Use Your Head,
Wear a Helmet

Piute High School FBLA
Chapter 12854
State of Utah
2017-2018

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Description of the Partnership Goals

The Piute High School Chapter of Future Business Leaders of America (FBLA) wanted to be able to develop and implement an innovative, creative, and effective learning partnership with a local business. This report includes a description of the partnership goals and planning activities, roles of business leaders and chapter members in developing and implementing the partnership, results, concepts learned, and impact of the project, degree of involvement, and examples of publicity and recognition received as a result of the partnership.

In order to bring business leaders and FBLA members together in a positive working relationship, the chapter teamed up with Central Utah Public Health Department (CUPHD), Utah Highway Patrol (UHP), and the Piute County Sheriff’s Department.

Piute High School is located in Piute County, a small, rural community in south central Utah. Piute County is famous for the Paiute ATV trail, which is a public All-Terrain Vehicle (ATV) Trail System. The Paiute ATV is one of the best trails in the country and named as the “Riders Dream,” according to candymountainresort.com. Most locals own ATVs, so it is not uncommon to see them ridden throughout the county. With this common practice, many riders especially youth, do not wear helmets. Along these lines, the Piute Chapter brainstormed to find businesses that would not only fulfill the partnership requirements and teach the members of the chapter about particular businesses through communication and interaction with the business community, but to inform youth to wear their helmets.

Through the Partnership with Business project entitled “Use Your Head, Wear a Helmet,” the Piute High School FBLA Chapter, CUPHD, UHP, and the Piute County Sheriff’s Department teamed up to teach the students within Piute County about the importance of wearing a helmet while riding an ATV. “Use Your Head, Wear a Helmet” helped to inform others to ride safe, ride
smart, and ride with a smile. In turn, the Piute FBLA Chapter would benefit by fulfilling a partnership. The following objectives were established:

1. Inform students about the dangers of not wearing a helmet while riding an ATV.
2. Inform youth about the correct fitting and proper fastening of helmets.
3. Partner with CUPHD, UHP, and Piute County Sheriff’s Department to learn about their professions.

**Involvement of Chapter and Business**

The FBLA chapter partnered with the CUPHD, UHP, and the Piute County Sheriff’s Department to inform the students about injuries and fatalities when helmets are not worn or misused. In addition to informing the students about helmet safety, the FBLA chapter members had the opportunity to get a glimpse into each of the professions. The business leaders taught chapter members skills and education needed to be successful in this line of work. Members also had the opportunity to speak in assemblies and during athletic events to help involve the community in our project. The involvement of the chapter and the business activities to build this partnership is discussed in the following pages.
In order to complete this partnership, business leaders and FBLA members fulfilled several roles that helped to develop the partnership. Many skills were used including responsibility, organization, communication, and commitment. This project involved employees from CUPHD, UHP, along with Piute County Sheriff’s Department, which includes the sheriff, three deputies, and the secretary. All FBLA chapter members participated in the project.

Mrs. Leavitt of CUPHD and Officer Cox of UHP were instrumental in spearheading this project. The FBLA chapter president contacted Mrs. Leavitt and Officer Cox. After being contacted, Mrs. Leavitt and Officer Cox set up the initial meetings with the FBLA committee. Mrs. Leavitt taught the chapter about the role that the Health Educator plays in the community and why having this program is beneficial to the area. Officer Cox also taught the chapter about his career as a Utah Highway Patrolman. In addition, his favorite hobby is riding motorbikes. He shared many experiences of when protective equipment saved his life and prevented injuries.

Piute County Sheriff, Marty Gleave, and his staff were willing to assist with the project. They spend many hours trying to keep the community safe. One of the problems they constantly deal with is young ATV riders not wearing their helmets. They worked with the FBLA members to help publicize the project. They attended planning meetings and organized a student body assembly to speak about the dangers of the misuse of helmets, along with Mrs. Leavitt and Officer Cox.

Mrs. Leavitt, Officer Cox, and Sheriff Gleave attended all of the meetings and helped keep the project on track. They took the time to teach FBLA members about the business side of...
their job by discussing education needed for potential careers in these industries. They gave up their personal time to participate. They demonstrated effective communication when working with students and speaking with committee members. Responsibility and commitment were also shown as they allowed students to learn about their professions.

The chapter members were also a big key in fulfilling the project. Each member gave up their time willingly. The students learned many skills that will help them in their lives such as volunteering, giving of one’s time, and working professionally with others. FBLA students also learned about occupations in this field and business skills that are associated with these types of jobs.

