YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

Spring Project 2026 | Project GPS: Get Places Safely

PARTICIPATION

PROJECT TOOLKIT

PROJECT GPS
Get Places Safely

A student-led roadmap for speaking up, leading change, and promoting safe choices through Project GPS.

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PROJECT GPS
PARTICIPATION CHECKLIST

PROJECT GPS
Get Places Safely

Participation To-Do List

1. Register for Project GPS materials
2. Review Participation Toolkit
3. Plan out project activities
4. Implement project activities
5. Submit project Final Report

Participation Tips

- Complete activities throughout the entire project period to keep traffic safety messaging visible.
- Document your efforts through the project period; don't wait until the end!
- Students should lead the project whenever possible.

Registration Opens:
Monday, February 23

Project Period:
March 9- May 22

Final Report Deadline:
Friday, May 29

Winner Announcement:
Friday, June 12

Visit Project GPS's page on our website for all registration links, deadlines, and project information!

yovaso.org/project-gps

PHOTOS NEEDED

Since Project GPS is brand new this year, please share pictures of activities, project resources in action, and student participation that celebrate your efforts in helping teens Get Places Safely!

Photos may be featured in YOVASO promotions, social media, or future Project GPS materials.

Need help bringing Project GPS ideas to life? Have questions about the new projects?

Reach out for help with planning, event ideas, materials, or to invite us to attend your event or club meetings.

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PROJECT OVERVIEW

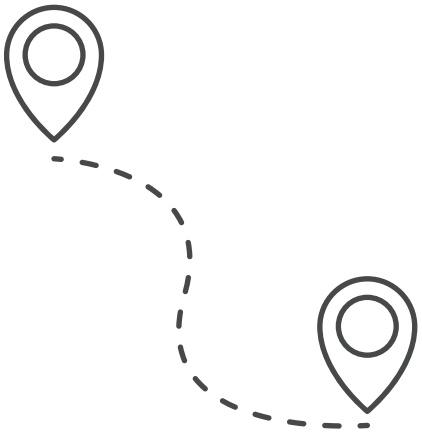
Project GPS: Get Places Safely is a free educational initiative designed to help protect youth and teens as they approach the "100 Deadliest Days" for young drivers—the period between Memorial Day and Labor Day when crash rates increase significantly. The project aims to reduce crashes, injuries, and fatalities among young drivers, passengers, pedestrians, and cyclists by encouraging seat belt use, responsible decision-making, and empowering youth to speak up if they feel unsafe, especially during the high-risk spring and summer months.

MIDDLE SCHOOL FOCUS

At the middle school level, Project GPS focuses on building a strong foundation of traffic safety awareness. Students learn the importance of positive passenger behaviors, seat belt use, and their rights as passengers, while also exploring pedestrian and bicycle safety to support smart, everyday travel choices.

HIGH SCHOOL FOCUS

At the high school level, Project GPS shifts toward prevention of high-risk driving behaviors, with an emphasis on reducing teen speeding and increase seat belt use. The project will also address distraction-free driving, and other common warm-weather risks such as driving with too many passengers, drowsy driving, curfew violations, and alcohol or drug use.



PROJECT GPS SEEKS TO EMPOWER YOUTH TO DEVELOP POSITIVE ATTITUDES AND SAFE BEHAVIORS AS BOTH DRIVERS AND PASSENGERS; ENSURING THEY HAVE THE TOOLS TO "GET PLACES SAFELY".

SPEAK UP & SHARE

The Speak Up & Share component of Project GPS encourages students to continue promoting traffic safety throughout the project period. These activities are designed to keep the message visible, relevant, and peer-driven.

Consistent messaging increases awareness and reinforces behavior change. The Speak Up & Share call-to-action activities ensures that traffic safety is not a one-day event, but an ongoing conversation that **builds positive peer influence** throughout the project period.

Schools should document each Speak Up & Share activity completed during the project period, along with photos. The Final Report will ask for a numerical list of all activities.

Whenever possible, these activities should be student-led or student-supported. **Peer-to-peer messaging is one of the most effective ways to influence positive behavior change.**

The activities are grouped by time and planning level and are intended as inspiration, not requirements! Be creative, reach your audience, and use Project GPS materials to amplify your message.

SPEAK UP & SHARE

SIMPLE, LOW PREP ACTIVITIES

- **Share a daily or weekly traffic safety fact during announcements**
- **Place Project GPS tip cards on windshields of cars in the student parking lot**
- **Post a "Safety Tip of the Week" on school social media or printed in the school newsletter**
- **Add a traffic safety slide to morning announcements or digital boards**
- **Chalk positive safety messages on sidewalks (with permission)**
- **Include a traffic safety blurb in schoolwide emails/texts**
- **Ask a traffic safety discussion question in homeroom**
- **Hang up Project posters in the hallway and other high traffic areas**
- **Create your own posters with traffic safety information**
- **Feature a "Safety Shout-Out" recognizing safe behaviors**
- **Share a quick seat belt statistic during athletic announcements**
- **Display a running seat belt percentage update from seat belt checks/student surveys**
- **Invite teachers to include a one-minute safety reminder in class**
- **Pass out candy w/safety messages, distributed- Dum-Dums/Smarties, etc.**
- **Add your own safety messaging or school name to the Project GPS banner and hang it up**

PROJECT GPS TIE-IN:

Get creative with announcements and tie-in the project's theme in the messaging!

