

YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

BUCKLE UP

DRIVE FOR

CHANGE

SLOW DOWN

PROJECT TOOLKIT

High School-Age Toolkit

Use the resources inside to promote young driver and passenger safety in your school and community



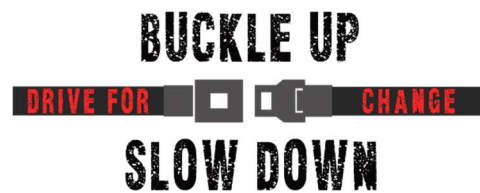


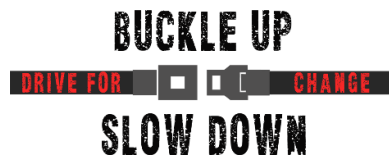
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**The Seat Belt Check Rules, Form, and Survey are for competing schools and youth groups to utilize, or any group that wants to measure the project's impact from pre-project to post-project.*

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Drive for Change: Buckle Up and Slow Down Project Overview

The Drive for Change: Buckle Up and Slow Down Project is designed for youth and teens to take the lead on creating change in their schools and communities for young driver and passenger safety, specifically addressing seat belt use and speed prevention. This Toolkit and the Project Guide (provided separately) will walk high school students through a Student Experience Cycle known as IPARD, which stands for Investigation, Planning and Preparation, Action, Reflection, and Demonstration. This process will allow students to take an active role in planning and leading the project on their own with an adult sponsor assisting as needed. With **National Teen Driver Safety Week** happening October 19-25, this is a perfect opportunity to address driver and passenger safety concerns in your school or community.

Primary Focus: To influence teens to form a lifelong buckle up habit by reminding them that seat belts are their best defense against injury and death in a crash. The project also emphasizes the importance of driving the speed limit as speeding remains a top causative factor in teen driver-involved fatal crashes.

Secondary Focus: For participating schools and youth groups to address other driving risks they feel are prevalent with young drivers in their school.

Halloween and Holiday Activity Promotion:

- In October, participating schools and youth groups are encouraged to complete activities to remind all youth and teens to make good choices and celebrate safely on Halloween night and the days before and after. High school participating groups will be encouraged to connect with their local elementary schools to lead presentations on trick-or-treat safety and seat belt safety for younger students using resources provided by YOVASO.
- Additionally, participating schools and youth groups may begin planning for YOVASO's Holiday Jingle Contest in December by getting a head start working on a jingle. Schools will be able to include the planning and recording phase as an activity for the fall Drive for Change Project.

Project Start and End Dates: The project will kick off on **September 15, 2025, and continue through November 14, 2025**. Schools and youth groups are encouraged to start the pre-project planning stages prior to September 15 and may complete activities anytime during the project timeframe.

Registration Opens: August 25, 2025 <https://forms.gle/LFmRgehM6MtL2q3o9>

Project Resources: Schools and youth groups may register for the following resources:

- **Drive for Change Materials:** vinyl banner, posters, activity sheets (two designs), and buckle up reminder cards. Two incentive items: buckle up magnets and Push Pop Stress Reliever keychains.
- **Halloween Materials:** posters, wristbands with a safety message, and trick-or-treat safety activity books and treat bags (for Halloween safety programs with elementary-aged students).

Options for Participation:

- ✓ **Non-Competing:** This is a simple option! Register for materials and complete activities without competing for prizes. These groups are only required to submit a quick final project evaluation to YOVASO. A link to the evaluation can be found on the *Tips for Reporting* page of the Project Toolkit.
- ✓ **Competing:** Register for materials and compete for prizes by completing the following project components:
 1. Conduct pre-seat belt checks prior to starting project activities
 2. Complete one or more fun and creative activities
 3. Develop and organize a creative project or larger-scale activity that focuses on influencing youth and teens to buckle up and/or drive the speed limit. The project must be seen, heard and/or participated in by a majority of the students at your school or students in your youth group.
 4. Conduct post-seat belt checks once project activities are completed

Once **competing** schools and youth group complete the activities mentioned above, they must submit the following:

- **Submit the Pre Seat Belt Check form, turning in your results to let us know you are competing this year.**
- **Complete the Final Survey Form which includes the results from the Post Seat Belt Checks.**

*Links for the Pre Seat Belt Check form and Final Survey Form is available on the *Tips for Reporting* page of the Project Toolkit and at www.yovaso.org/driveforchange.

