

# National Transportation Safety Board Public Forum On Motorcycle Safety Public Education and Awareness Panel

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**Dean Thompson**  
*Director, Communications*

September 13, 2006

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# UK Department for Transport – “Think!” Campaign



## PUBLIC EDUCATION/ AWARENESS

CURRENT ENVIRONMENT

MSF's ROLE & ACTIVITIES

LOOKING FORWARD...

Over half of all fatal crashes  
involve another vehicle.

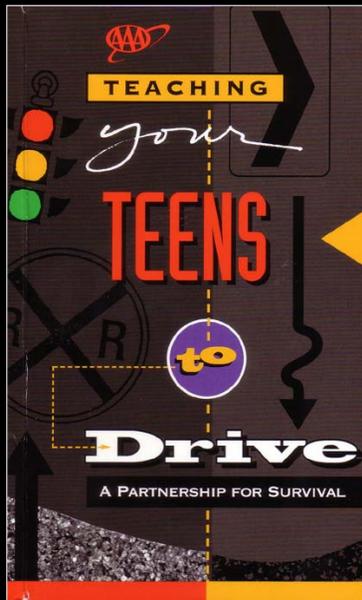
Most of the time, the motorist,  
not the motorcyclist, is at fault.

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“Driving is a complex and often demanding task, even for the best of drivers.”

- AAA Parent/Teen Handbook

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# Driver Inattention Is Becoming Epidemic

- “100-Car Study”
- California Crash Report
- Cell Phone Study
- Turn Signal Survey

## PUBLIC EDUCATION/ AWARENESS

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LOOKING FORWARD...

It only takes a moment of attention away  
from the driving task,  
*whatever the reason for distraction,*  
to miss seeing a motorcyclist  
when making a turn,  
or to drift across the centerline  
into the flow of oncoming traffic.

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We are a society that has become increasingly dependent on multitasking, often operating, as a matter of course, with “continual partial attention” as we go about our daily lives.

## PUBLIC EDUCATION/ AWARENESS

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**MSF's ROLE & ACTIVITIES**

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# Grassroots Initiatives

- A Father
- A RiderCoach
- An Organization
- A State

## PUBLIC EDUCATION/ AWARENESS

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Often, motorist awareness efforts would not exist without someone to champion the cause.

## PUBLIC EDUCATION/ AWARENESS

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### State Motorcycle Safety Administrators Survey – 2005

- Only 30% reported they had a budget for Public Information & Education
- 33% were \$25,000 or less; all were under \$200,000
- Very few reported using advertising

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### Research

Effective mass media impaired driving campaigns were characterized as:

- Carefully planned
- High-quality
- Well-executed
- Well-funded

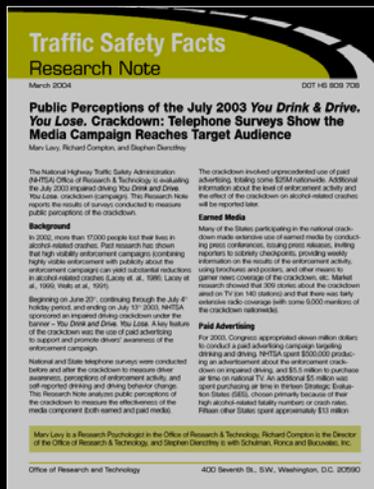
# PUBLIC EDUCATION/ AWARENESS

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## "You Drink and You Drive. You Lose."



The first time Federal funds were used to purchase advertising for an impaired driving program. Sponsored by NHTSA; \$11 million Federal, \$25 million in total paid advertising nationwide.

## PUBLIC EDUCATION/ AWARENESS

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*Awareness is not  
the ultimate objective.*

*Behavior Change is.*

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### MSF's Role

The MSF provides expertise, assistance, and creative materials to those interested in pursuing motorist awareness efforts.

## PUBLIC EDUCATION/ AWARENESS

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### MSF's Role

MSF media relations works with journalists and others to increase awareness of rider education, training, and relevant safety messages, and to promote motorist awareness.

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### MSF's Role

The MSF funds motorist awareness campaigns at major motorcycling rallies in Daytona Beach, Florida, and Sturgis, South Dakota.



