

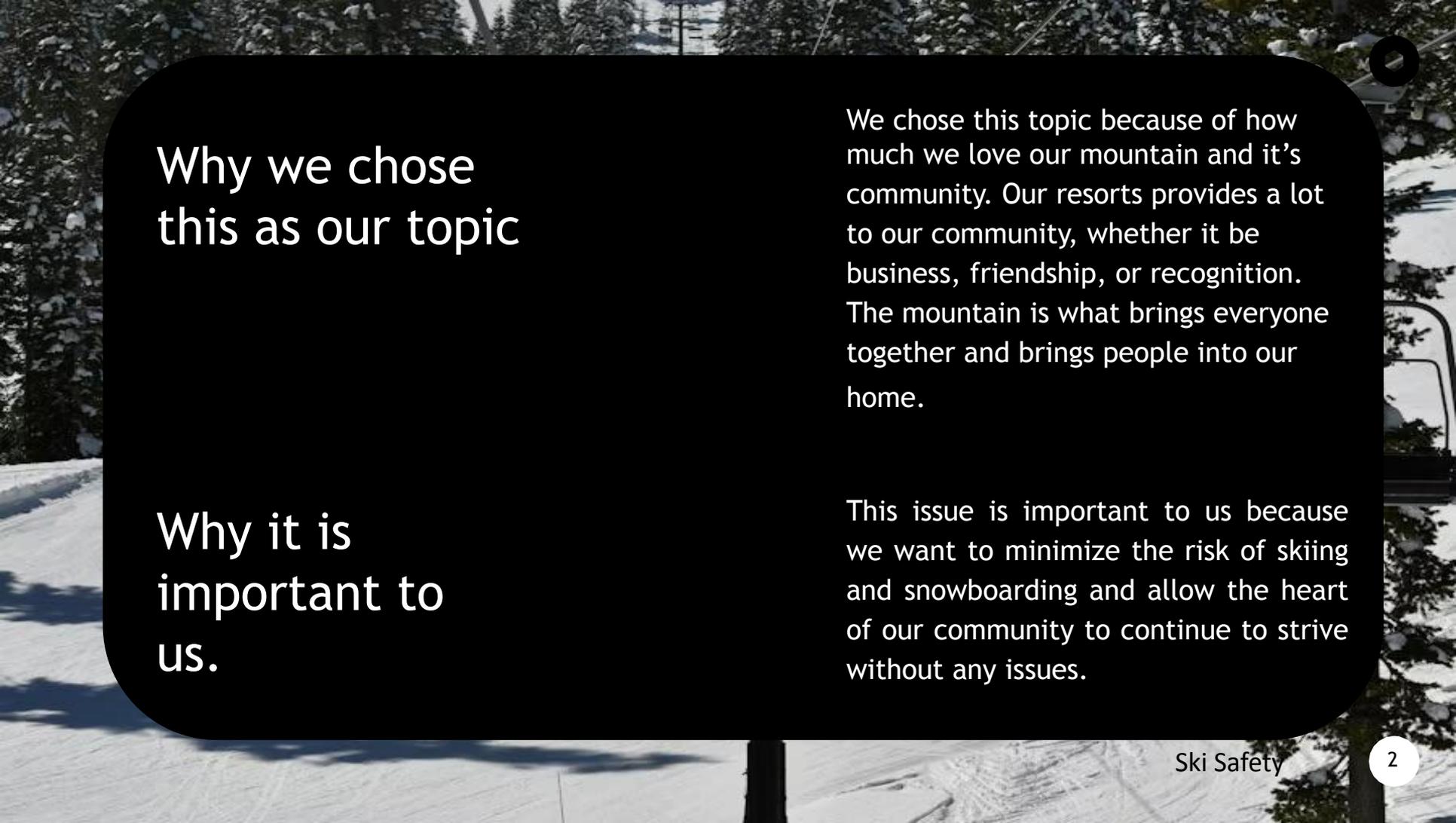
Healthcare Career Academy Ski Safety



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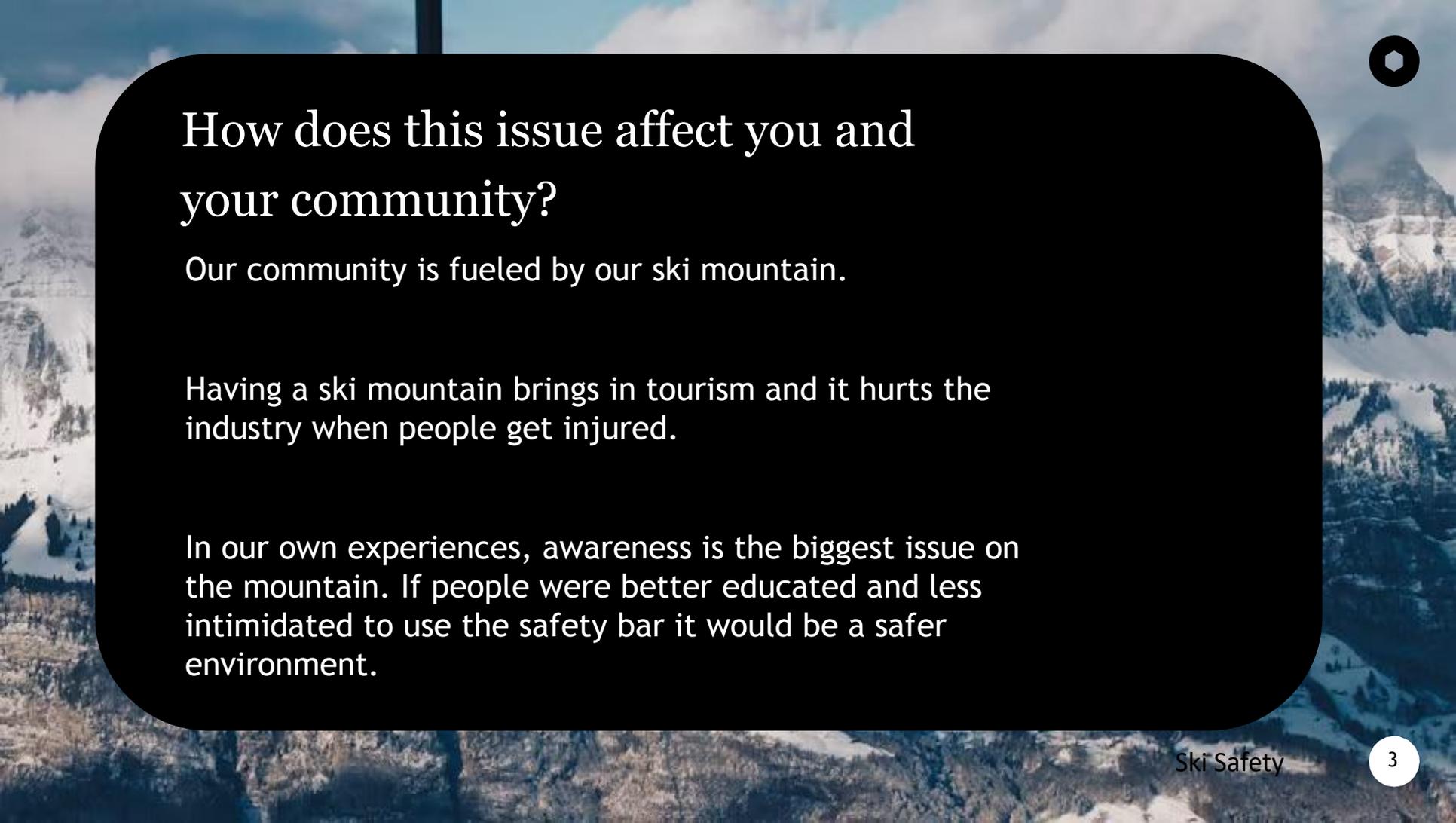


Why we chose
this as our topic

We chose this topic because of how much we love our mountain and its community. Our resorts provides a lot to our community, whether it be business, friendship, or recognition. The mountain is what brings everyone together and brings people into our home.

Why it is
important to
us.

This issue is important to us because we want to minimize the risk of skiing and snowboarding and allow the heart of our community to continue to strive without any issues.



How does this issue affect you and your community?

Our community is fueled by our ski mountain.

Having a ski mountain brings in tourism and it hurts the industry when people get injured.

In our own experiences, awareness is the biggest issue on the mountain. If people were better educated and less intimidated to use the safety bar it would be a safer environment.

What is the problem?