Important Note: Without your final evaluation and seat belt check results, we cannot evaluate the effectiveness of the project which is a requirement for reapplying for future project funds. For YOVASO to continue providing free projects and programs, your final evaluation and reporting 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. A top prize will be awarded in both divisions based on seat belt check results, fun and creative activities completed, and the content, creativity, and student involvement of the creative event.

- The winners will be announced on January 9, 2025
- **Prizes will be awarded as follows in the high school division:**
 - The winning school will receive a \$500 cash prize and a banner
 - Five finalists will receive a \$100 cash prize and a banner
- **Prizes will be awarded as follows in the middle school division:**
 - The winning school will receive a \$300 cash prize and a banner
 - Three finalists will receive a \$100 cash prize and a banner

**All cash prizes are made possible by a grant from State Farm*

Questions? If you have questions about the campaign or reporting, contact Callie Toler at callie.toler@vsp.virginia.gov.

(Continued)

Seat Belt Survey Rules

Description:

For this phase of the project, a team of students, club sponsors, and school resource officer (or other officer) will be posted in the school parking lot to survey vehicles of students as they arrive at school in the morning. The pre-survey will be held prior to the start of your campaign promotions. The post-survey will be held at the conclusion of your school/youth group's campaign promotions. During both surveys, the team will check vehicles to see if both drivers and passengers are buckled up and record the results. The results are then reported to YOVASO on the Drive For Change Final Survey Form. The goal is to have an increase in seat belt use from Pre-Project to Post-Project by promoting and influencing seat belt use throughout the project timeframe.

***Youth Group Note:** Select a local school that most of your students attend for the pre and post seat belt checks or contact Casey Taylor to discuss options.

Rules:

1. Two (2) seat belt checks/surveys must be held at the school to be eligible to win project prizes.
 - Pre- Seat Belt Check to be held prior to the start of your project promotions
 - Post-Seat Belt Check to be held at the conclusion of your school/youth group's project promotions
2. The day, time, and location of the check cannot be announced or disclosed to the student body. The project goal is to convince students to buckle up every time they get in a motor vehicle – not just for a seat belt check.
3. No signs, banners, posters or other publicity can be displayed at or near the seat belt check location to pre-warn students that a seat belt check is taking place. There must be a “surprise” element in order to get an accurate count of students who are automatically buckling up without being prompted to do so.
4. You must check enough vehicles (at least 100 unless exempt due to school size) during each seat belt survey. The vehicles checked must be consecutive, meaning you can't skip cars. Make sure to check approximately the same number of vehicles both times in order to get more accurate results. Also, make sure to hold the pre and post checks in the same location and at approximately the same time for more accurate results.
 - *If your school is small and you have less than 100 cars for the checkpoint, please indicate that on your seat belt survey form and you will not be penalized.*
5. You will be counting vehicles with everyone buckled up, not individual occupants. **Everyone** in the vehicle must be buckled up in order to circle a (y) yes in the buckle up box for that vehicle. For future checks, you are allowed to tell drivers/passengers that everyone must be buckled up for the vehicle to be counted as a “yes”.
6. Vehicle drivers and occupants must be buckled up when they drive up to the check. **Occupants seen buckling up as they drive up or after they are stopped do not count as being buckled.**
7. If there are occupants in the bed of a pickup truck, those occupants are to be considered unbuckled, and the vehicle will be circled on the survey form as a (n) no. The bed of a truck is designed for cargo, not people. Every person riding in a motor vehicle must be wearing a seat belt.
8. Schedule an adequate number of students to work at each seat belt check. This will cut down on traffic back ups and will also enable you to survey a vehicle before the occupants can “cheat” and buckle up after they notice a check is being held. Request help from your school resource officer and/or your local police department to help the checks run smoothly and safely.
9. **Submit the results of your pre seat belt check reporting form. The post seat belt check will results will be recorded in your Final Report.** Do not send individual copies of the surveys. YOVASO reserves the right to request these items, if needed. Please keep all copies for your records.
10. Surveyors should keep safety first by wearing reflective vests and standing in the proper place during checks.

If you have questions about the Seat Belt Survey Rules or how to conduct a survey, please email Callie Toler at callie.toler@vsp.virginia.gov

Seat Belt Usage Survey Form

Check one:

- ☐ Pre- Seat Belt Checks (prior to project promotion)
☐ Post- Seat Belt Checks (conclusion of project promotion)

Name of School or Youth Group: _____

Survey Date: _____ Survey Time: _____

Survey Location: _____

Number Vehicles Surveyed: _____ (must be at least 100 unless exempt due to school size)

- ☐ Check here if you were not allowed to conduct seat belt checks by school administration

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 or if they are riding in the back of a pickup.