TAKE **T** EASY

FEARS NO MAN.  
TERRIFIED OF SOCCER MOMS.

As different as we are, the road we travel is the same. Take it easy.





TAKE **IT** EASY

NEVER RIDES FASTER THAN  
HER GUARDIAN ANGEL CAN FLY.

As different as we are, the road we travel is the same. Take it easy.



## PUBLIC EDUCATION/ AWARENESS

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# Alcohol Awareness Public Service Advertisements



Do not operate heavy machinery after drinking.



[www.msfcusa.org](http://www.msfcusa.org) • 800.446.9227



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# Television and Radio PSAs



"We're Out There"  
featuring actress  
Molly Culver

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# New Motorist Awareness Campaign Creative Materials

Outdoor Billboards

PSAs

Posters

Bumper Stickers



**Look out for us.  
Please.**

[msf-usa.org](http://msf-usa.org)



***Please look out for motorcyclists***



# SEE ME

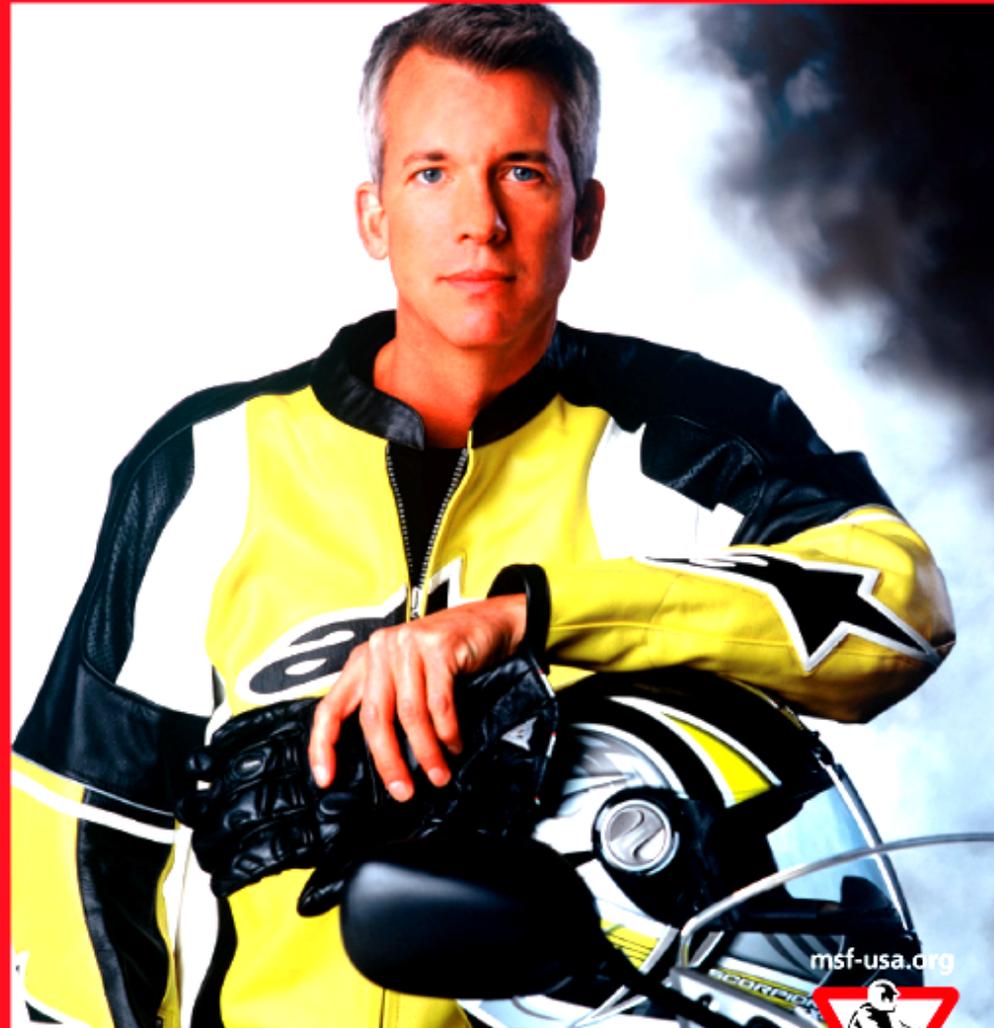
IT COULD SAVE ME.

