

## **Project Summary**

Keisha Au, Dante Bevilacqua, Luca Dal Sasso, Vasco Repole, Kamryn Webb-Ferguson, and

Chad Ywayan

School of Business, Capilano University

BADM 305: Leadership

Lyudmyla (Milla) Zaenker (instructor) and Katrina Driver (liaison)

30 November 2023

**C.A.U.T.I.O.N**

## **Background**

We are solving the issue of danger surrounding construction zones. For example, there have been, on average, 55 deaths per year that include workers driving in and around construction sites, the same as pedestrians would. There is currently no sufficient awareness surrounding this issue, and thus it is imperative to address this gap in knowledge. The people impacted by this problem are the general public due to their lack of awareness.

## **Client Goal / Strategy**

The decision problem to be addressed this term was the following: how can we (BADM 305) best support the City of North Vancouver/community client to “Increase public awareness and safety around big site construction zones?” The group’s proposed solution is to implement a safety awareness program primarily for elementary school students in Grades 4-7, inclusive.

## **Overview of Project**

Our project aims to serve as an awareness program that shows how to safely navigate around construction zones. The purpose is to reduce the risk of injuries that are contributed by certain construction sites, our goal is to target elementary school children by providing an easy-to-learn acronym for them all to remember. We aim to set up school assemblies with grades 4-7 in which we will showcase a presentation on how to navigate around construction zones safely.

## **Methods/Project Details**

We will speak to elementary children grades 4-7 because we feel this is the age in which kids start to become more dependent and might have the freedom to walk home by themselves from school etc... We will explain the meaning behind C.A.U.T.I.O.N in a fun and interactive way and what it can teach kids about construction zone safety. This can act as an interactive/ fun session which will engage the kids, in hopes for them to remember all of the key points regarding safety.

## **Key Recommendations / Key Features**

The importance of educating kids about safety is imperative to the success of this initiative. Instilling safety awareness into a child’s upbringing allows it to become second nature and instinctual once they are older. Moreover, the aforementioned age range is appropriate for students to fully comprehend the objective of the program, resulting in the most optimal use of resources. In addition, the manner in which the program is designed allows for rapid adaptation to cater to a broad range of audiences, anywhere from kindergarten to post secondary.

## **Next Steps / Further Research Needed**

The efficacy of this initiative may be measured through data collected during a predetermined period—usually the first six months of implementation. Analysis of the data through google sheets or microsoft excel can yield valuable insight to the team in charge of overseeing the implementation of the initiative. Quarterly or semi-annual reviews of data collected can further guide project managers in tailoring the project to better meet key metrics identified. Finally, conducting research on similar projects around the world would bring up items of interest that can then be emulated into the initiative.