



3775 W. Main Street, Salem, VA 24153 540-375-9581 yovaso.org

February 20, 2017

Dear School Resource Officers and Club Sponsors,

**Warm weather is just around the corner and YOVASO is kicking off the annual Arrive Alive Campaign to help keep our teen drivers and young students safe during this high-risk season.** The seven week-long peer-to-peer campaign is for Virginia high and middle schools and will run from March 20 through May 5. The focus of the high school campaign is to encourage safe driving and passenger safety among teens during the warm weather months, including prom and graduation season. The focus for middle schools is on passenger safety, traffic safety, and developing good safety behaviors prior to the driving years. The campaign is in partnership with the Virginia State Police with grant funding provided by the Virginia Department of Motor Vehicles Highway Safety Office. Grants from Allstate and State Farm will support prizes and educational incentives. The Mid-Atlantic Foundation for Safety and Education, a nonprofit charitable organization affiliated with AAA Mid-Atlantic, is providing support for the bike component and prizes for the middle school campaign. WFXR Television in Roanoke is the media sponsor for both the middle and high school campaigns.

We encourage all of our member schools to participate in this free campaign by filling out the online Registration and Order Form at [www.yovaso.org](http://www.yovaso.org) by March 3. **The campaign is a statewide competition, but schools may order materials and participate without competing for prizes.**

**High schools** that compete in Arrive Alive for prizes must submit a creative project, hold pre and post campaign distraction checks at exits or entrances to the school, and sponsor activities that encourage safe driving and passenger behaviors.

**Competing middle schools** must submit a creative project and sponsor activities that encourage seat belt use, passenger safety, as well as bike and pedestrian safety.

The Creative Project will be the main component of this competition. High school winners will be selected based on their creative projects, distraction checks and activities completed. Middle school winners will be selected based on their creative project and call to action activities.

The Mid-Atlantic Foundation for Safety and Education is supporting the campaign in various capacities. Through the Foundation, high schools may receive extra points for their campaign by scheduling "IDrive on the Go," an innovative traffic safety program, designed for teens that utilizes a series of hands-on, educational sessions. Middle schools will have the opportunity to receive extra points for their campaign by scheduling a BikeSafe presentation through the Foundation.

All schools, competing **and** non-competing, must complete the final campaign report. As a grant-funded program, we need your feedback to continually improve our program and ensure continued funding for the school campaigns. Instructions for reporting can be found in the Campaign Packet under Campaign Reporting. All Final Reports will be completed on Survey Monkey.

The attached "Arrive Alive" packet includes everything you need to start planning your activities. The campaign guidelines, activity ideas, statistics, public service announcements and distraction check forms (high schools only) are included. Please review the packet and contact me with any campaign questions you may have.

This campaign is a simple and fun way to encourage our teens and youth to lead projects and programs addressing youth traffic safety during this period of increased risk.

Good luck and enjoy the campaign!

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