When most car drivers check for traffic, they may "see" a motorcyclist yet not process the visual information. Your mind could be in the habit of only recognizing four-wheel traffic. A little practice can change that. And save a rider's life.

MSF-USA.ORG

*Please look out for motorcyclists.*

**FOUR DEADLY WORDS:  
I DIDN'T SEE HIM.**



[msf-usa.org](http://msf-usa.org)

***Please look out for motorcyclists.***



**Look out for us.  
Please.**



[msf-usa.org](http://msf-usa.org)



## PUBLIC EDUCATION/ AWARENESS

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# MSF Partnerships & Collaborations

- Department of Defense
- NHTSA
- SMSA (National Association of State Motorcycle Safety Administrators)
- National Safety Council
- AAA
- ifz (Institute for Motorcycle Safety)
- Insurance Companies



## Motorcycle Safety Tips

If you ride a motorcycle, here are some useful tips to help ensure your safety.

### Be visible

- 1 Remember that motorists often have trouble seeing motorcycles and reacting in time.
- 2 Make sure your headlight works and is on day and night.
- 3 Use reflective strips or decals on your clothing and on your motorcycle.
- 4 Be aware of the blind spots cars and trucks have.
- 5 Flash your brake light when you are slowing down and before stopping.
- 6 If a motorist doesn't see you, don't be afraid to use your horn.

### Dress for safety

- 1 Wear bright clothing.
- 2 Wear a quality helmet and eye protection.
- 3 Wear leather or other thick, protective clothing.
- 4 Choose long sleeves and pants, over-the-ankle boots, and gloves.
- 5 Remember, the only thing between you and the road is your protective gear.

continues on back >>

continued from front >>

### Apply effective mental strategies

- 1 Constantly scan the road for changing conditions.
- 2 Give yourself time and space to react to other motorists.
- 3 Give other motorists time and space to react to you.
- 4 Use lane positioning to be seen: ride in the part of a lane where you are most visible.
- 5 Watch for turning vehicles.
- 6 Signal your next move in advance.
- 7 Avoid weaving between lanes.
- 8 Don't ride when you are tired or under the influence of alcohol or other drugs.
- 9 Know and follow the rules of the road.
- 10 Stick to the speed limit.

### Know your bike and how to use it

- 1 Get formal training and take refresher courses.
- 2 Call (800) 446-9227 for the rider training location nearest you.
- 3 Practice: develop your riding techniques before going into heavy traffic.
- 4 Know how you and your bike will react in conditions such as wet or sandy roads, high winds, and uneven surfaces.

**Remember: give yourself space. People driving cars often don't see motorcycles. Even when drivers do see you, chances are they've never been on a bike and can't properly judge your speed.**

For more information, call  
AAA Traffic Safety at (800) 637-2122



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AAA Traffic Safety at (800) 637-2122



F4101 (Jan 2006)

Sentry Insurance  
1800 North Point Drive  
Stevens Point, WI 54481

Dick LaBelle  
Senior Vice President - Consumer Products



SENTRY  
INSURANCE

At Sentry Insurance, the safety of our policyholders is our top priority. To present you with these tips from the Motorcycle Safety Foundation, an organization that provides safety education and training on the Foundation's programs, visit [www.msf-usa.org](http://www.msf-usa.org).

For your safety and the safety of motorcyclists who share the road, 10 tips on the reverse side of this letter and share them with others. Get behind the wheel, look twice and watch for motorcycles.

Thank you.