The key problem is the stigma surrounding the idea. Especially in the younger generation, there is often a lot of backlash when people try to put the bar down and because of that they are afraid to do so in the first place



Chair Lifts range from heights of 5 feet off the ground to 120 feet at certain resorts, and despite these fatal heights people still refuse to use the safety bar.

This project was made with the intention to raise awareness for the dangers of riding the chairlift without the bar.

DATA

Although the issue is rarely discussed, it's still very prominent in our community. Just 2 years ago, a PCMR ski patroller was tragically killed in an accident which could have been prevented by using the safety bar.

Studies show that a significant portion of chairlift falls, around 86%, are attributed to passenger behavior and error, including not using the safety bar.

91.6% of people wear a seatbelt while they are in a car, but only 28.2% of snowboarders and 46.7% percent of skiers put the safety bar down while riding the chair.

Our vision

Raise Awareness. We want a happy, healthy, and fun community.

We want to target our attention towards the younger generation because they will be the ones spending the most time on the mountain in the future.



What are the Solutions?

**Awareness is key, some
ways we can do this:**

- Videos
- Stickers & Shirts
- Surround our
community in the idea
- Reward system for
Skiing safely

How we're spreading the message



Reward systems



A great way we can motivate people is through a rewards system. Although there are many ways we could do this, a great one that we conceived was to add QR codes to the bar, and if a skier or snowboarder scans 5 QR codes throughout the day they receive a coupon for a free drink/hot chocolate at the lodge.

Interesting facts regarding the issue:

- There have already been multiple deaths this season from people falling off the lift.
- It's a law in Vermont that riders must put the safety bar down

Some potential selling points/slogans:

- “ I Ride PC SA ”
- “ Safe skiing is cool skiing “
- “ You’d never ride in a car without a seatbelt, so why do it on a chairlift? “





How we voice ourselves

Individual Help

It's important that we ourselves are held accountable for our actions. When we get on the chairlift or are skiing, we help to put the bar down or teach people how to ski safely.

Group Help

We can speak out in groups like we are today. Campaigns and other useful ways to do this can help.