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
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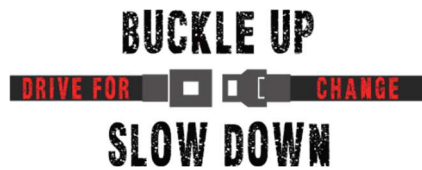
Total Vehicles with all Passengers Belted _____ ÷ Total Vehicles surveyed _____ = _____% buckled up

Make enough copies of this form for both seat belt checks.

- You must check a minimum of 100 vehicles during each survey unless exempt due to school size.**
- Have enough students surveying so that the checks run smoothly and results are accurate.
- Be sure to check approximately the same number of vehicles during both checks.** Also hold both checks at the same location and approximately the same time so that final results are more accurate.

Submit this information on Survey Monkey under the forms for Pre-Seat Belt Check Results and Post-Seat Belt Check Results. Do not send copies of this form. Keep these forms in your files.

SRO/Sponsor Signature verifying results _____



Seat Belt Survey

Circle one: I am a driver. I am a passenger. I am a driver and a passenger.

1. Do you wear your seat belt every time you ride (or drive) in a vehicle? Please circle below.

Yes

No

Sometimes

2. If you do not wear your seat belt, why do you choose not to wear it? Please explain.

3. If you wear your seat belt, why do you choose to wear it? Please explain.

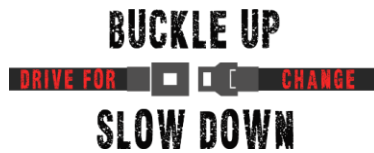
4. If you wear your seat belt, do you wear it correctly by putting the lap belt across the upper thighs (not the stomach) and keeping the shoulder belt snug across the shoulder and chest?

5. If you are the driver, do you make sure everyone in the vehicle is buckled before you drive off?

6. If you're the passenger, do you make sure everyone in the vehicle is buckled before the car leaves a designated location?

7. If you do not speak up and ask others to buckle up, why don't you? Please explain.

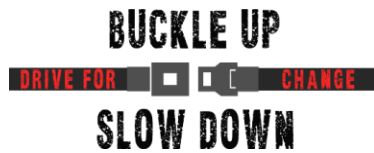
8. What do you think is the most prevalent risk factor for teen drivers in our school or youth group?



Fun and Creative Activity Ideas

- ☐ Host a poster design contest to promote buckling up and/or slowing down
- ☐ Make daily announcements over intercom or other messaging service
- ☐ Display messaging on school or youth group marquee signs
- ☐ Display Drive for Change Project banner and/or Drive for Change posters
- ☐ Host a display table in school, youth group, or cafeteria
 - ☐ Have a trivia wheel to win prizes for answering traffic safety questions
 - ☐ Create a photo frame with traffic safety messaging for students to take a photo with
- ☐ Pass out candy w/safety messages, distributed- Dum-Dums/Smarties, etc.
- ☐ Set up a crashed vehicle display with Drive For Change, Buckle Up and Slow Down messaging
- ☐ Give ScanEd: Physics of a Crash Classroom Presentation
- ☐ Host YOVASO's Distracted Driving Simulator Program
- ☐ Give presentation to students at your school/youth group on speed prevention/seat belt use
- ☐ Borrow Vince and Larry for safe driving programs
- ☐ Write messages with sidewalk chalk on school or youth group parking lot or sidewalks
- ☐ Hold prize drawings for signing buckle up pledge banner
- ☐ Decorate Mascot with seat belt at a home game or event
- ☐ Distribute project materials in conjunction with pledge signings and/or other activity
- ☐ Hold a safety assembly for your school or youth group
- ☐ Send mass text message buckle up reminders to students
- ☐ Share seat belt and speed prevention information in school newspaper/newsletter
- ☐ Decorate school bulletin board w/seat belt and speed prevention materials
- ☐ Give or participate in one or more of YOVASO's virtual safe driving lessons
- ☐ Participate in a community parade, using the YOVAS banner, a wrecked car, Vince and Larry and/or passing out tip cards with candy
- ☐ Hold a school wide scavenger hunt with traffic signs. When a student finds one, they return it to the club sponsor for a prize. Students could also tell you what the sign stands for.
- ☐ Work with your mascot to create a 30 second video reminding students to buckle up
- ☐ Host a tailgate party with traffic safety themed games and snacks
- ☐ Partner with a local coffee shop and give out coffee sleeves with traffic safety messages
- ☐ Make yard signs using the project message and ask students to post one in their yard
- ☐ **Near-Peer Mentoring** - Give a passenger, pedestrian, and/or bike safety presentation at a local elementary or middle school, or a local day care center; lead a traffic safety activity; and/or pass out traffic safety information