Many of the same roles that the business leaders exhibited, the chapter members also demonstrated. Good organization was a key to fulfilling this project. Students used organization skills to plan a knowledgeable experience. Effective communication was also a big contribution to the project. FBLA members communicated often with management and chapter members until the project was completed.

The FBLA members showed responsibility during the planning stages and while contacting those who were involved. Extra responsibilities were given to the committee and chairperson to initiate and keep all aspects of the project running smoothly. By committing to complete this project, FBLA members gained a better understanding of the importance of keeping commitments and following through with goals. Because of this project members are more responsible, have learned better communication skills, and can organize and manage their time much more efficiently. By carrying out this project partnered with CUPHD, UHP, and Piute County Sheriff’s Department, the Piute Chapter learned many concepts of how these entities work in the community through the activities implemented in the project.
At the beginning of the school year, Piute High School was greatly impacted by the death of a student at Piute High School. Parker Thompson passed away due to injuries sustained in a motorcycle accident. Parker failed to properly fasten his helmet, which resulted in severe head trauma. With this tragedy in mind, the FBLA chapter members looked closely at opportunities to find businesses that would fulfill the partnership requirements and teach students the importance of wearing a helmet.

Shauna Bagley, FBLA advisor and Mickell Morgan, FBLA chapter president met with the Piute FBLA chapter officers on September 7, 2017, to discuss the opportunities of teaming up with CUPHD, UHP, and Piute County Sheriff’s Department. The officers determined that they would participate in the “Use your Head, Wear a Helmet” partnership. A committee was formed to oversee the planning and implementation portions of the project. Kimberly Hall, Mickell Morgan, and Myndi Morgan would be the co-chairpersons of this project. Other committee members included Taelor Gass, Tazia Johnson, and Aspyn Jensen. The three chairpersons would be in charge of conducting all aspects of the “Use Your Head, Wear a Helmet” partnership including communicating with CUPHD, UHP, and the Piute County Sheriff’s office, publicizing the project, informing the community, and educating the youth.

The committee met with Valyn Leavitt, Health Educator for CUPHD and Ben Cox, a current Utah Highway patrolman to receive direction about the project. They also contacted the Piute County Sheriff, Marty Gleave, about the possibility of the sheriff’s department helping with
the project. The committee members would follow up with these three contacts in conducting an assembly.

The committee kept in close contact with Mrs. Leavitt, Officer Cox, and Sheriff Gleave to make sure that everything was on schedule and organized. Through the planning of activities used to build a partnership, the Piute FBLA chapter members and partners gained a personal relationship. This relationship helped to establish a good rapport while working together.

The project was officially implemented at the beginning of the school year. The first item of business was to set a date for the project to begin. This project would continue throughout the school year. Committee members released all advertisements to the local newspaper and businesses, and made sure as many people as possible were informed.

After the committee set the date for the “Use Your Head, Wear a Helmet” assembly, another meeting was held with the CUPHD, UHP, and the Piute County Sheriff's Department. Assignments were made so that everybody knew their part. On October 17, the assembly was held in the Piute High School auditorium. Mrs. Leavitt informed the student body of the importance of not only wearing helmets, but also proper fitting and correct fastening. Patrolman Cox had students try on equipment that he brought to demonstrate all the different personal protective equipment that included helmet, goggles, elbow/knee pads, chest protector, boots, gloves, neck brace, riding shirt, and pants. Piute County Sheriff Department helped in the assembly by talking about the consequences of not wearing a helmet.

Several helmets were donated and were given to the student body. These included motorcycle, ATV, and bicycle helmets. Jorgensen’s Honda donated gift certificates to help student’s acquire their own helmet.

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During the course of the school year, other activities were held to help remind students and patrons about the importance of wearing helmets. This included halftime activities at basketball games, posting flyers with a reminder of helmet use, advertising on the high school's marquee, holding assemblies with the emergency service providers, and sending out school messengers.

By completing the implementation portion of this project, FBLA members who participated in the “Use Your Head, Wear a Helmet” campaign learned many positive skills such as working with others and learning what education skills one would need to work in any of these fields. FBLA members had the opportunity learn helpful skills such as planning, preparing, organizing, and implementing successful project.

Evidence of Publicity Received

"Use Your Head, Wear a Helmet” was publicized in many ways. Articles were sent to the local community newspaper, The Richfield Reaper. Piute High School’s newsletter, T-Bird Talk contained an article on the chapter’s efforts along with pictures.

The committee made posters to hang throughout the school and community to remind students about the project. The Piute High School’s Facebook and Twitter page advertised the project, along with the high school’s marquee.

