

An Introduction To **YOVASO**



Youth of Virginia Speak Out
About Traffic Safety

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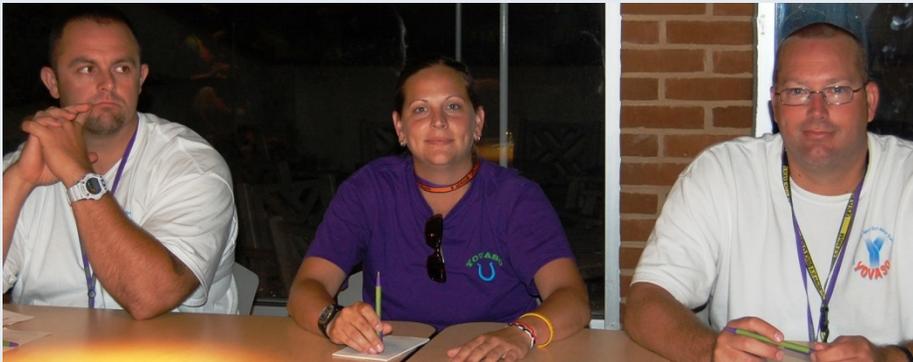
Facebook: YOVASO Virginia

Dedicated Leadership



➤ Staffing

➤ YOVASO Advisory Board



Our Partners



Our Mission



To serve as a statewide youth leadership program that enables & trains teenagers to work together in school-based, service learning clubs to advocate for safer driving among their peers and to develop positive prevention strategies for their schools and communities.

Our Objectives



- To promote safe driving among Va.'s teenagers
- To increase awareness about the dangers of teenage drivers
- To foster teen-led programs and activities that help prevent motor vehicle crashes, fatalities, and injuries among young drivers.
- To **E**ducate, **E**ncourage & **E**mpower our youth to serve as traffic safety advocates and leaders in their schools and communities.

Students Speak Out & Save Lives



- YOVASO Clubs
- SADD or other school-based safety/prevention clubs
- FCCLA Clubs (FACTS component)
- SGA subcommittees

Sponsors/Advisors:

- School Resource Officers (SROs)
- State Troopers
- Teachers

Youth Taking The Lead ...



➤ Regional Trainers

- Former YOVASO students now attending Va. Colleges and universities
- Serve as trainers and mentors to schools in their region
- Serve as Junior Staff at YOVASO Retreat
- **6 trainers based at**
 - James Madison – Shenandoah Valley
 - Virginia Tech – New River Valley & Southwest Va.
 - George Mason – Northern Virginia
 - John Tyler CC – Richmond area
 - Ferrum College & Danville CC – SW & Southside Va. (1 currently inactive in Va. Beach)

Youth Taking The Lead ...



➤ Youth Advisory Council (YAC)

- Leadership level students
- Representatives from schools statewide
- Advise and assist staff on programs, campaigns, materials, retreats, trainings and all things YOVASO.
- Serve as Youth Leaders for the Summer Retreat
- Speak out at National and State Conferences
- A Richmond/Tidewater YAC is being formed this fall

Our Youth Leaders and Regional Trainers ...



Saving Our Youth ...

