



# Road Safety:

Public Health Pitch

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# Why?

→ - Personal Experience

- Community safety

Children and pets  
Jaywalkers



How it affects

us:

- We drive everyday
- Our friends/family drive everyday



# Why it's important:

- In 2023 Utah experienced 64,817 car crashes
- Utah is the 5th most accident-prone state
- In 2021, about 135 crashes happened just at the canyon entrance by parleys.



# How will your project improve the health of your community?

- Decreases fear of driving
- Decreases crash incidents
- Creates overall safer roadways





## Community Enhancements

- Less crashes/road rage
- higher safety for pedestrians

## Upstream Factors:

- Unfamiliar drivers
- Improper road signage
- Weather conditions

# Advocacy Continuum

Individual: Choosing to  
keep safe driving habits

Service: Teaching friends/  
family about safe driving  
habits

Activism: Our project-  
creating pamphlets and  
increasing signs



# Plan of Action:

Learn how to safely navigate Utah's unique road system

LEARN MORE!

With hundreds of car accidents annually, Utah is one of the most accident prone states in the U.S



Sources:  
<https://www.parkerandmccorrie.com/utah-car-accident-lawyer/statistics/>  
<https://www.caranddriver.com/features/a23350713/how-to-drive-in-winter-snow-safety/>  
<https://www.dornbosign.com/sign-blog/why-are-road-signs-important/#~:text=Road%20signs%20prevent%20accident,that%20drivers%20will%20obey%20them.>

Being educated about Utah's roads is the best way to protect yourself and your passengers



## Utah Driving

You



Roadways vary by state. There will be signs alerting drivers about changing conditions and roads, where certain buildings are, and give basic directions.

Take heed and listen to all signs



## DRIVING IN WINTER CONDITIONS

- If your brakes lock, do NOT slam them, pump the brake pedal. Give yourself extra space to stop and don't be afraid to use the breakdown lane.
- If you skid gently steer into the direction you're sliding, do not harshly steer the opposite direction
- Make sure to gently accelerate and brake. Dramatic actions can cause you to lose traction
- Do not pass the snowplows on the road. Visibility can be bad and you will be put in harms way
- If the weather reaches a certain severity, don't drive unless absolutely necessary

Driving in winter conditions is very different from dry roads. Be aware, think ahead, and stay safe in the snow

- Pay attention to weather forecasts
- Make sure you have winter/all weather tires
- Make sure you have a snow brush

- Make information pamphlets about driving safely in Utah
- Create a built in drivers Ed course as part of rental process
- Increase road signage

# Results:

- More prepared/educated drivers
- Decrease in accidents



# Proposed Budget:



Including payments for cooperation with rental car companies and summit county, we would be asking for:

\$25-30,000

## Road Signs:

- \$82 X75 for smaller road signs
- \$7000 X1-2 for large electronic road signs

## Pamphlets/Drivers Ed Course

- \$300 X1000
- \$800 website

# Call to Action:



- Set the example
- Drive safely

Locals understand these roads and how to drive in the winter. Act like it.

[https://www.youtube.com/watch?v=N9u7gdjGs\\_8](https://www.youtube.com/watch?v=N9u7gdjGs_8)

# Sources :

<https://www.roadtrafficsigns.com/custom-utah-highway-sign/sku-k2-3494-ut?srsId=AfmBOopKOx8cW5szJOarQpVRllhan05HdxZRVoViMV7QxY7MmmDZqoSx>

Car Accident Statistics in Utah.” *Parker & McConkie Personal Injury Lawyers*, 26 Feb. 2025, [www.parkerandmconkie.com/utah-car-accident-lawyer/statistics/](http://www.parkerandmconkie.com/utah-car-accident-lawyer/statistics/). Accessed 24 Mar. 2025.

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*YouTube*, YouTube, [www.youtube.com/watch?v=N9u7gdjGs\\_8](http://www.youtube.com/watch?v=N9u7gdjGs_8). Accessed 25 Mar. 2025.