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Halloween and Thanksgiving Activity Ideas

- ☐ Decorate a highly visible bulletin board at your school or youth group for Halloween with safe celebration reminders
- ☐ Hold contest for students to dress up in costumes to promote buckling up and slowing down
- ☐ Include other clubs in your school/community campaigning to help get the message out with their club's special twist on the theme
- ☐ Host a pumpkin carving contest
- ☐ Organize a Halloween carnival to give students a fun and safe place to go on Halloween
- ☐ Participate in a trunk-or-treat event by decorating a trunk and/or passing out safe driving messages and materials
- ☐ Make message cards and place them on students' vehicles as a reminder to 'make it to the table' at Thanksgiving
- ☐ Decorate a bulletin board with safe driving messages related to Thanksgiving. The theme could be "Don't be a Turkey – Buckle Up"
- ☐ **Near-Peer Mentoring** - Give a trick-or-treat safety presentation and/or pass out YOVASO treat bags and activity books at a local daycare or elementary school

National Teen Driver Safety Week

National Teen Driver Safety Week is October 19-25, 2025. YOVASO encourages all schools and youth groups participating in the Drive for Change Project to check out the links below for resources to enhance your project activities! If you see something you like, feel free to incorporate it with what you're already doing this fall to remind your peers to be safer drivers and passengers.

- ☐ Download a free toolkit from [National Safety Council](#)

Traffic Safety Themed Spirit Days Ideas:

- ☐ Buckle Up Day- wear your best "belted" outfit
- ☐ Red Light/Green Light Day- Wearing green, yellow, and red
- ☐ Drive Smart, Not Distracted Day- Wear mismatched coloring to symbolize how driving distracted looks silly
- ☐ Team Up for Safety- wear jerseys or sports themed attire
- ☐ Bright and Safe Choices- wear neon/bright clothing
- ☐ Together We "Drive for Change"- school spirit day
- ☐ Don't be in the Fast Lane Day- PJ or comfy clothes day promoting slowing down and "relaxed" behind the wheel
- ☐ Super Safe Drivers- superhero themed attire

2024 Virginia Teen Crash Facts and Stats

Age Group: 15-19 years old

The Numbers: (All Teens - Teen drivers, passengers, pedestrians, bicyclists, motorcyclists, etc.)

- **61** teens were killed (A 15% increase over 2023)
- **5,577** teens were injured
- **611** teens were seriously injured
- ★ **27** teen drivers and passengers killed were unrestrained

Teen Driver Facts:

- **17,743** crashes involved a teen driver
- **78** fatal crashes involved a teen driver
- **38** teen drivers were killed in crashes (A 19% increase over 2023)
- **3,828** teen drivers were injured in crashes
- **377** teen drivers were seriously injured in crashes
- ★ **56% (15)** of the teen drivers killed were unrestrained

Top Causative Factors in the 2024 FATAL Crashes Involving a Teen Driver:

- **64% (50)** of the fatal crashes involved excessive ***SPEED***
- **37% (29)** of the fatal crashes were ***RUN-OFF-THE-ROAD***
- **29% (23)** of the fatal crashes were ***ALCOHOL related***
- **8% (6)** of the fatal crashes were caused by ***DRIVER DISTRACTION***

Male Teen Driver Facts: (Males are over-represented in fatal crashes and should be a focus of the campaign.)

- 82% of the speed-related fatal teen crashes involved a male driver
- 83% of the run-off-the-road fatal teen crashes involved a male driver
- 78% of the alcohol-related fatal teen crashes involved a male driver
- 67% of the inattention/distraction-related fatal teen crashes involved a male driver

Source: Virginia DMV Highway Safety Office

Announcements and Statistics

Use the announcement templates below to make announcements during school, post to social media, and/or ask radio stations to record them as PSAs to air on the radio. Have fun and develop your own messaging using the project theme, *Drive for Change: Buckle Up and Slow Down*.

