

Choose Your Vibe – Arrive Alive! VAHPERD Campaign Update

1. Campaign Recruitment

Session 1 is almost over and we are recruiting ambassadors to join the campaign. **Help us spread the word on [Facebook](#), [Twitter](#) and [Instagram](#) and encourage your students to [apply](#) to be a Choose Your Vibe – Arrive Alive! ambassador by March 21.** Students can earn up to \$340 by using their social media to share their good driving and alcohol-free choices. More information about the campaign is available on the [VAHPERD website](#).

Here's what our current ambassadors are saying about the campaign:

- [@its_hannah3](#) Think about joining this program! You'll meet some super cool people and learn lots!
- [@zhaniya_bryant](#) APPLY TO THIS! I love this program!
- [@recxk_time28](#) Be a part of something special and help change lives with your vibe va. Apply for the next session.

2. Save the Date: #SafeSpringBreak #VibeVaChat March 30

Our first Twitter Chat was a success reaching 5,152 accounts with 47,038 impressions (number of times a tweet was delivered to a the Twitter stream of a particular account). If you missed the chat, be sure to check out the [transcript](#).

Our **next #VibeVAChat will be March 30 at 8 p.m.** Ask your students to join the conversation by searching #VibeVAChat and responding to the #SafeSpringBreak questions. Consider incorporating participation into a class assignment.

3. Campaign Accounts

Make sure that you [like us on Facebook](#), [follow us on Twitter](#) and [follow us on Instagram](#) so you can share campaign messages with your students and school community.

4. Session 1 Recap

We are off to a great start! The students are very creative and doing great work! Here a just of few of the messages they've posted during session 1:

Responding to "I don't drink because _____":

- [#IDontDrinkBecause](#) making smart, responsible decisions is much easier without alcohol! [#MyVibeVA](#) [#ArriveAlive](#)
- [#IDontDrinkBecause](#) I want to keep my body happy & healthy :) [#myviveva](#) [#arrivealive](#)
- I don't drink and drive because I know that I'm putting myself and others in danger. [#IDontDrinkBecause](#)

Sharing their vibe:

- Love participating in the extracurriculars. Make smart choices [#EdRising](#) [#ArriveAlive](#) [#MyVibeVA](#)
- first concert ♥️ [#SeniorYear](#) [#ArriveAlive](#) [#SoberFun](#)

- instead of drinking tonight have a movie night with some friends!!! #zerotolerance #movienight :)
- [@yourvibe](#) being sober is a big part of staying fit & healthy!! [#soberisstronger](#) [#muscles](#) [#chooseyourvibe](#) [#tennisthursday](#) :-)

Giving advice on standing up to peer pressure:

- [#takeastand](#) and don't succumb to peer pressure. Real friends won't force you into uncomfortable situations [#myvibe](#) [#arrivealive](#)
- Breathe In, Breathe Out, Be Yourself, Resist [#PeerPressure](#) [#WednesdayWisdom](#) [#AriveAlive](#) [#MyVibeVA](#)
- [#takeastand](#) and don't succumb to peer pressure. Real friends won't force you into uncomfortable situations [#myvibe](#) [#arrivealive](#)

Setting an example as safe drivers:

- Texting & driving? Not today, and not ever! Always choose to [#drivesmart](#) [#driversafety](#) [#ArriveAlive](#) [@YourVibeVA](#)
- [@YourVibeVA](#) remember to [#drivesmart](#) & buckle up!!! and your phone? forget about it!! [#chooseyourvibe](#)
- [@YourVibeVA](#) make sure to buckle up when the weather is rainy like today! [#drivesafe](#) [#myvibe](#)