The chapter was recognized by the publicity in the newspaper and newsletter articles. In addition, CUPHD, UHP, and Piute County Sheriff’s office recognized the Piute FBLA Chapter for participating and thanked the chapter for its interest and dedication on this project. The
Thompson family showed their appreciation by publicly thanking the chapter and the school for their involvement and preventing future accidents like this to occur.

The FBLA chapter, in turn, recognized CUPHD, UHP, and the Piute County Sheriff’s Department, by sending a thank you letter acknowledging their willingness to work with the students and thanking them for forming a partnership that will last for many years to come.

**Benefits and Concepts Learned and Degree of Impact of Both Partners as a Result of the Project**

“Use Your Head, Wear a Helmet” partnership provided many positive results for members and business leaders participating. Many skills of a good business leader were acquired while implementing the partnership. FBLA members had the opportunity to witness first-hand how the local sheriff’s department, CUPHD, and UHP work. The local sheriffs department and UHP help keep the community safe by enforcing laws such as wearing helmets. CUPHD not only educated the student body on helmets, but made sure that they are accessible by providing free helmets and gift cards. In addition, members learned about job opportunities related to these occupations. Skills learned included working well with others, communicating effectively, setting goals, and developing a strong work ethic. Members had the opportunity to partner with a business and learn leadership skills.

By completing this project, FBLA members improved their relationship with the sheriff’s department, CUPHD, UHP, and their employees. The FBLA students involved in this partnership were good examples to other members by portraying the importance of effective communication and good leadership.
This project assisted students in the establishment of occupational goals by allowing FBLA members the opportunity to get a first-hand look at skills and training needed for many jobs related to these industries. By participating in this project, students were able to see if any of these careers would fulfill possible career goals.

This partnership helped to facilitate the transition from school-to-work by allowing participants to see and learn different occupations. Members of the Piute Chapter were able to partner and fulfill their goals in addition to acquiring many lasting skills.

This partnership was very beneficial and had a great impact on the Piute FBLA Chapter, the sheriff’s department, CUPHD, UHP, and their employees.

Although this partnership influenced several groups, one of the biggest impacts was made upon the FBLA students. FBLA members make up nearly 45 percent of the student body at Piute High School. The Piute Chapter has 42 members. Not only did the students have the opportunity to learn the duties of employees, but also they were able to participate in the project by sharing the information with the community and the Piute High School student body.

These high school students gained a better knowledge of how these operations function and how important they are to the community. By being able to participate in this partnership, the students were encouraged to learn about businesses. They could see what skills and education would be required to pursue a career in these fields.

Central Utah Public Health Department was greatly impacted by the project and benefited from the partnership that was formed. By partnering with the Health Educator, the chapter was able to help deliver information to the area and also create a safe community. They assess the health needs of the community and try to provide opportunities for those to live healthy, safe lives.
This project also benefited the Piute County Sheriff’s Department and UHP. One major issue they deal with on a daily basis is enforcing the wearing of helmets. This project helps lower the risk of injury and death when wearing a helmet.

The local community was greatly impacted by the project and benefited from the service that was performed. Residents of Piute County now have more knowledge about helmet awareness and being safe while riding or driving an ATV.

All members of the Piute FBLA Chapter were able to participate in some aspect of this partnership and they learned how much can be achieved by teaming up with a business.

The project created a link between the school, CUPHD, UHP, and the Piute County Sheriff’s Department. By allowing students the chance to work with this group, they were able to gain experience in communication, leadership, and responsibility. By setting and accomplishing goals, members also learned the value of hard work. They obtained more information than they could from hours of studying a textbook. Members were able to develop new and useful skills by partnering together. Many of these acquired skills will be useful for the rest of their lives.

**Evaluation of the Project**

Upon evaluation of this project, the Piute FBLA Chapter felt that “Use Your Head, Wear a Helmet” was a very successful partnership.

Not only did the students have the opportunity to learn the risks of improper helmet use, but they were able to partner with local business organizations and learn many helpful skills. This project was successful because employees at the sheriff’s department, CUPHD, UHP, and chapter members fulfilled many roles in implementing the project. Mrs. Leavitt, Officer Cox, and Sheriff Gleave met with FBLA members and discussed concepts and goals needed to make
this partnership possible. They educated FBLA students on the many aspects involved with their entities. Students got the chance to see how these occupations work and the many jobs that are involved in these businesses.

