

The Latin American Studies Center in coordination with the Police Department and the Latino Student Association of the University of Maryland, the Maryland Highway Administration, and the Prince George Highway Safety Office launched the Pedestrian Safety Campaign “Use the Cross-Walk, Save Your Life.”

Our goal is to visit all heavily Latino populated neighborhoods distributing posters for the campaign to increase awareness and safety precaution crossing the roads. Another important component of this campaign is UMD Latino students’ visiting elementary and middle schools teaching kids the importance of safety while walking; this is a key element because children could promote this to their parents.

The Latino students from Latino Student Union (LSU), Enlaces Latino Americanos (ELA), Society of Hispanic Professional Engineers (SHPE), and the Hispanic Heritage Coalition (HHC) have been targeting the Latino neighborhoods and posting and handing information in businesses, corner shops, restaurants, hair dressers, and all business servicing the Latino community. Our main targets are Langley Park, Edmonston, Hyattsville, Greenbelt, Wheaton and Gaithersburg in Maryland, but our goal is to extend the campaign into DC and Virginia through the Latino student associations in universities in the metropolitan area.

If you want to volunteer your time or help us expanding this campaign, please do not hesitate to contact us at LASC@umd.edu