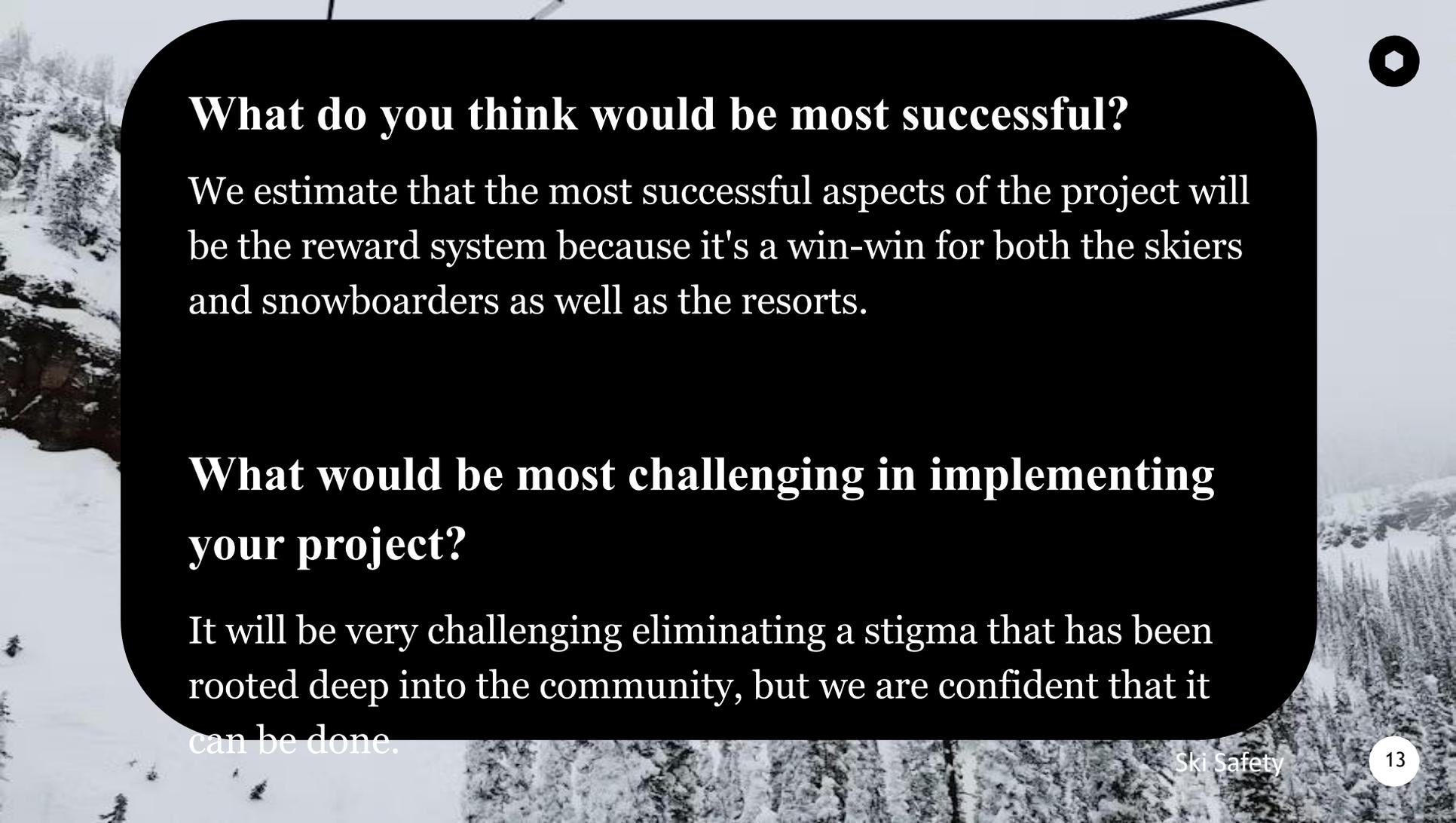
Public Help

Have popular members of our community speak up. We are lucky to have such a friendly community with so many professional skiers. It is important to stop the stigma with "cool" skiing rather than safe skiing.



Involving our Community

Because we plan on focusing our attention to the younger generation, one of the best ways to do so is through role models. Park City is full of world famous skiers who would be willing to help spread awareness and eliminate the stigmas.



What do you think would be most successful?

We estimate that the most successful aspects of the project will be the reward system because it's a win-win for both the skiers and snowboarders as well as the resorts.

What would be most challenging in implementing your project?

It will be very challenging eliminating a stigma that has been rooted deep into the community, but we are confident that it can be done.

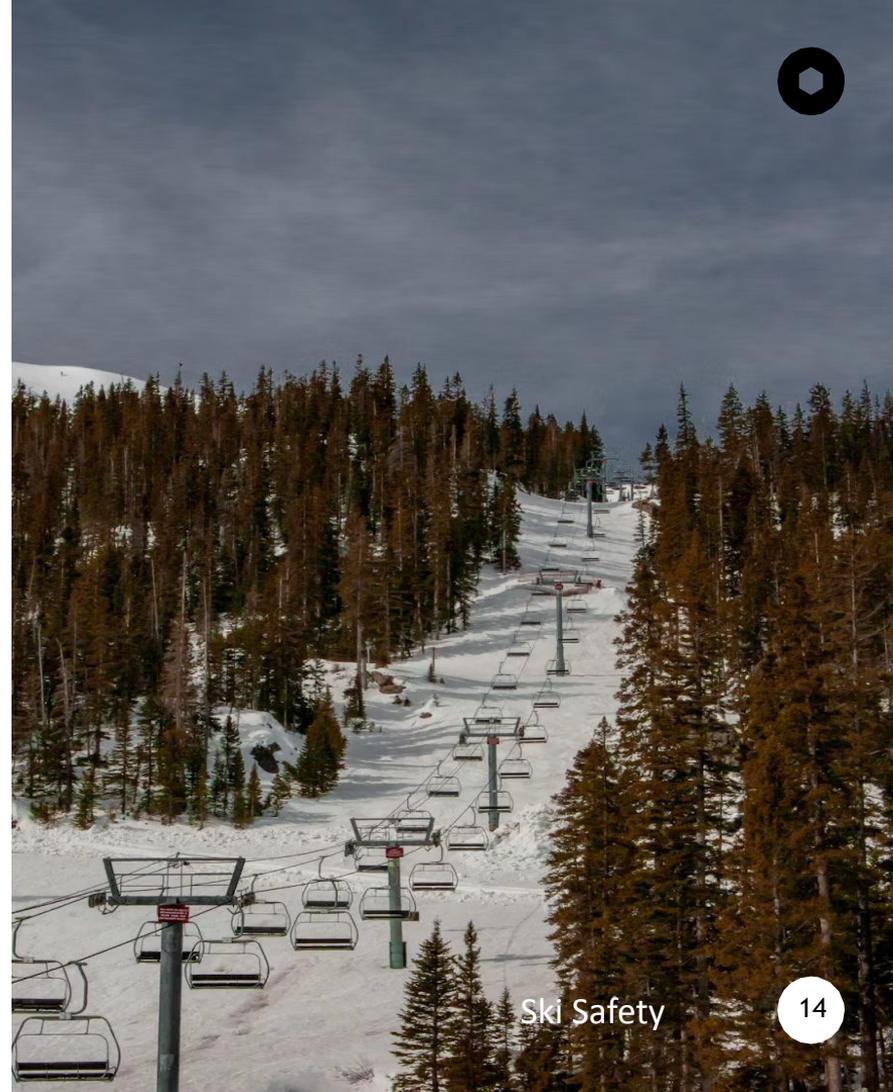
What would it cost?