To be a good leader, one must always set goals. The committee chairperson’s goal was to successfully implement the program linking Piute County Sheriff’s Department, UHP, and CUPHD with Piute High School students. The committee worked hard to achieve this goal through responsibility, communication, commitment, and organization. Members participating in the project showed they were goal-oriented by taking time out of their busy schedules to work with these businesses to form a lasting partnership. In exploring business concepts and setting business goals, members gained experience in the business world. The experience will aid them, not only in future jobs and careers, but also in their everyday lives. In addition, participation in the project simply enabled members to gain awareness of the helmet safety and introduce the preparation and skills needed to achieve future educational goals.

Members involved with “Use Your Head, Wear a Helmet” displayed a variety of characteristics that built great business leaders. The business leaders of today assisted in refining the leadership skills of the business leaders of tomorrow.
September 7, 2018

Dear Piute County Community Members,

The Piute FBLA Chapter has teamed up with the Central Utah Public Health Department, Piute County Sheriff’s Department, and the Utah Highway Patrol to participate in the “Use Your Head, Wear a Helmet” Campaign. This campaign is a project to educate and inform all to use their helmets when riding ATV’s.

Piute County is famous for ATV riding and we want to ensure that helmets provide the protection needed to keep the riders in our community safe. We would like to invite any community members to attend our assemblies and participate in our halftime activities.

For further information, you can contact the Piute High School FBLA chapter officer team.

Thank you for your participation in this project.

Sincerely,

Piute High FBLA
Appendix B

Advertising Poster

REMINDER...
USE YOUR HEAD,
WEAR A HELMET
Appendix C

Newspaper and Newsletter Article

T-Bird Times

December Edition

Get to Know Your Juniors

Junior #1: I live in Marysvale. My favorite animal is a peacock and my favorite color is peach. I am a very active girl that likes to make friends and likes to be outdoors with my family. I'm the kind of person that will laugh about something that happened a week ago in class for no reason.

Joke of the Month

Q: Who is Santa’s favorite singer? A: Elvis Presley

Remember “USE YOUR HEAD, WEAR A HELMET” and be safe over Christmas Break!

Boy’s Basketball

• Prep @ Payson, 6th
• AIA Preview @ SVC, 6th-9th
• Prep @ Payce, 12th
• Prep @ River Canyon, 15th
• Diamond Ranch @ Prep, 21st

Wrestling

• Panguitch Tournament, 1st-2nd
• Milford/Rural Dual @ Prep, 6th
• Bryce Valley/ Wayne Dual @ BV, 12th
• Holiday Classic Tournament @ Moab, 15th-16th
• Beaver Dual @ Prep, 28th

Girl’s Basketball

• Wayne @ Prep, 5th
• River Canyon @ Prep, 12th
• Enterprise Tournament 20th-21st

Drill Team

• Mustang Classic @ Herriman, 15th
• Great Basin Invitational @ Delta, 16th

December Birthdays

• Garrett Annie, 3rd
• Tyler Leavens, 3rd
• Taylor Gar, 5th
• Angee Jensen, 6th
• Roselle Kartack, 7th
• Eri Henderson, 9th
• Jennifer Clark, 10th
• Jack Snyder, 10th
• Steven Harrison, 12th
• Fernando Luna, 15th
• Virginia Gallman, 18th
• Hunter Good, 18th
• Jorlys Kennedy, 19th
• Canvi Ender, 20th

Joke of the Month

Q: My favorite color is maroon. I like all food. My favorite drink is a Brisk tea. My favorite candy bar is a Fast Break. My favorite singer is Scuzz Twistley. Highway pursuit on Maroon Dodge east bound on I-70.

December Birthdays

• Garrett Annie, 3rd
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Richfield Reaper Article

The Piute FBLA Chapter has teamed up with the Central Utah Public Health Department, Piute County Sheriff’s Department, and the Utah Highway Patrol to participate in the “Use Your Head, Wear a Helmet” Campaign. This campaign is a project to educate and inform all to use their helmets when riding ATV’s. By working together, the FBLA chapter partnered with the CUPHD, UHP, and the Piute County Sheriff’s Department to inform the students about injuries and fatalities when helmets are not worn or misused. In addition to informing the students about helmet safety, the FBLA chapter members had the opportunity to get a glimpse into each of the professions. The business leaders taught chapter members skills and education needed to be successful in this line of work. Members also had the opportunity to speak in assemblies and during athletic events to help involve the community in our project. We wanted all youth in the community to know the importance of not only wearing a helmet but, having the correct fastening while riding ATV’s. “Use Your Head, Wear a Helmet” helped to inform all ATV riders to ride safe, ride smart, and ride with a smile.

Submitted October 18, 2017

Piute High School

Use Your Head, Wear a Helmet