

Positive Community Norms Project - Month Year

Project Title	<p>Overview: It's the one month of the year when dressing wacky is totally acceptable, so we're going to ask our partners in traffic safety to dress up as Washington's brightest pedestrians. (Or you can dress up yourself.)</p> <p>Inattention is a top factor in pedestrian fatalities. To combat inattention we're going to create images you can't miss, along with a message expressing the concern about pedestrian fatalities and the hope that we can all do our part to be aware and save lives.</p> <p>Core Principle: Be Proactive</p> <p>Structure:</p> <ul style="list-style-type: none">•Take a photo of someone dressed in an over-the-top noticeable outfit. You're limited only by your own creativity, so have some fun and be bright.•Include a message about how pedestrians and drivers can help each other out.•Share on social media and with your PIO partners.	7 Core Principles 1-Be Positive 2-Be Present 3-Be Perceptive 4-Be Purposeful 5-Be Perfected 6-Be Proactive 7-Be Passionate
Spirit	Core Principle: Be Proactive - We actively choose where we place our attention and what actions we will take. This project features an intentionally exaggerated example of an easy-to-see pedestrian as a way to encourage pedestrians and drivers to be proactive about watching out for each other. It's an approach that treats people both on foot and in cars as all part of one group working together.	
Science	<ul style="list-style-type: none">•For the past seven years pedestrian fatalities have been increasing.•A significant number of fatalities involve inattention - either by a driver or pedestrian (40% of pedestrian and bicycle fatalities involve distraction - WA SHSP 2019)•Nearly all Washingtonians walk daily. Between 25 - 30 percent of the state's population does not drive and walking is their means of transportation.	
Action	Identify a person in your community who supports traffic safety (it could be you), and together come up with a costume for the world's brightest pedestrian. It's not fancy - use what you have and have fun. Take some photos. Share your favorite on social media and with your PIO partners, along with a supporting message (sample attached). Want to do more? The WTSC Partners site has lots of sharable pedestrian safety info: https://www.wtscpartners.com/	
Return	At the end of the project, ask: <ul style="list-style-type: none">•What worked?•What would you do different?•What kind of feedback did you receive? Please take a moment to respond to a short survey about this project: https://forms.gle/yqo2kedogEm6KdBi6	