



Snow College Community Service Project

Pedestrian Awareness Campaign

“Look, Listen, Live”

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Utah



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INTRODUCTION

Roadway safety has become a significant problem at Snow College, as students keep getting hit by cars. This problem was perplexing and disturbing to us, and we wanted to know what could be done to prevent it from happening again. Institutions of higher education need to address the problem of roadway safety facing people on college roads, and Snow College is an example of this problem.

The least deadly cities for pedestrians are Seattle, Fresno, Washington DC, Chicago, and New York City (Plungis). Why are the places with the most pedestrians the safest for them? Drivers in these extremely busy foot traffic areas are aware that there are many pedestrians. Because of the quantity of people walking, drivers expect



people to always be walking, so drivers are always on the lookout.

Students take a risk when they cross the road or when they drive. Statistics show that the average number of people being hit by a car is increasing nationwide. We need to pinpoint the problems. Some of the

contributions as to why pedestrians are being hit follow: 1) they are listening to music with headphones in their ears, 2) they are texting, or 3) they are browsing on their phone. All of these issues distract pedestrians from focusing on the road and cars that might be approaching. Texting while walking, like texting while driving, puts a person on autopilot, so they are not worried about oncoming traffic (Painter).

A Reader's Digest article very clearly outlines the implications of using a phone while walking. Multitasking is very hard for most people, and the famous example of the difficulty of chewing gum while walking demonstrates how complicated it is to concentrate on something else while walking. Using the phone doesn't just mean texting; it means checking emails, looking at social media, reading news articles, etc. All of these distractions are incredibly dangerous to pedestrians and can cause serious incidents. In fact, over 11,000 pedestrians have been injured in the last decade with 5,376 of those being deaths (Cahn). This startling statistic shows that there is extremely strong evidence to suggest that being distracted while walking contributes to pedestrian injuries.

The American Academy of Orthopedic Surgeons came out with a study that showed the breakdown of the real-life statistics of distracted pedestrians. This figure explains how people tend to think that others are the problem with distracted walking, while individuals don't think that they are part of the problem. The informational flyer also gives some very important and easy tips for being a safe pedestrian (Distracted). By making students informed about problems and educate them about specific ways they can fix the problems, roadway/pedestrian accidents could be significantly reduced.

Distracted Walking: Seriously It's Not Me, It's You

78% of U.S. adults believe that distracted walking is a "serious" issue.

Who's Distracted?

74% of Americans say other people are "usually/almost always" and "sometimes" walking while distracted, while only 29% say the same about themselves.

Common Distractions of Walkers

What they see others do:

- 90% Talking on the phone
- 88% Engaging in conversation
- 88% Listening to music
- 85% Using a smartphone
- 64% Generally "zoning out"

4 out of 10 Americans say they have **personally witnessed** a distracted walking incident.

26% say they **have been in an incident** themselves.

5 Tips for Pedestrians:

1. **Focus** on the people and obstacles in front of you.
2. Maintain a **volume** on headphones where you can still hear the sounds of traffic.
3. Don't jaywalk. Cross streets at a **traffic light**.
4. **Look up**, not down, especially near curbs, intersections and escalators.
5. **Stay alert** in mall and other parking lots, especially when dark.

Tips and more info available at: OrthoInfo.org/distractedpedestrians

AAOS
AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

THE PURPOSE OF THE PROJECT AND THE PROJECT GOALS

At the beginning of the school year, a business student at Snow College was hit by a car. The student's injury was very serious, and our PBL chapter saw a problem. Part of business is seeing a problem and finding a solution. The solution that we came up with was to do a pedestrian awareness campaign to make people more mindful of this serious issue.

Our project goals included raising awareness of the seriousness of the issue. Although it was important to inform people that there is a problem, it was also critical that we informed people *how* they can be safer as pedestrians and as drivers. Some of the ideas that we came up with were to promote the safe use of our crosswalks around and across campus.

Community members, not only students, are affected by distracted driving and being distracted when crossing roads. Today is worse than ever having devices that distract our attention, and a split-second distraction can cause a person's world to change. Our goal is to limit these distractions and promote safe practices that will save lives.



PLANNING AND DEVELOPMENT OF THE PROJECT

Snow College PBL had the opportunity to orchestrate a community service project where we informed students and community members about the importance of pedestrian safety.

