

YOVASO

YOUTH OF VIRGINIA SPEAK OUT ABOUT TRAFFIC SAFETY

Virginia's Peer-to-Peer Education and Advocacy
Program for Teen Driver and Passenger Safety

An Overview and Benefits of Membership

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About YOVASO

- Formed in 2001 by the Virginia DMV Highway Safety Office to address the increasing number of teens killed on Virginia's roadways
- Started as pilot program in SW VA and went statewide in 2007
- Funded by grants from the Virginia DMV Highway Safety Office –
 - ✓ Program is endorsed by the state
 - ✓ Monitored and evaluated quarterly by the state
- A program of the Virginia State Police beginning October 1, 2014
- Virginia's only peer-to-peer education and advocacy program for teen driver and passenger safety

“If we want our teens to make healthy decisions, we have to empower them to educate and encourage each other.”

– National Highway Traffic Safety Administration and Governor's Highway Safety Association



YOVASO's Mission

To **ESTABLISH** and **SUPPORT** peer-to-peer education and advocacy programs in high schools and middle schools in Virginia that promote safe driving and passenger behaviors and help prevent crashes, injuries, and fatalities among these age groups.

YOVASO enables students to work together in either a YOVASO or other school-based **service-learning** club to develop strategies, programs, and messages that target the specific traffic safety problem areas for youth/teens in their schools and communities.



Our Goal

Our goal is to ***actively engage students*** in developing and delivering messages that:

- **Educate** youth about how to reduce their risk of crashes, injuries, and fatalities
- **Encourage** youth to make *positive* changes in driver, passenger, and traffic safety behaviors
- **Empower** youth as advocates to educate and encourage each other to be safe and responsible drivers and passengers



Focus Areas of YOVASO and Our Peer-To-Peer Programs:

Top Issues for Teen Drivers in Virginia

- Seat Belts
- Speeding
- Underage Drinking/Impaired Driving/Zero Tolerance Law
- Distracted Driving
- Defensive Driving / Driving Skills
- Virginia's Teen Driving Laws
- Risky Driving Behaviors
- **Driving Attitudes** – Through our peer-to-peer clubs, we are striving to create a safety culture in the schools where safe driving is considered the norm and the right, “cool” thing to do.