- The _____ (name of your club/ youth group) wants to make this school year the safest one yet! Please remember to always buckle up and encourage your friends and family to do the same. Buckling up only takes a second and it is a habit that can save your life.
- Hi everyone! This is a simple reminder from your _____ (name of your club/ youth group) to always wear your seat belt. Our school is participating in YOVASO's *Drive for Change: Buckle Up and Slow Down Project*. The goal is to get everyone to make buckling up a lifelong habit! Did you know seat belts are your best defense against injury and death in a crash? That's right. Buckling up could save your life so remember to click it on every ride!
- The _____ (name of your club/ youth group) wants to remind you to have a safe and fun weekend by choosing to buckle up every time you get in a vehicle. Let's challenge each other to make sure we're all buckled up by sharing a selfie wearing your seat belt this weekend. Post it to social media and use #BuckleUp(School or Youth Group Name). You can also tag @_yovaso_ and they'll share your photo on their page!
- The _____ (name of your club/ youth group) wants you to start a habit of buckling up and driving the speed limit every time you get in a vehicle. Fastening a seat belt only takes a second and choosing to drive the speed limit takes no time at all, but both could save your life during a crash. Keep the school year in gear. Drive for change by buckling up and slowing down.
- Many teens think speeding is cool and will impress their friends, but the reality is, speeding can stop you DEAD in your tracks. In 2024, 64% of the fatal crashes involving a teen driver in Virginia were caused by speeding. (Virginia DMV)
- Seat belts are your best defense in a crash. 61% of teens killed in Virginia crashes in 2024 were not wearing a seat belt. That's 27 teens who may be alive today if they had buckled up. Keep the school year in gear and always wear your seat belt to prevent serious injury or death in the event of a crash. (Virginia DMV)
- Remember, it's your responsibility to make sure everyone in your vehicle is buckled up in both the front and back seats! If you're driving and any passenger under age 18 isn't properly secured, you could be ticketed. In addition, Virginia law requires everyone in the front and back seat of vehicles to be properly restrained, regardless of age, and those 18 and older can be ticketed.
- The _____ (name of your club or youth group) wants to make sure you have a safe and fun weekend! Do you know someone who says they don't buckle up because "the airbag will protect them?" They're wrong. Airbags do not replace the need for seat belts. When used with seat belts, airbags further reduce the risk of death or injury in the event of a crash. Remind your friends to always buckle up and #DriveForChange!
- Speed kills. Each mile per hour over the speed limit that you drive increases the risk of death and serious injury to you, your passengers, and other road users. Each year in Virginia, over half of all fatal teen crashes are caused by speeding. Please slow down, drive the speed limit, and always buckle up.
- The impact we've made in our school (or community) during the Drive for Change Project has just begun! (Share your seat belt check/survey results, anything positive you saw from the campaign, etc.) Our school (or youth group) is driving for change to save lives!

Share the #DriveForChange Message on Social Media (use #DriveForChange with your posts)

Remind students that seat belts are their best defense against injury and death in a crash by sharing some of the important tips below on your school, youth group, or club's social media accounts. Be sure to also follow @_YOVASO_ for more ideas!

- Today (September 15) is the first day of the Drive for Change Project! Get outside and enjoy the weather but remember to buckle up and slow down to arrive safely! #DriveForChange
- Wow! It's hard to believe we're already starting a new school year! Let's remind each other to be safe by always buckling up and slowing down! #DriveForChange
- Hi fellow students. Follow YOVASO on social media @_yovaso_ for safe driving tips and reminders throughout the #DriveForChange Project! You can also get more information at www.yovaso.org/driveforchange.
- Did you know that unbelted passengers are a risk to everyone in the vehicle and can seriously injure or cause death to others during a crash? Require all passengers to buckle up by setting the rule - *No Seat Belt, No Ride*.
- Seat belts are your best defense against injury and death in a crash. Join YOVASO during the #DriveForChange campaign. Take a selfie wearing your seat belt before you drive off and post it to social media to remind all of your friends to buckle up.
- In 2024, 61 teens (in VA) were killed in car crashes. Of those teens, 27 were unrestrained. Seat belts can save lives. Buckle up. #DriveForChange. (*Virginia DMV*)
- Last year (2024) in Virginia, speed was a factor in 64% of fatal crashes involving a teen driver. Keep the School Year in a safe one. Buckle Up and Slow Down. #DriveForChange (*Virginia DMV*)
- Thanks for joining us as we #DriveForChange! Visit www.yovaso.org for reasons to buckle up and slow down.
- The Drive for Change: Buckle Up and Slow Down Project is underway, and we know you have pictures! Send them to us! #BuckleUp #SlowDown #DriveForChange
- Need some stats to hit home with your peers as we #DriveForChange? YOVASO's website offers teen crash data to help! <https://www.yovaso.org/teen-driving-data/>
- Encourage your friends to wear their seat belts today and every day! #DriveForChange
- Drive for Change: Buckle Up and Slow Down is a fun project, but you're also making a difference! See what #DriveForChange is all about at www.yovaso.org/driveforchange.
- Follow @_YOVASO_ on social media to see project pictures from other schools and students! Share your pictures by tagging @_YOVASO_ and using #DriveForChange.
- We hope the #DriveForChange Project is encouraging you to make buckling up a lifelong habit!
- The impact we've made in our school and community during the #DriveForChange Project has just begun! A BIG thanks to everyone who participated! Our school/youth group is driving for change to save lives!