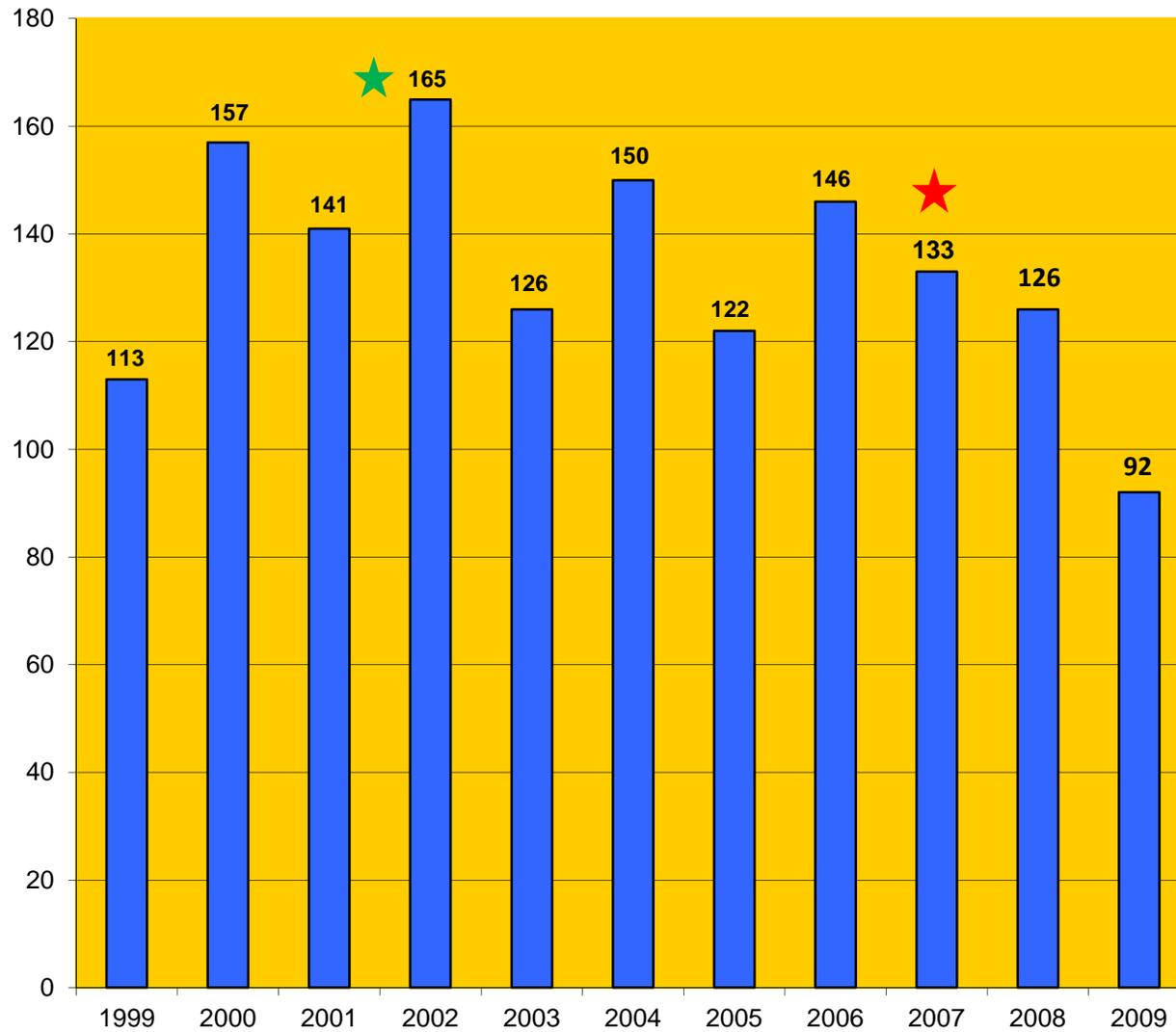


TRAFFIC CRASHES

Don't Have To Be

**The # 1 KILLER
OF TEENAGERS**

Teens Age 16-20 Killed in Traffic Crashes in Virginia from 1999-2009



1,471 Teens Killed



■ Teens Age 16-20 Killed in Traffic Crashes

Total Deaths 1999 - 2009: 1,471

Source: Va. DMV Crash Facts

Data reflects fatalities in all crashes, including crashes involving pedestrians, bicycles, mopeds, and motorcycles.

The Harsh Reality: **2009 Motor Vehicle Fatalities Involving Va. Teens Ages 16 - 20**



- **92** teens were *killed* in Virginia
- **108 Fatal Crashes** involving a 16-20 year old driver

Top Causative Factors in Fatal Crashes Involving a 16-20 year old Driver:

- **49% (53)** of the fatal crashes involved excessive ***SPEED***
- **33% (36)** of the fatal crashes were caused by ***RUN-OFF-THE-ROAD***
- **35% (38)** of the fatal crashes involved ***ALCOHOL***
- **19% (21)** of the fatal crashes were caused by ***INATTENTION / DISTRACTIONS***

- **60% (50)** of the teens killed in crashes **were not** wearing a safety belt!
- **8,958 teens were injured** in motor vehicle crashes in Virginia

- Source: Virginia DMV Crash Facts, 2009

Top Jurisdictions – Teen Fatalities Ages 16 - 20

3 year period from 2008 - 2010



- Norfolk City 13 fatalities (Tidewater)
- Spotsylvania Co. 13 fatalities (Northern Va.)
- Va. Beach City 12 fatalities (Tidewater) *
- Prince William Co. 10 fatalities (Northern Va.) *
- Fairfax Co. 10 fatalities (Northern Va.) *
- Fauquier Co. 8 fatalities (Northern Va.) *
- Gloucester Co. 8 fatalities (Tidewater)
- Currently marketing to these areas

Top Jurisdictions – Teen Fatalities Ages 16 - 20

2010 Data (January to Current)



- Fairfax Co. 5 fatalities (Northern Va.) *
- Gloucester Co. 4 fatalities (Tidewater)
- Prince William Co. 4 fatalities (Northern Va.) *
- Spotsylvania Co. 4 fatalities (Northern Va.)
- Rockingham Co. 3 fatalities (Shenandoah Valley)
- Washington Co. 3 fatalities (S.W. Va.)

* Currently marketing YOVASO (Fairfax Schools & P.D. and Battlefield H.S. in Prince William)

Who's Speaking Out ...