The benefit to this solution is the minimal costs it would take to implement it into the community. The biggest cost would come from the merchandise.

2,000 stickers \$750 1,000

T shirts \$8,000 1,000

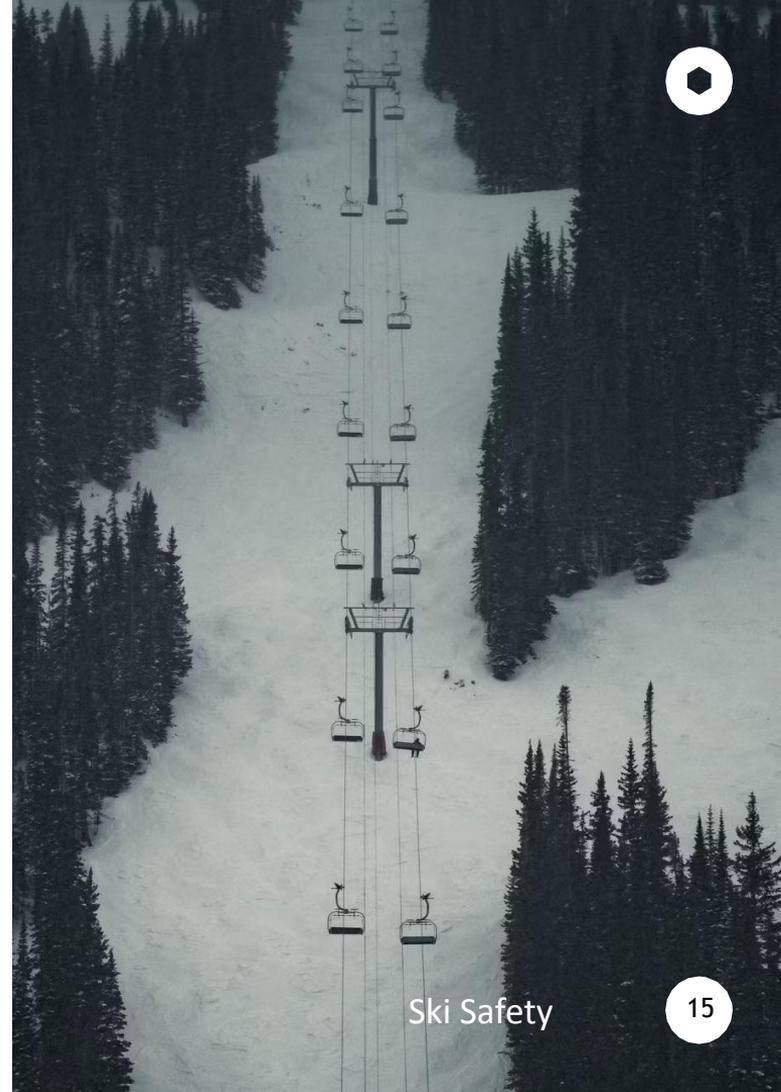
Sweatshirts \$16,000



Is this project feasible?

We believe that this project is very feasible because of how easy it will be to implement these solutions into the community and the resorts.

We're also confident that professional skiers will be very willing to support our cause and use their large following to promote the project





Where we got our data

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Thank

You!

We'd like to thank you all
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and it has opened our eyes to
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and what lies ahead of us.