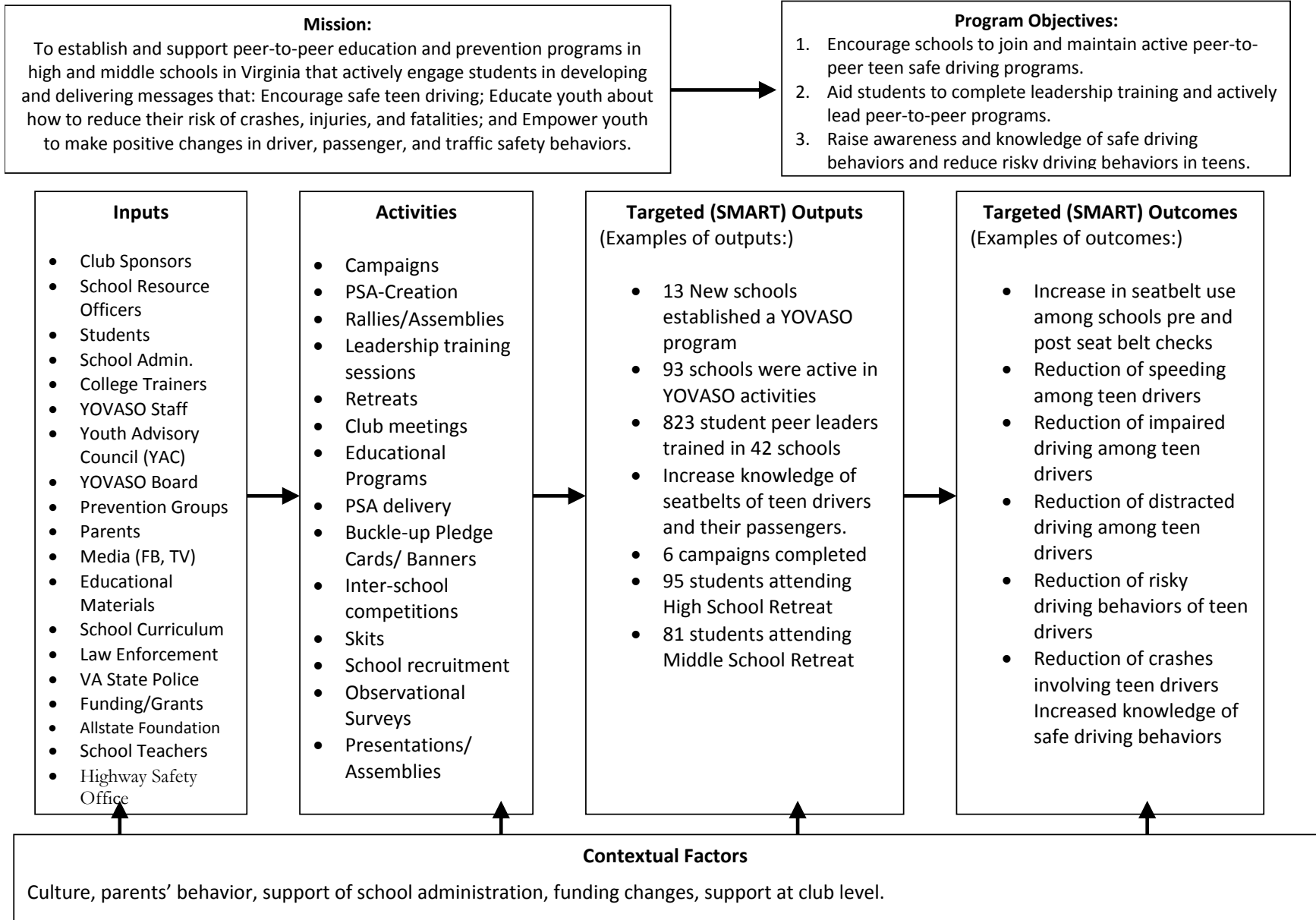
Performance Goals and Outcomes

for YOVASO Program Evaluation using S.M.A.R.T. Criteria

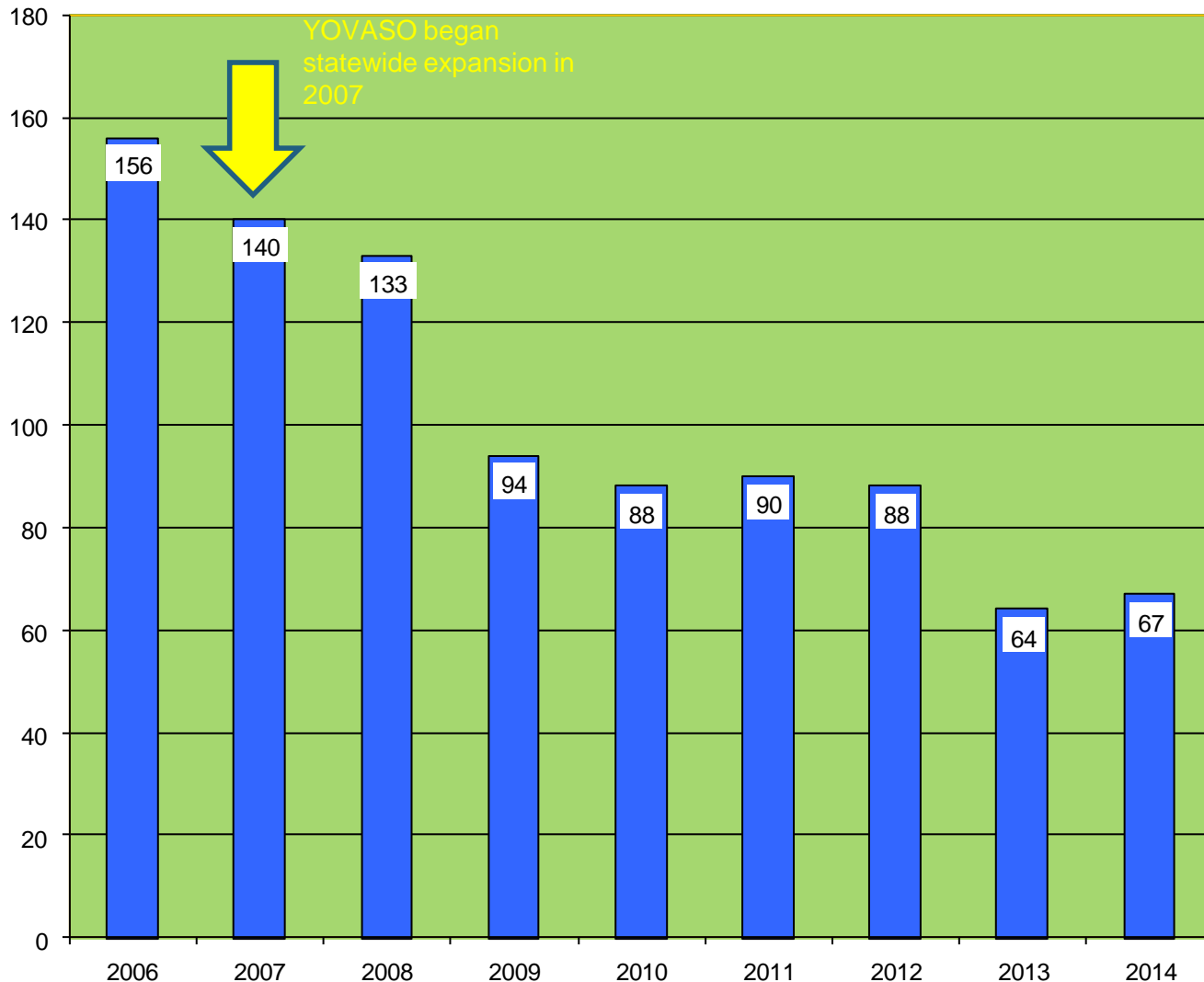
1. Schools join YOVASO and have *active* peer-to-peer programs
2. Students in our member clubs complete leadership training and *actively lead* peer-to-peer programs
3. Student body at member schools *participate* in programs and *gain increased knowledge* about how to reduce risk behaviors in a motor vehicle.
4. Students at member schools demonstrate improvements towards *changing behaviors*

Educate Encourage Empower

YOVASO Logic Model



Teens (Ages 15-20) Killed in Crashes in Virginia from 2006-2014



Decline in Fatalities Since 2007:

66 fewer teen fatalities

49.6% reduction in teen fatalities from 2007-2013

Teen Driver-Related Crashes, Injuries, and Fatalities 2007 – 2014

Teen Drivers (aged 15-20)

Number of Crashes Involving Teen Drivers								Reduction from 2007 to 2014
2007	2008	2009	2010	2011	2012	2013	2014	
34,313	31,454	26,762	24,582	25,502	25,691	24,155	23,251	11,062 (32.23%)

Number of <u>Fatal</u> Crashes Involving Teen Drivers								
2007	2008	2009	2010	2011	2012	2013	2014	
159	145	107	101	87	100	87	71	88 (55.34%)

School Membership

- **142** Member Schools Statewide
- 106 High School Members
- 36 Middle School Members

	High Schools	Middle Schools	Total	Percent
Region 1	14	2	16	11.26%
Region 2	9	6	15	10.56%
Region 3	8	8	16	11.26%
Region 4	13	1	14	9.85%
Region 5	21	4	25	17.60%
Region 6	26	11	37	26.05%
Region 7	10	3	13	9.15%
Region 8	5	1	6	4.22%
Totals	106	36	142	