As a PBL chapter, we decided to plan and sponsor a pedestrian awareness day to promote pedestrian safety. We called a campus safety meeting which included college administrators, risk managers, campus security, and our PBL service committee. During our meeting, we came prepared with campus maps, proposals, and recommendations. The next step was to organize the event. We scheduled the bell tower in the middle of campus so that we could spread maximum awareness. We decided to give out cookies, keychains, and informational flyers. In order to be recognized, we asked the college's marketing department to create a logo for the project that showed our main goals. The words "look, listen, live" were presented as the slogan for students to remember.



The Snow College administration was excited to support this pedestrian awareness project, as they are concerned with the safety of their students. Because this was an important promotion to have at the college, the college president's office co-sponsored the project. We also partnered with the Human Resources Department--specifically the Title IX and Risk Management Coordinator for Snow College. She helped the PBL chapter generate ideas about how we could promote pedestrian safety.

IMPLEMENTATION OF THE PROJECT

As a PBL chapter, we wanted to leave an impact and make sure our message was heard all around the community. In a think tank that we conducted within our chapter, we decided to go to the administration of Snow College and ask if we could hold a day specially designed to raise awareness for pedestrians.



We organized time slots for our members to sign up to be at the table. We set up an attractive table that students would not want to pass by. Fortunately, our members are interested in business and sales, so we had no problem talking to everyone who walked past. Members of our service committee ordered cookies and helped make the flyers. We ordered

keychains and even had to call the company for expedited delivery, but the keychains arrived in plenty of time! We worked with the marketing and IT departments to advertise the event throughout campus and on canvas. To have maximum impact, we held events both fall and spring semesters.

Fall Semester

On Thursday, November 1, we held a Pedestrian Awareness Day where we handed out our keychains, cookies, stickers, and informational flyers. We had our 50+ chapter members at the bell tower in the middle of campus for five hours that day to promote pedestrian awareness. In addition to the handouts, we had a professional marketing company make a canvas banner that we asked people to sign, pledging that they would



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be safe drivers and safe pedestrians. We gave away over 400 cookies, keychains, and flyers. When the cookies and keychains were all gone, we continued to hand out the flyers and stickers and ask people to sign the banner. In total, we were able to talk to over 700 students that day. Including the digital banner on the college's Canvas learning management system, we reached over 6,000 students.



Spring Semester

On Thursday, February 28, we held another follow-up pedestrian awareness campaign. The PBL chapter split up into five different groups around campus roads to hand out more goodies. We picked the busiest intersections and gave out Life Savers with more informational flyers reminding people to be safe as they cross the street and as they drive. Through this event, we were able to reach many people as they went to and from classes. In total, our 50+ members were able to reach out and talk to over 200 people in less than an hour.

Chief Derek Walk, the Snow College Chief of Police, visited our PBL chapter meeting and explained pedestrian safety from his point of view. His comments were very interesting and informative. Chief Walk talked about different tips that we could tell people about safety. The information he presented was also very informative to our PBL chapter members. It is impossible to reach every single person in our community and tell them about the importance of pedestrian safety, but informing our members is a great place to start. Here are a few of the tips that Chief Walk suggested to our group:



- Cross at crosswalks/stoptlights/corners
- Look left, right, left, right
- Make eye contact with drivers
- Check all lanes of traffic
- Be seen
- Wear bright colors/reflectors
- Walk on the sidewalk
- Walk facing traffic
- Be careful around parked cars and driveways
- Don't be on phone/use headphones



The tips and information that Chief Walk gave the PBL chapter members has already helped with the safety of the Snow College students. As members of the Sanpete County community, our students will take the information that they have learned and be more careful when driving and when walking. Their great example will also

help encourage other community members to use more roadway safety.

IMPACT AND BENEFITS TO THE COMMUNITY

In addition to benefiting students, staff, and visitors of Snow College, the community was also impacted. We printed more banners and ordered more candy and markers to give to local high schools. This was a great service opportunity for our chapter members, and we wanted to give other schools the same opportunity. After reaching out to the FBLA chapters of



three surrounding schools, Manti High School, North Sanpete High School, and Richfield High School, we gave them the needed materials to do their own pedestrian awareness day at their schools. This is a nation-wide issue, and we wanted the project and awareness to reach beyond the college.

Over 6,000 Snow College students were exposed to the Pedestrian Awareness campaign. Additionally, through partnership with these high schools, an estimated 500 additional people were influenced. Through our social media and newspaper exposures, hundreds more gained much needed knowledge about safe driving and walking.



