

YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

BUCKLE UP

DRIVE FOR

CHANGE

SLOW DOWN

PROJECT GUIDE

*A Step-by-Step Guide for Middle School-Age Students to
Address Passenger Safety in their Schools and Communities*



PROJECT OUTLINE



Use this as a resource to help you with each stage outlined on the following pages.

PRE-PROJECT PREPARTION- Recruit Adult Partners and Peers

If needed, prior to starting your project plans and activities, spend some time thinking about who you should recruit to assist with your project. Decide who will contact the potential recruits and don't forget to let them know when the first planning meeting will be!

PRE-PROJECT PREPARATION- Thinking Back and Looking Ahead

In this section, decide if your group will participate in the Project with or without competing for prizes. This will help you plan out your activities! If you decide to compete, think about conducting your pre-seat belt checks a week before you begin heavily promoting your project.

STAGES 1 & 2 – Investigate and Plan

During this stage your group will identify the reason/problem for conducting your project. You will identify a genuine need within your school or community and its root causes. The primary focus of this project for middle schools is seat belt use, but schools and youth groups may also address other risk factors within their school/community.

Don't forget to plan how your group will announce your participation in the Drive for Change Project!

Additionally, this is the stage where you need to decide if you will conduct pre and post seat belt checks or a pre and post seat belt survey. Schools and youth groups competing for prizes are required to do one or the other!

STAGES 3 & 4 – Action + Reflection and Demonstration

In this stage you will plan and carry out your creative project! Be sure your project is something that will be seen, heard, and/or participated in by as many students at your school/youth group as possible! If your group is competing, this component carries a lot of weight! YOVASO is looking for creativity, student involvement, and content!

Remember, it's important to keep the message going! Plan some smaller activities you can do throughout the project timeframe to get your peers to buckle up, speak up when they feel unsafe in a vehicle, etc. **Refer to the Project Toolkit for activity ideas and other helpful resources!**

At the conclusion of your project activities, competing schools and youth groups are required to conduct post-seat belt checks or a post- seat belt survey by November 14.

Lastly, spend some time as a group reflecting on your project results! What went well? What were the results of your seat belt checks or survey? Think of how you want to share the results with your school or community and create a plan to make it happen! If possible, complete this step by November 14 or at your first meeting post project.

PRE-PROJECT

Recruitment

Creating Your Team of Change Makers

Complete the steps on this page prior to beginning your project activities

RECRUIT ADULT PARTNERS

1 Who is the adult(s) who shares your interest in seat belt safety and other youth safety concerns?

2 How/when will you approach them about assisting with your project?

RECRUIT YOUR PEERS

1 Who are some of your peers that may want to get involved with your project?

Think of other youth, teams, clubs, etc. who you could approach about assisting.

**Recruit
a diverse
team!**

2 How/when will you approach them about getting involved with your project?

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PRE-PROJECT

Drive for Change Project

Planning & Preparation

Complete the steps on this page prior to beginning your project activities

THINKING BACK AND LOOKING AHEAD

1

Thinking back to last year, did your school participate in Drive for Change?

If yes, what do you think went well and what would you do differently?

**Refer to the
Project Toolkit
for ideas!**

2

Does your school/club want to compete for prizes this year?

To be eligible for prizes you must complete pre and post seat belt checks or a pre and post seat belt survey, a creative project, and call-to-action activities.

USE THIS SPACE FOR ADDITIONAL NOTES

**Are you ready
to make it
happen?**

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**STAGES
1 & 2**

Drive for Change Project

Making it Happen

Anytime September 15 - November 14, 2025

INVESTIGATE AND PLAN

- 1** Thinking about passenger and other traffic safety concerns within your school/community, what will be your Project Focus?

Will you focus on seat belt use, speaking up when you feel unsafe in a vehicle, or both? Any other risk factors, such as pedestrian or bike safety?

- 2** Now that you know your focus area(s). What is your Project goal?

Consider what you want to improve or see change among your peers when they are a passenger in a vehicle.

- 3** It's important to share that your school/youth group is participating in the Drive for Change Project! How will you announce your project involvement to your school or youth group?

- 4** Will you conduct pre-seat belt checks or give students a pre-seat belt survey? This step is crucial for knowing an average of how many people in your school/community are buckling up. You should conduct surveys before you begin heavy project promotion.

Does your school/
community
take buckling up
seriously?

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STAGES
3 & 4

Drive for Change Project

Making it Happen

Anytime September 15 - November 14, 2025

ACTION

5

What will you do for your creative project? This is something that will reach your entire student body. 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.

You can do a
Creative Project
even if you aren't
competing!

6

Whether competing or not, what are some fun and creative activities your school/ youth group will do to promote your project focus?

Remember to
conduct POST- Seat
Belt Checks if you're
doing them!

REFLECTION AND DEMONSTRATION

7

How will you wrap up and review your project results? How will you share your pre and post seat belt check/ survey results with your school/community?

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Drive for Change Project

Additional Thoughts and Ideas

September 15 - November 14, 2025

NOTES AND/OR OTHER ACTIVITY IDEAS

Use this space for notes, to list other activity ideas, and/or to share more details about your Creative Project. Think about Halloween and the Holidays!

What can
you do for
Halloween & the
Holidays?

Have an
idea?
Jot it down!

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