Resources to Educate Teens about Seat Belts, Speed, and How Speeding Increases Crash and Fatal Crash Risk

Videos on Speeding and Seat Belts

This Season's Killer Look- Seat belts

<https://youtu.be/18GwKMxAWNw>

DFI Road Safety – Seat belts - “Once”

https://youtu.be/bq-st9_TNoU

Frontal Crash with an Unbelted Rear-Seat Passenger

<https://www.youtube.com/watch?v=y3InF19dzlM>

“Other People Make Mistakes. Slow Down.”

<https://www.youtube.com/watch?v=l40oCqA6zvM>

What are the Odds? – Odds of dying from a car crash with no seat belt – 1 in 2.

<https://www.youtube.com/watch?v=BpchPgGhkT8&feature=youtu.be>

Just Slow Down – Young driver consequences of his actions.

https://www.youtube.com/watch?v=TQx_CB_pCWQ&index=1&list=PL0EA42193FB660670

No Excuses – There is no excuse for speeding.

<https://www.youtube.com/watch?v=4CrFWNUo3Ds&feature=youtu.be>

Safe Driving Lessons for the Classroom

Speed: *Reaction Time & Stopping Distance* - A High School Physics Safe Driving Lesson Plan. Created by Mike Childers Stuarts Draft High School, Stuarts Draft, VA

<https://www.yovaso.org/wp-content/uploads/2019/09/Physics.pdf>

Seat Belts: *Should I Buckle Up?* - Algebra Functions Safe Driving Lesson Plan.

Created by Emili Serghie Stuarts Draft High School, Stuarts Draft, VA

<https://www.yovaso.org/wp-content/uploads/2019/09/Should-I-Buckle-Up-1.pdf>

For additional safe driving lessons on other topics, visit www.yovaso.org/lessons.

Helpful Websites

Virginia Department of Transportation (VDOT) explains why there are speed regulations and speed limits:

<http://www.virginiadot.org/info/faq-speedlimits.asp>

Print and Digital Marketing Materials on Speed Prevention:

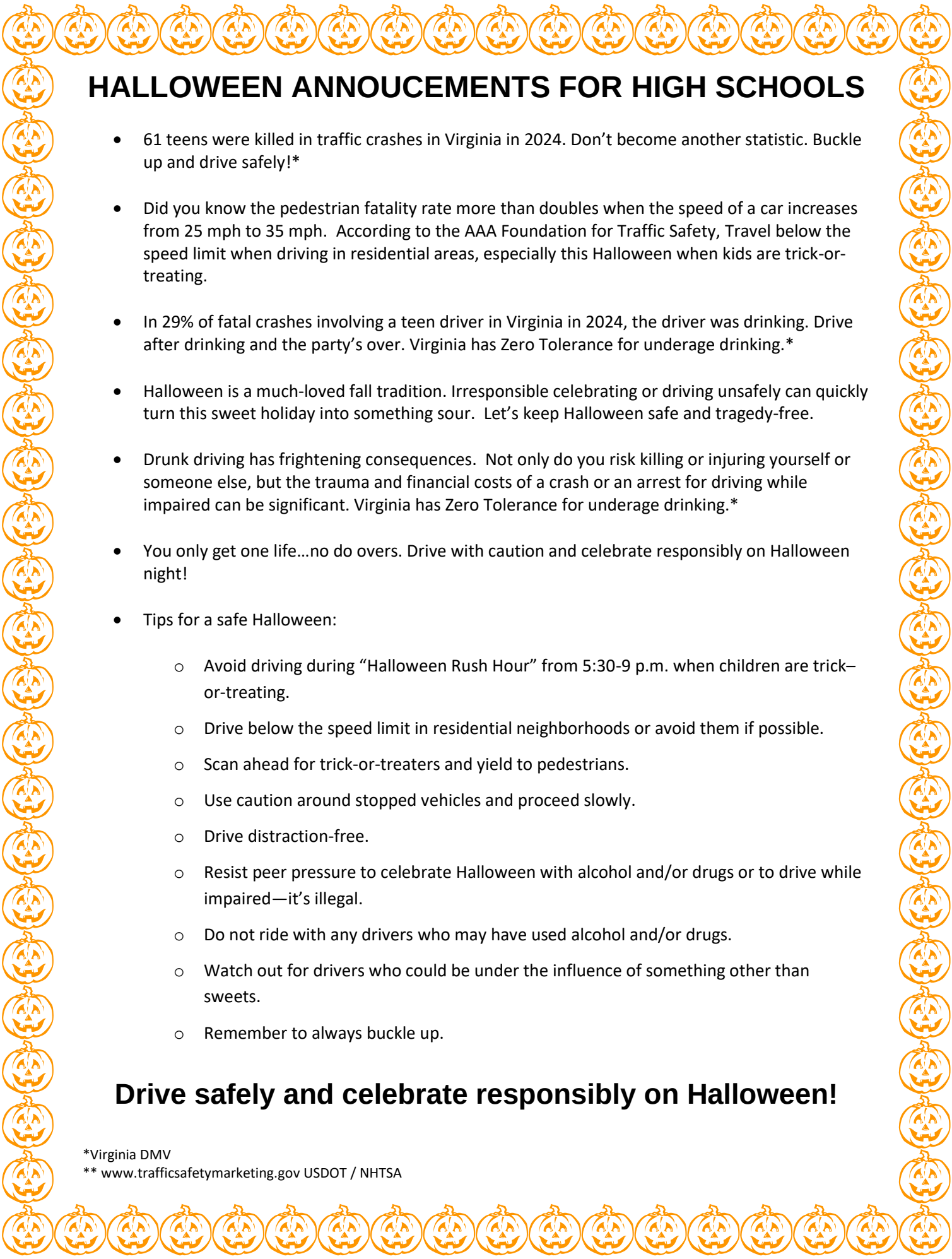
<https://www.trafficsafetymarketing.gov/get-materials/speed-prevention>

Printed and Digital Marketing Materials on Seat Belt Use:

<https://www.trafficsafetymarketing.gov/get-materials/seat-belts>

Virginia Department of Motor Vehicles provides information on speeding and aggressive driving:

<https://www.dmv.virginia.gov/safety/#programs/aggressive/index.asp>

A decorative border of orange pumpkins with carved faces surrounds the entire page. The pumpkins are arranged in a grid-like pattern, with some having different facial expressions.

HALLOWEEN ANNOUNCEMENTS FOR HIGH SCHOOLS

- 61 teens were killed in traffic crashes in Virginia in 2024. Don't become another statistic. Buckle up and drive safely!*
- Did you know the pedestrian fatality rate more than doubles when the speed of a car increases from 25 mph to 35 mph. According to the AAA Foundation for Traffic Safety, Travel below the speed limit when driving in residential areas, especially this Halloween when kids are trick-or-treating.
- In 29% of fatal crashes involving a teen driver in Virginia in 2024, the driver was drinking. Drive after drinking and the party's over. Virginia has Zero Tolerance for underage drinking.*
- Halloween is a much-loved fall tradition. Irresponsible celebrating or driving unsafely can quickly turn this sweet holiday into something sour. Let's keep Halloween safe and tragedy-free.
- Drunk driving has frightening consequences. Not only do you risk killing or injuring yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be significant. Virginia has Zero Tolerance for underage drinking.*
- You only get one life...no do overs. Drive with caution and celebrate responsibly on Halloween night!
- Tips for a safe Halloween:
 - Avoid driving during "Halloween Rush Hour" from 5:30-9 p.m. when children are trick-or-treating.
 - Drive below the speed limit in residential neighborhoods or avoid them if possible.
 - Scan ahead for trick-or-treaters and yield to pedestrians.
 - Use caution around stopped vehicles and proceed slowly.
 - Drive distraction-free.
 - Resist peer pressure to celebrate Halloween with alcohol and/or drugs or to drive while impaired—it's illegal.
 - Do not ride with any drivers who may have used alcohol and/or drugs.
 - Watch out for drivers who could be under the influence of something other than sweets.
 - Remember to always buckle up.