- **GPS Safety Tip of the Week**
  - *Share a "Route Reminder" during Friday announcements (ex: "Today's Route Reminder: Buckle up every trip, no matter where you are seated.") as a weekend safety reminder.*
- **Recalculate Moment**
  - *Share a weekly "If you make a risky choice... Recalculate." message tying mistakes to safer next choices.*
- **Morning 'Navigation Note'**
- *One-sentence safety reminders framed as GPS prompts or using a GPS voice.*

START THE CONVERSATION

SPEAK UP & SHARE

MODERATE PLANNING ACTIVITIES

- **Host a pop-up pledge signing during lunch using the Project GPS banner**
- **Run a weekly trivia challenge over the announcements or at lunch with small prizes**
- **Create a "Who Do You Buckle Up For?" photo wall**
- **Post student testimonial quotes around school explaining the importance of traffic safety**
- **Decorate classroom or office doors with safety messaging**
- **Place QR codes around school linking to a school pledge form**
- **Organize a safety-themed spirit day**
- **Create and distribute student-designed traffic safety tip cards**
- **Design a seatbelt for your school mascot to wear at sporting events**
- **Share short peer-recorded videos on social media**
- **Host a sticker design mini contest**
- **Ask teams/clubs to take group seat belt pledge photos**
- **Set up a traveling traffic safety display that moves locations weekly**
- **Give thank you cards to bus drivers for keeping student passengers safe**
- **Incorporate safety messaging into graduation, prom or senior events**

PROJECT GPS TIE-IN:

Make bulletin boards interactive by sharing important traffic safety information, involve the entire student body and drawing attention!

- **Weekly Navigation Challenge**
  - *Each week post a new challenge on a bulletin board (ex. Remind one friend to buckle up this week) and have students sign each challenge they complete*
- **Get Places Safely Postcards**
  - *Have students share how they plan to get to their destination safely using the Project GPS Postcards*
- **Destination Summer Countdown**
  - *Include a countdown to summer and have students make pledges to practice safe behaviors as a driver, passenger, pedestrian and cyclist.*

KEEP THE MESSAGE VISIBLE

SPEAK UP & SHARE
ADVANCED PLANNING ACTIVITIES

- **Coordinate a Distracted Driving Simulator visit**
- **Host a YOVASO booth at a community event**
- **Host a schoolwide contest, like a door decorating contest or t-shirt design contest**
- **Organize a grade-level participation competition**
- **Create a scavenger hunt where students search for clues or objects for prizes**
- **Partner with athletics teams to promote buckling up at games with halftime traffic safety activities**
- **Invite EMS, law enforcement or a victim advocate to speak in an assembly**
- **Organize a parent-student safety night, inviting community partners**
- **Collaborate with Driver's Ed classes or an elementary school for peer presentations**
- **Create a permanent hallway display tracking project impact**
- **Develop a short safety orientation for new students**
- **Present project results to school administration or school board**
- **Pair up with a middle school YOVASO club, share about the high school club, and complete a joint activity**

PROJECT GPS TIE-IN:

Project GPS-themed fundraising activities combine traffic safety awareness with student-led events that raise funds to support YOVASO efforts while promoting traffic safety messaging.

- **Wash Away Bad Driving Car Wash**
  - *Host a car wash where student promote safe driving while raising funds for the club. Include safety signage, pledge banner and hand out tip cards.*
- **Road to Summer 5-K**
  - *Organize a 5K walk/run themed around getting to your destination safely. At each checkpoint, include safety signage and statistics and invite a victim advocate to speak at the event.*
- **Route Ready Snack Bags**
  - *Sell pre-packaged snack bags with safety messaging (ex. Fuel Up & Get Places Safely) to students during sporting events or lunches.*

MAKE THE MESSAGE STICK

SPEAK UP & SHARE

ACTIVITY LOG

	ACTIVITY	ACTIVITY DATE
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WHAT IS A FINAL REPORT?

The Project GPS Final Report is the final step in the project process. It allows schools to share what they accomplished during the project period and document how they implemented their activities.

WHAT INFORMATION WILL REPORTED?

In the report, participants will:

- Describe the activities or events conducted
- Explain how Project GPS materials were distributed
- Provide an estimated reach (number of students, staff, families, or community members impacted)

Participants will also have the opportunity to provide feedback about project experience. Since Project GPS is a brand-new initiative, this feedback is especially valuable. All insights will help strengthen and improve the project.

WHY IS THE FINAL REPORT IMPORTANT?

Completing the Project GPS Final Report helps demonstrate the project's impact to our grant providers, secure continued funding to keep the project ***free*** for all participants and ensure Project GPS: Get Places Safely continues guiding teens and communities in the right direction.

TO ACCESS THE FINAL REPORT LINK, PLEASE VISIT
YOVASO.ORG/PROJECT-GPS

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Thank you for participating in YOVASO's peer-to-peer traffic safety initiative, Project GPS: Get Places Safely!

PROJECT GPS
Get Places Safely

Visit yovaso.org/project-gps for all project resources!

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