Dick LaBelle  
Senior Vice President - Consumer Products

## Ten Things All Drivers Should Know About Motorcycles



### Ten Facts and Tips all Car and Truck Drivers should know about Motorcycles

- 1 There are a lot more cars and trucks than motorcycles on the road, and some drivers don't "recognize" a motorcycle – they ignore it – usually unintentionally.  
**Look for motorcycles, especially when checking traffic at intersections.**
- 2 A motorcycle may look farther away than it is. It may also be difficult to judge a motorcycle's speed.  
**When checking traffic to turn at an intersection or into or out of a driveway, realize that a motorcycle is closer than it looks.**
- 3 A motorcycle can be easily hidden in a car's blind spots or masked by objects or backgrounds outside a car such as bushes, fences and bridges.  
**Take an extra moment to thoroughly check traffic, whether you're changing lanes or turning at intersections.**
- 4 A motorcycle may seem to be moving faster than it really is.  
**Don't assume all motorcyclists are speed demons.**
- 5 Motorcyclists often slow by downshifting or merely rolling off the throttle, thus not activating the brake light.  
**Allow more following distance. At intersections, expect that a motorcyclist may slow down without visual warning.**
- 6 Turn signals on a motorcycle usually are not self-canceling, thus some riders – especially beginners – sometimes forget to turn them off after a turn or lane change.  
**Watch for other signs that the motorcyclist is making a turn.**
- 7 Motorcyclists often adjust position within a lane to be seen more easily and to minimize the effects of road debris, passing vehicles and wind.  
**Understand that motorcyclists adjust lane position for a purpose, not to allow you to share the lane with them or to be reckless or show off.**
- 8 Maneuverability is one of a motorcycle's better characteristics, especially at slower speeds and with good road conditions.  
**But, don't expect a motorcyclist to *always* be able to dodge out of the way.**
- 9 Stopping distance for motorcycles is nearly the same as for cars, but slippery pavement makes stopping quickly difficult.  
**Allow more following distance behind a motorcycle because it can't always stop "on a dime."**
- 10 Motorcyclists are more vulnerable to injury in traffic collisions than other roadway users since they don't have the advantage of being surrounded by 3,000 pounds of steel.  
**When a motorcycle is in motion, think of it as a person.**

If you or family members ride a motorcycle, the companies in the Sentry Insurance Group recommends the MSF RiderCourse™ to learn new skills or reinforce current skills. Call 1-800-446-9227 or visit [www.msf-usa.org](http://www.msf-usa.org) to enroll.

STRENGTH • PROTECT



## PUBLIC EDUCATION/ AWARENESS

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LOOKING FORWARD...

# Interstate Highway System 50th Anniversary Commemorative Publication

Educating Highway and Safety Planners,  
Engineers, Legislators and  
other Government Entities.

# 7 MILLION MOTORCYCLISTS NEED YOUR HELP.



Back in 1956, motorcycles were easy to overlook. After all, there were only about half a million in the entire country. Today even though millions ride the Interstates, not much has changed. They're still being overlooked. You can help. Highway and safety planners as well as highway users need to "think motorcycles." Call us now. As the leader in motorcycle safety, we want to be your partner in making our highways safer in the next 50 years for everyone on two wheels.



GOVERNMENT RELATIONS OFFICE  
(703) 416-0444

[governmentrelations.msff-usa.org](http://governmentrelations.msff-usa.org)

1215 SOUTH CLARK STREET, SUITE 600 • ARLINGTON, VA 22202

## PUBLIC EDUCATION/ AWARENESS

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# Community Outreach: MSF "Host an Event" Programs

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“Cars, Motorcycles  
and A Common Road”