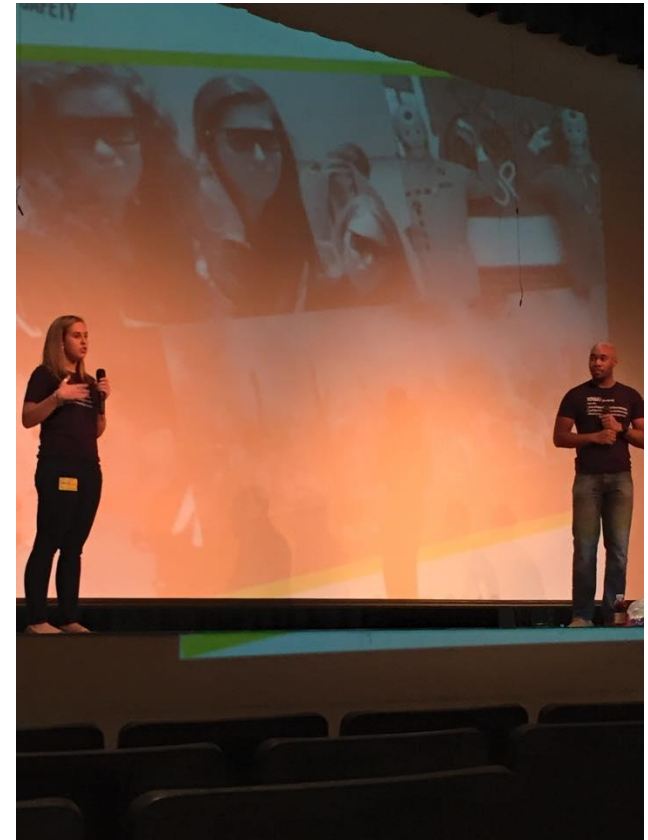
YOVASO Services to Member Schools

*Membership in YOVASO is **FREE** and provides your school the following free benefits:*

- Club set up and membership development
- Leadership training for club members and advisor
- Educational campaigns and programs
- Leadership retreats for advanced development
- Resources to support programs
- Support services to ensure success

Peer Leadership Training

- Provided for all clubs – students and advisors(s)
- Content includes:
 - Teen crash statistics and laws
 - Club development / membership recruitment
 - Action Planning
 - Available resources / funding sources
 - Outcome measurements / changed behaviors
- Taught by College Level Regional Trainers
- Flexible – to accommodate school schedules



YOVASO Safety Campaigns:

(Save Your Tailgate, Halloween, and Arrive Alive include free materials)

✓ Save Your Tailgate, Buckle Up (SYT) Campaign

- Competition - Open to High and Middle Schools
- Period 1: September 19- October 7, 2016
- Period 2: September 26- October 14, 2016
- Focus on increasing seat belt use

➤ **Measurement:** Pre and post seat belt checks / pledges / student participation

✓ Halloween Safe Driving Campaign

- Not a Competition – Open to High and Middle Schools
- Kicks off prior to Halloween
- Focus on driving safely and celebrating responsibly without drugs and/or alcohol

➤ **Measurement:** Statistics / student participation and engagement



BUCKLE UP!



✓ Arrive Alive Spring Campaign

(Ties in with Global Youth Traffic Safety Month (GYTSM) and Prom/Graduation)

- Competition - Open to High and Middle Schools
- March 20- May 5, 2016 (Runs for 7 weeks)
- *High School Focus:* to establish safe driving and passenger safety behaviors among teens during the high-risk warm weather months and safe celebrations during prom and graduation
- *Middle School Focus:* to establish safe habits including driver, passenger, pedestrian and bicycle safety among youth during the summer months between April and August
- **Measurement:** Pre/Post Distraction Checks and student attendance in the educational programs and events



✓ **Holiday Safe Driving Campaign**

- Not a Competition – High School Focus
- Materials available only at www.yovaso.org
- Schools should run campaign anytime between Thanksgiving and New Years
- Focus on celebrating safely without alcohol and/or drugs



*Winner of 2014 Governor's
Transportation Safety Award for
Impaired Driving Prevention*

✓ **Mission: Possible Campaign**

- Not a Competition – High School Focus
- Materials available only at www.yovaso.org
- Schools should run campaign during the month of February
- Focus on preventing speeding and increasing seat belt use. (Emphasis on young male drivers.)