EVIDENCE OF PUBLICITY



also promoted the project by posting on various social media accounts and platforms. In addition to the technological advertisements, we put up A-frames to advertise the event and encourage people to come. We also had an ad in the school

To advertise the Pedestrian Awareness Day in November, we created an ad to put on Canvas, our school's learning management system, for every student to see. This strategy was very effective because every student has an account and checks it daily. We



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newspaper promoting the project. During the campaign, everyone wore their black Business Department shirts to draw attention to the table. Also on that day, we hung up a giant banner and had our club members talking to everybody that walked by to draw attention.

CHAPTER INVOLVEMENT

One hundred percent of our PBL chapter participated in the service project. Through our incredible chapter involvement and support of other individuals at the college, we were able to successfully inform thousands of students about the importance of pedestrian safety. Without the participation of the many chapter members and others, it would have been very difficult to execute this project. However, our forces came in full numbers, and we had an incredible turnout. Importantly, we trained over 50 advocates (chapter members) for pedestrian safety.

Following is a list of PBL chapter members involved in the service project:

Vienna Aagard
Dallin Aston
Easton Batt
Zeke Boswell
Joseph Broderick
Toshany Cox
Shayla Danielson
Tatiana Gaibor
Sydney Garrett
Abraham Graham
Everett Hatch
Benjamin Hobson

Tiffany Thacker
Brandon Jones
Hannah Jenkins
Chance Merritt
Tanner Nielson
Farith Picany
Emily Hill
Katelyn Wickizer
Kason Eggers
Brian Madsen
Jamey Oberg
Moises Mora



Lindzey Harding
James Buchanan
Hallie Sparks
Kasen Hatch
Ngyun Pham

Emma Ray	Brian Madsen	Arantza Ortiz
Dash Makota	Ryan Elmont	Rolando Ramos
Garrett Begay	Alisa Hoop	Jonathan Rothschild
Warren Hess	Reese Houser	Deylon Falkner
Jennifer Brethrack	Sophia Larsen	Morgan Larrow
Zak McArthur	Antonio Marotta	Mark DeBry
Shilee Martinez	Ayumi Matsumoto	Benjamin Scheffner
Lissy Morales Noriega	Braxton Maxwell	Zacary Simister
Kylee McClure	Alexis Mclff	
Elizabeth Campbell	Abbee Norman	

In addition to our chapter members' involvement, we had the generous support of other students, faculty, staff, and administration:



Katie Wickel, President's Leadership Team (PLT)

Jessie Erickson, PLT

McKinley Page, PLT

Rhett Justesen, PLT

Madison Daybell, PLT

Dylan Thompson, PLT

Kamree Tucker, PLT

Janey Christensen, PLT

Sydnee Henrie, PLT

Abby Andrus, PLT

Marci Larsen, Assistant to the President

Dr. Steve Hood, Vice President of Academic Affairs

President Gary Carlston, President

Jake Dettinger, Vice President of Administrative Finances

Stacee Mclff, Business Teacher/Chapter Adviser

Mark Andreasen, Business Teacher/Chapter Adviser

Kelly Larsen, Business Teacher

Alan Christensen, Business Teacher

Christine Hanks, Administrative
Assistant, Small Business Development
Center

Jay Olsen, Business Teacher

CONCLUSION

Our PBL chapter is very grateful for the opportunity that we had to do this community service project. Business is about seeing a need and solving problems. After the news of students being hit by a cars, we felt like it was important to help solve this problem. Through the help of the college president's office, risk management, and other volunteers, we were able to inform and educate thousands of people about the importance of pedestrian safety. This knowledge will benefit our community by decreasing the number of near hits and collisions. Our incredible chapter involvement made these events possible, and all of the PBL chapter members were greatly informed about what they can do to practice roadway safety.



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APPENDIX

Pedestrian Awareness Day
Thursday, November 1
10:30 am - 2:30 pm
Come to the Bell Tower for Cookies and Keychains!



 Sponsored by the Snow College Business Club

Advertisement for Canvas (learning management system) viewed by over 6,000 students

Informational Flyers

Drivers

- Watch for pedestrians
- Be patient
- Slow down
- Stay off your phone
- Be extra cautious at sunrise and sunset (glare)



Pedestrians

- Cross at corners and crosswalks
- Stay off your phone
- Take out headphones
- Look both ways
- Don't assume you have the right-of-way

Sponsored by the Snow College Business Club and President's Office

Keychain Handouts



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