Drive safely and celebrate responsibly on Halloween!

*Virginia DMV

** www.trafficsafetymarketing.gov USDOT / NHTSA

Distracted Driving Simulator

*An interactive teen safe driving and passenger safety program presented by
YOVASO, the Virginia State Police, and State Farm*

Overview:

Schools, youth groups, and organizations may schedule the free, Distracted Driving Simulator.

During the program, students and/or adults navigate the simulator through a cones course while texting on their phones, engaging in other distractions, and being distracted by peers. Participants driving the golf cart are accompanied by a Virginia State Police trooper.

Benefits:

The Distracted Driving Simulator helps teens and adults engage with each other and law enforcement in a dialogue about safe driving and passenger safety. The experience enables participants to see first-hand the dangers and consequences of distracted and impaired driving, while in a safe environment.



Supports School Curriculums:

The Distracted Driving Simulator can be used in schools to supplement health, science, physical education, and driver education curriculums. It can also be used at community safety events and conferences to help educate teens and adults on driver and passenger safety.

Program Length:

The Distracted/Impaired Driving Simulator can be used with any class length and schools may schedule multiple classes throughout the day to complete the program.

Note: A team of 3 students (1 driver and 2 passengers) can complete the course in 4-5 minutes; approximately 36-40 students per 1 hour time block, or 60 students per 1.5 hour time block.

Requirements / Rules:

- The simulator course requires a 150 x 150 outdoor space, free of barriers such as poles, trees, etc.
- There is a minimum age of 15 to drive the simulator.
- All drivers must fill out and return the Simulator Permission Waiver.
- All other ages may ride as passengers.



Request the Simulator:

To schedule the distracted/impaired driving simulator for your school or community, email kendall.lythgoe@vsp.virginia.gov.

Tips for Drive for Change Project Reporting

All reports/results will be submitted via Survey Monkey. The tips below will help you prepare for completing the questions on the 2 quick surveys: 1) Pre Seat Belt Check Results prior to kicking off your project activities, 2) Final Drive for Change Project Evaluation once the campaign has ended, which will also include your Post Seat Belt Check.

Survey Name and Date Due

- **2025 Pre Seat Belt Check Results:** <https://www.surveymonkey.com/r/3V38DMR>
- **2025 Drive for Change Project Evaluation:** <https://www.surveymonkey.com/r/XFTMR67>

***Seat Belt Check Results and Final Evaluations Deadline for Submission: November 21, 2025**

You will be asked to complete the following questions on the 2025 Drive for Change Project Evaluation:

1. Provide a numbered list of activities and programs your school or youth group completed during the project timeframe. Remember, even simple activities count including making announcements, displaying posters, banners, etc.
2. Briefly describe how the project materials were used and give an estimated number of materials distributed.
3. How are you submitting photos and/or videos? (Ex: email or social media)
4. Student Leadership: Give an estimated total number of club members/students who led or planned project activities.
5. Student Participation: Give an estimated total number of students who participated in an activity and/or attended an educational program or event (i.e. students who shared information on social media about seat belt use or speed prevention, participated in a safe driving program like the Distracted Driving Simulator, signed a buckle up pledge, etc.
6. Total Students Reached: Give an estimated total number of students who heard or saw the project message through school announcements, social media, banners, poster displays, your educational activities, etc.
7. Total Community/Public Reached: Give an estimated total number of the community/public who heard or saw the project message.
8. Did you hold an event or activity to recruit new students to join your club or youth group?
9. Did you recruit new students? If yes, how many?
10. How many club meetings did you hold during the Drive for Change Project timeframe?
11. If you had students complete a seat belt survey, you will asked a few questions about the seat belt survey results.

You will be asked to provide the following results for the Pre and Post-Seat Belt Check Questions:

1. Date, Time, and Location Seat Belt Checks were conducted.
2. Total number of vehicles with all passengers belted.
3. Total number of vehicles surveyed.
4. Percent buckled up.

Enjoy the Project and Thank You for Participating!

BUCKLE UP

DRIVE FOR



CHANGE

SLOW DOWN