Leadership Retreats / Awards

✓ Summer Leadership Retreat

- 4 day / 3 night event held at JMU
- Open to teams of 6 from member high schools
- Advanced training for student leaders and club advisors
- 150 - 200 attendees
- \$25 participant fee or discounted \$125 team fee



✓ Middle School Retreat

- 1 day training in September or October
- Advanced training for student leaders and club sponsors
- Free to member schools
- 100 attendees

✓ Annual Awards Banquet (held during summer retreat)

- Recognizes schools, students, advisors, school resource officers, and law enforcement for exemplary efforts to promote safe teen driving and passenger safety

Other Resources Available

YOVASO offers many exciting benefits in support of your youth traffic safety programs:

- **Fun and Easy Campaigns and Programs**
- **Vince and Larry Costumes** - for Occupant Protection programs
- **Ghost Out Shirts and Grim Reaper Costume** - for Ghost Out Days
- **DUI Goggles and Concussion Goggles**
 - DUI goggles demonstrate how vision, balance, and driving are affected by alcohol
 - Concussion goggles demonstrate the effects of brain injuries that occur when occupants are not wearing a seat belt
- **ScanEd** – An interactive teen save driving and passenger safety program presented by law enforcement
- **“Txt Later. Buckle Up Now.” Field Stencils**
- **Materials, Banners, Fun Incentive Items, Posters....**
- **Support**
 - Staff is available to help **every step of the way** with forming your club, planning your projects, finding materials, and other assistance. We have resources to support your traffic safety projects and can also assist with community donations and support.

Our job is to help schools be successful!



How YOVASO Benefits Schools and Communities

Health and Safety

- Safer and more responsible young drivers
- Fewer crashes, injuries, and fatalities
- Positive relationships between teens and law enforcement
- Free resources and programs on teen driver safety

Student Leadership / Service Learning

- Prepares students to be leaders
- Provides volunteer work for advanced diploma
- Engages students in the community and community service
- Provides experience for students who plan to pursue careers in health, safety, law enforcement, prevention, teaching, public service, and many others
- Provides students with service learning programs that teach marketing, physics, science, health and safety, driver education and other subjects

Peer-to-Peer Is Key

*“Giving teens responsibility
(with **helpful** rather than **prescriptive** guidance)
in their school and community for
developing and delivering the teen driving
message prompts greater interest, acceptance
and engagement from this age group.”*

- Governor’s Highway Safety Association (GHSA)

YOVASO is Changing the Culture for Safer Driving

- Student Led
- Teacher Guided
- School Supported
- Law Enforcement Supported
- State Endorsed

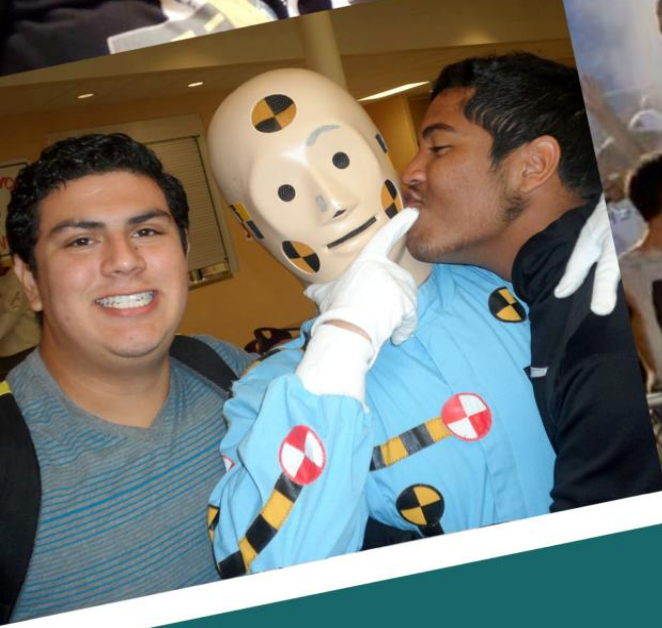


With our support, students can lead a movement in our schools and communities where teens are modeling safe driving behavior and encouraging each other to be safer and more responsible.

Our students can ultimately change the driving culture.

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OUT ABOUT TRAFFIC SAFETY



Driving to Save Lives