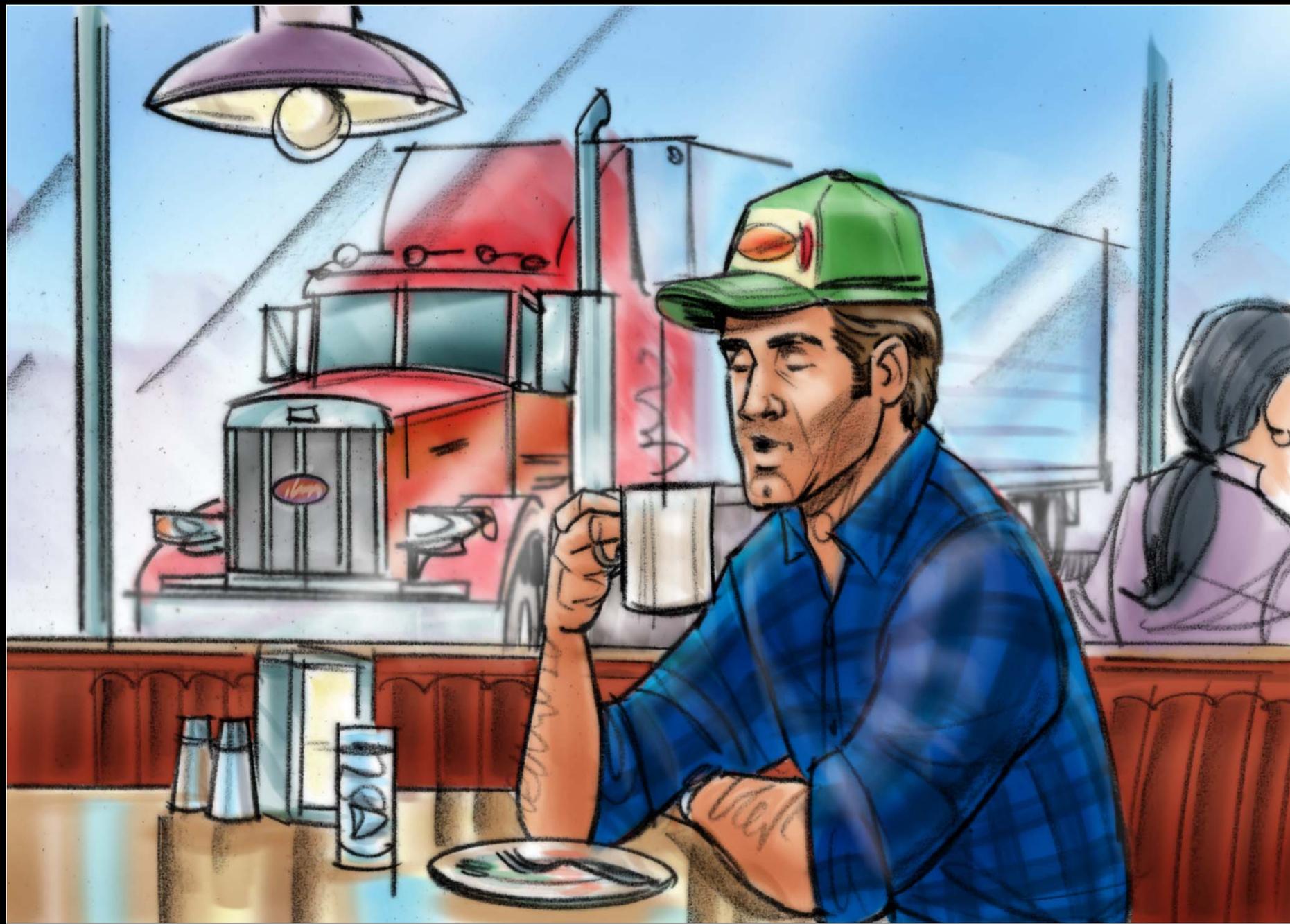
## New Common Road Video “Intersection”

Personal stories, from the perspectives of everyone involved, elicit empathy in a video that details the collision between a car and motorcycle at a typical city intersection.











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# “Intersection”

Designed to connect with distinct target audiences.

A collaborative effort with input provided by members of the safety community.

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# Web Resources

- [www.msf-usa.org](http://www.msf-usa.org)
  - MSF/Perspectives
  - International Motorcycle Safety Conference Event
- [www.RETSORG.org](http://www.RETSORG.org)
- [www.ca-msp.org](http://www.ca-msp.org)
- [www.ImplementNAMS.org](http://www.ImplementNAMS.org)

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# Media Relations

## National Public Awareness Highlights

Los Angeles

New York

Dave Kunz  
EYEWITNESS NEWS

NEW YORK 10° (H225 150/14.01 T 288.85) N. GAS 4.235 T 0.150

CNBC LOS ANGELES

9:49 64°

abc 7

STUDENTS - QUOTE - REJECT

**CNBC**

XI 34.68	▼ 0.33	Monsanto (MON) 63.35	▲ 1.08	Moog (MOT)
T 70/68		HOUSTON 72/71		LOS ANGELES 67

wb11.com



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### What can be done?