Member Schools: 77*

In Localities Statewide:

- Alleghany Co.
- Amherst Co.
- Appomattox Co.
- Augusta Co.
- Bedford County
- Botetourt Co.
- Buena Vista City
- Campbell Co.
- Chesapeake City
- Chesterfield Co.
- Covington City
- Craig Co.
- Culpeper Co.
- Floyd Co.
- Franklin Co.
- Fauquier County
- Galax City
- Giles Co.
- Greene Co.
- Henrico Co.
- Lynchburg City
- Martinsville City
- Montgomery Co.
- Pittsylvania Co.
- Portsmouth City
- Roanoke City
- Roanoke Co.
- Rockbridge Co.
- Rockingham Co.
- Salem City
- Smyth Co.
- Stafford Co.
- Staunton City
- Tazewell Co.
- Town of West Point
- Warren Co.
- Wythe Co.
- Virginia Beach City



*Started with 26 schools in 2007

Statewide Expansion ...



- Started with **26** Member Schools in 2007 mainly in Southwest Virginia
- Currently have **77** Member Schools representing all regions in the state
- **200% increase** in member schools from 2007 to current

Expansion: Making An Impact in NOVA...

Northern Virginia Schools:

- Brooke Pointe H.S., Stafford
- Colonial Forge H.S., Stafford
- North Stafford H.S., Stafford
- Culpeper H.S., Culpeper
- Liberty H.S., Fauquier
- Warren Co. H.S., Warren Co.



Expansion: Making An Impact in Richmond...



- Deep Run H.S., Henrico Co.
- Douglas Freeman H.S., Henrico
- Godwin H.S., Henrico Co.

- James River H.S., Chesterfield
- Meadowbrook H.S., Chesterfield
- Va. Randolph Community School, Henrico



Expansion: Making An Impact in Tidewater...



- Atlantic Shores Christian School, Va. Beach
- Grassfield H.S., Chesapeake
- Green Run H.S., Va. Beach
- West Point H.S., Town of West Point
- Woodrow Wilson H.S., Portsmouth

... And the Shenandoah Valley (5 schools):

Riverheads, Robert E. Lee, Spotswood,
Stuarts Draft, and Turner Ashby



Taking YOVASO to the Middle Schools...



A How-To Guide on Implementing
Middle School YOVASO Clubs

Speaking Out & Saving Lives



www.yovaso.net



- Reach students before they develop poor driving habits
- Educate “tweens” about passenger safety –seat belt use, distractions & the risks of riding with teen drivers,
- Educate “tweens” about pedestrian, ATV and other traffic safety issues
- Train students for high school YOVASO Clubs

Our Member Middle Schools ...



9 Member Middle Schools:

- Altavista M.S., Campbell Co.
- Andrew Lewis M.S., Salem
- Auburn M.S., Montgomery Co.
- Central Academy M.S., Botetourt Co.
- Gretna M.S., Pittsylvania Co.
- Hidden Valley M.S., Roanoke Co.
- Read Mt. M.S., Botetourt Co.
- Staunton River M.S., Bedford Co.
- William Byrd M.S., Roanoke Co.



The 3 E's of Success ...



- Educate
- Encourage
- Empower

Teens to be Youth Traffic Safety Advocates & Leaders

EDUCATE...



➤ YOVASO 101 Trainings:

- ✓ Train School Clubs Annually (2-3 hour session): **798 students Trained from 59 schools**
- ✓ Trainings cover statistics, causative factors, club development, membership recruitment, campaign ideas, fundraising, leadership, etc.
- ✓ Emphasis on seat belt use, distracted driving, run off the road, speeding, and driving impaired/zero tolerance laws.



➤ Leadership Retreats

- ✓ Specialized training/leadership development
- ✓ Hands on Safety Activities
- ✓ National/Local Speakers
- ✓ Motivational Shows
- ✓ Club Development
- ✓ Networking
- ✓ Socializing & Fun
- ✓ Annual Awards Banquet



2010 Summer Leadership Retreat



- July 20 – 23 at Bridgewater College
- 4 day, 3 night free event
- 200 Participants – 150 youth and 31 adult sponsors/SROs
- 40 Schools in attendance
- 8 Colleges in attendance
- Over \$12,000 in funding and in-kind contributions
- Support from over 20 businesses and law enforcement agencies

Encourage & Empower...



- Encourage teens to become involved in youth traffic safety efforts in their schools and communities.
- Empower teens to speak out at the local, state, and national level to advocate for safe teen driving.



2 Youth Leaders Participated in the National Youth Traffic Safety Month Kickoff in Washington, D.C.



Club members from Brooke Point H.S. in Stafford participated in Allstate's *"XtheTXT"* event and the live Oprah Winfrey *"No Phone Zone" Show* at the Newseum in Washington, D.C.



Ongoing Safety Campaigns ...



- Save Your Tail-Gate Buckle Up (Sept. 27 – Oct. 18)
- Buckle Up, Drive Sober (BUDS) (Jan. 31 - Feb. 18)
- Nat'l Youth Traffic Safety Month (April 18 – May 20)



Other Safety Campaigns...



- Halloween
- Christmas/Holiday
- Prom
- Graduation





**Teens Speaking Out and
Saving Lives!!!**