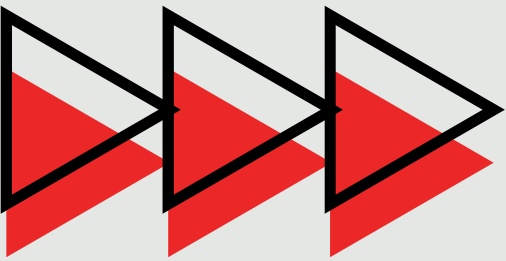
- Did students love an activity? Did participation surprise you? Did your data improve? Share the wins, reactions, and results that made your project successful.

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

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:

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



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