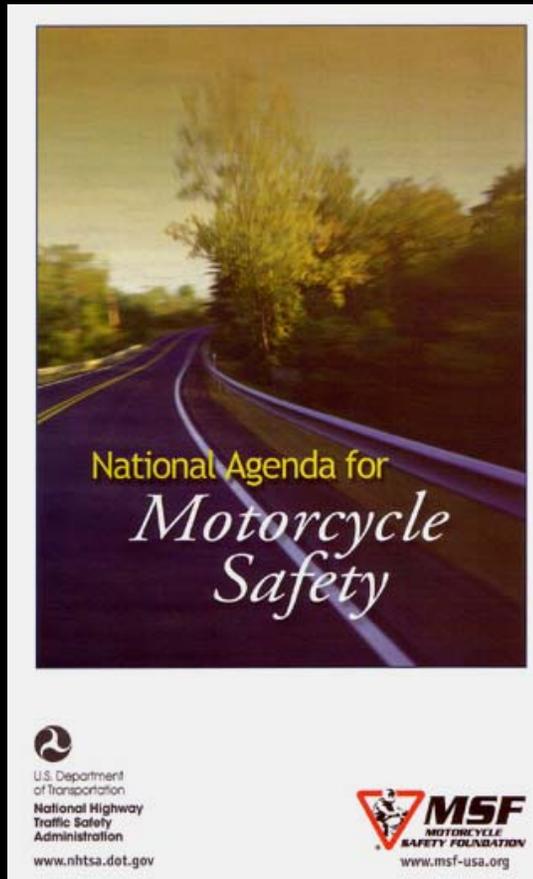
The National Agenda for Motorcycle Safety recommendations are an excellent blueprint, and will be for years to come.

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# What can be done?

From NAMS:

“Expand avenues to promote motorists’ awareness of motorcyclists... where there are ‘captive audiences.’”

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To which we would add:

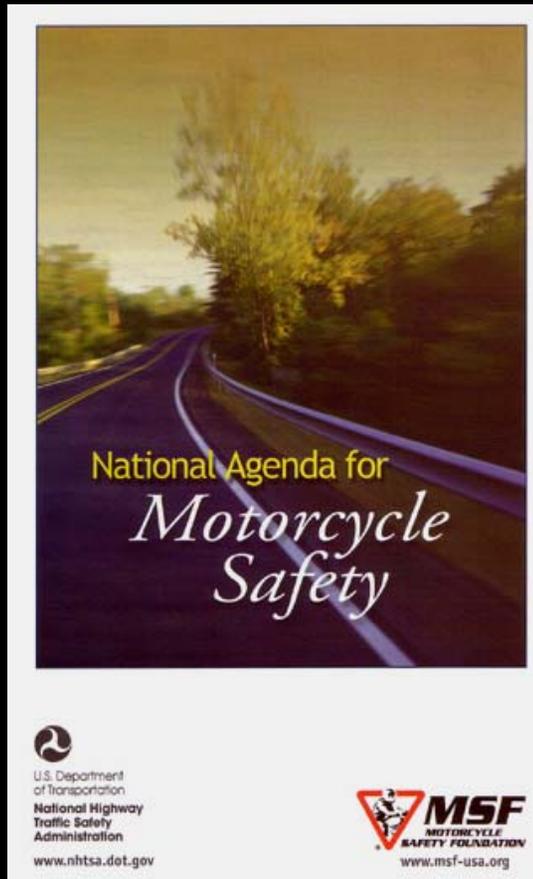
Organizations, clubs, groups, individuals, partnerships and alliances should be supported and encouraged in their grassroots efforts.

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## What can be done?

