



# Public Forum On Motorcycle Safety

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Ride Straight

Ed Moreland

American Motorcyclist Association

# Ride Straight...Why?

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- ❑ 40% of fatally injured operators test positive for alcohol
  - ❑ Impaired riding
    - URGENT recommendation of *National Agenda for Motorcycle Safety*
  - ❑ Impaired riding
    - pervasive safety issue for community
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# Ride Straight

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- AMA / NHTSA Cooperative Agreement
    - Established 2003
    - 3-year public awareness program
    - Multi-component campaign
      - Print Materials
      - Motorcycle Media Visits
      - Radio & Video PSAs
      - Impaired Riding Survey
      - Impaired Riding Resource Website
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## **Know how alcohol works on you.**

You know that "too much" alcohol can get you in trouble—but how much is "too much"? Alcohol affects each of us differently. Of course, how alcohol affects you depends not only on how much you weigh, but also on how much food and sleep you've had, whether or not you're taking certain medications—even your mood.

And remember: Alcohol begins working on your brain with the first drink. So even when you're not legally impaired, you've already lost some of the critical skills and judgment you need to ride safely.

## **Don't kid yourself.**

Despite knowing the facts about how alcohol works, you might still be convinced that you can ride as well after a few drinks as when you're sober.

That's just not true—no one is immune to the effects of alcohol. Don't become another statistic that proves it.



[www.ridestraight.com](http://www.ridestraight.com)



**American Motorcyclist Association**

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Pickerington, OH 43115  
(800) AMA-JOIN  
[www.AMADirectlink.com](http://www.AMADirectlink.com)



For more information, dial NHTSA's  
toll-free hotline at  
1-888-DASH-2-DOT

DOT HS 809 632  
July 2003

# **It's a fact:**

## **ALCOHOL AFFECTS YOUR RIDING SKILLS.**



[www.ridestraight.com](http://www.ridestraight.com)

## **Alcohol affects your riding skills.**

Riding a motorcycle takes coordination, balance and, most important, good judgment. Alcohol, more than any other single factor, can rob you of your ability to think clearly and ride safely—even after just one drink.

### **Why take the risk?**

We've all heard about the "dangers" of motorcycling, from family members and well-meaning friends. And it's true—riding a motorcycle does involve a degree of risk. But mixing alcohol and motorcycling is a risk we don't have to take.

Unfortunately, too many riders still choose to drink and ride. Statistics show that nearly 40 percent of fatally injured motorcycle operators had a blood alcohol concentration (BAC) of .08 or greater—the illegal limit in many states.

The bottom line? It's your choice. Before you decide, you'd better know the facts.

### **Alcohol works fast.**

Unlike other beverages, alcohol is absorbed very rapidly into the bloodstream. In just a few minutes, the alcohol from just one drink can circulate throughout the body and affect the brain.

Different drinks work in different ways—and in ways you might not expect. Straight whiskey reaches the bloodstream faster than a drink diluted by water. Diluting alcoholic beverages may not lessen intoxication. Sweet or carbonated mixers may actually accelerate the absorption of alcohol into the blood. And beer is just as intoxicating and just as potent—a 12-ounce beer has the same alcoholic content as a shot of whiskey or a 5-ounce glass of wine.



### **Pay attention - to yourself and others.**

Know how much you're drinking—and because your judgment can be alcohol's first casualty, make the decision not to drink and ride before you've had your first drink.

Keep an eye on your friends, too. If you see that they've had too much to drink, do what you can to keep them from getting back on their motorcycle. Sure, that's hard to do—but consider the alternatives.

### **What you can do.**

The safest and most responsible choice is don't drink and ride. Because once you start, your judgment is affected and your ability to say "no"—or "no more"—is weaker.

Don't ride—leave the motorcycle at home and find other transportation, so you won't be tempted.

If you notice that a friend may be impaired and shouldn't ride, arrange a safe ride for him. If you need help, don't be afraid to get other friends involved. That's why you shouldn't risk it and the most responsible choice is choosing not to drink and ride.

## **Ride Straight Q&A**

**Q:** Why do some people seem to get "tipsy" faster than others?

**A:** A number of factors can influence how alcohol affects you. Drinking on an empty stomach, when you're tired, tense, or on certain medication can accelerate alcohol's effects. A person's weight, size, and alcohol tolerance are also factors that affect reactions to consuming alcoholic beverages. How fast you drink, and the amount of alcohol in each drink, can also affect alcohol's impact.

**Q:** What's the fastest way to sober-up?

**A:** There are no shortcuts. None of those "remedies" you've heard about—cold showers, hot coffee, or physical exercise—will make you sober. All you can do is wait.

**Q:** Is there any way to slow down how fast alcohol gets into my bloodstream?

**A:** If you do drink, pace yourself—that is, drink slower. Know how much you're drinking and how much alcohol is in each drink. Food can help slow the rate that alcohol is absorbed by your body.

**Q:** How soon after drinking can I ride?

**A:** There's no easy answer, because alcohol affects each of us differently. Remember, your body can process about one drink an hour. So watch yourself. The responsible choice is to choose not to drink and ride.



**It's a fact:** Alcohol affects your riding skills—so ride straight. Riding a motorcycle takes coordination, balance and, most important, good judgment. Alcohol, more than any other single factor, can rob you of your ability to think clearly and ride safely. Ride straight.



**HTSA**  
People Saving People  
www.atsa.or.gov

**AMA**  
You Drink & You Lose

DOT HS 816 620  
JAN 2003



**The truth about bar-hopping.**

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**Hero to Zero**

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**HTSA**  
People Saving People  
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**AMA**  
You Drink & You Lose

DOT HS 816 621  
JAN 2003



# Radio/Video PSAs

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- Three Radio PSAs
  - Voice Talent: Dave DeSpain
- One Video PSA
  - Chet Burk Productions

[Click Here for  
Radio PSA #1](#)

[Click Here for  
Radio PSA #2](#)

[Click Here for  
Radio PSA #3](#)

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**[Click Here to Launch Video](#)**

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# www.RideStraight.com

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- Impaired Riding Clearinghouse
  - Research
  - Campaign Profiles
  - Resources/Links
  - Downloadable Ride Straight Materials
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# State Partnerships

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- Connecticut Motorcycle Riders Program
  - Open the Throttle, Not the Bottle
- West Virginia Gov's Highway Safety Office
  - Billboard Campaign
- Dial A Ride (MN)
- Ohio Highway Patrol
  - Ride Smart, Drive Smart



Don't Drink and Ride

**RideSmart DriveSmart**  
Motorcyclists and other drivers sharing the road safely.





# Local Partnerships

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- Wolverine Riders—Livonia, MI
    - Volunteer Driven
    - Targets Business Owners, Dealerships, Coffee Houses, Muffler Shops, and Events
    - Active Recruitment of “Ambassadors” to serve at club level and promote Ride Straight message
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# Wolverine Riders—Mike Sifter

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# Conclusion

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- ❑ Reducing impaired riding remains urgent priority
  - ❑ Motorcycle riding community is receptive to the message
  - ❑ Motorcyclists' Rights community is willing to shape and deliver the message
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# Moving Forward

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- Continue Print Media Campaign Efforts
  - Expand Partnerships
  - Leverage Peer Influence at Local Level
    - Riding Clubs
    - Social Events
    - Local Establishments
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# Public Forum On Motorcycle Safety

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Rider Impairment Panel

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