From NAMS:

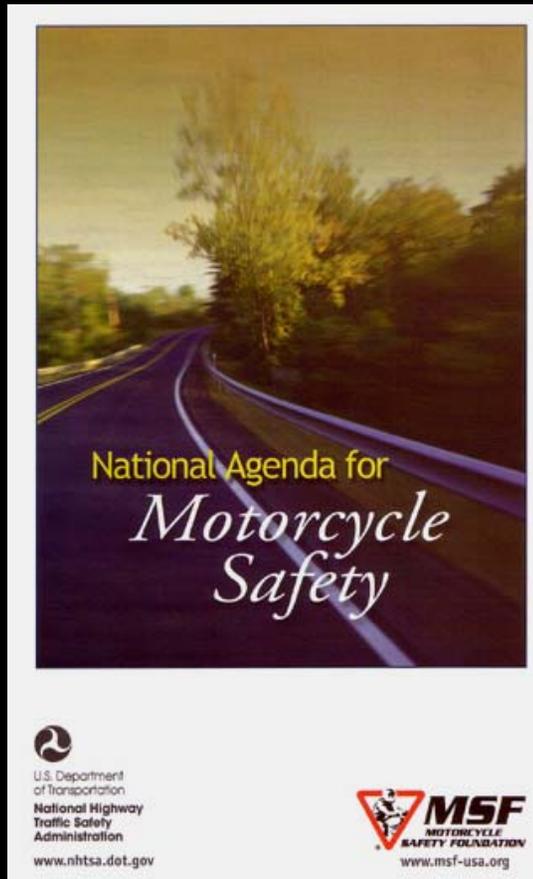
“Educate operators of other vehicles to be more conscious of the presence of motorcyclists.”

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## What can be done?

From NAMS:

“All driver education and training (mature driver programs, high schools, remedial programs) should include a component on motorcycle awareness.”

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To which we would add:

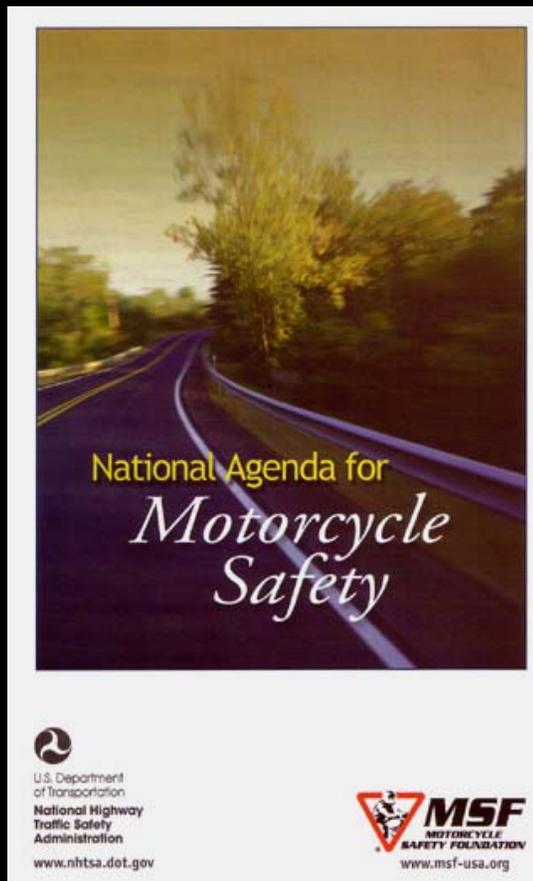
Get motorist awareness programs into High Schools, whether or not they have driver education programs.

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## What can be done?

From NAMS:

“Adequate funding needs to be devoted to the development and implementation of motorist awareness issues.”

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To which we would add:

States should make every effort to secure funding for public education and awareness programs, including the pursuit of "SAFETEA-LU" grant funds.

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And:

In addition to “SAFETEA-LU” grants,  
the Federal government should  
make funding available for  
National Motorist Awareness Initiatives.

## Final Thoughts

Perhaps we should broaden our thinking regarding driver inattention issues.

Driver inattention takes lives – not just motorcyclists, but pedestrians, bicyclists and other drivers.

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# Final Thoughts

Let's teach all motorists to think twice  
about the choices they make,  
about their behavior behind the wheel,  
to understand...

# YOUR CAR CAN **KILL.**



[msf-usa.org](http://msf-usa.org)



*Please look out for motorcyclists.*

# National Transportation Safety Board Public Forum On Motorcycle Safety

## Public Education and Awareness Panel

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**Dean Thompson**  
*Director, Communications*

September 13, 2006