



SMSA

Spotlight Magazine

Winter 2019

The views and opinions of the articles and authors in the SMSA Spotlight Magazine do not necessarily reflect the views and opinions of the SMSA or their members. The articles are intended to provide a wide range of views on motorcycle safety. Any questions regarding articles should be addressed directly to the author(s).

The Future of Motorcycle Safety for Idaho STAR

By: Kyle McCarty, Idaho STAR
Kyle@idahostar.org



In the Fall 2018 SMSA Spotlight Magazine, there was a fantastic article by Brett Robinson titled, “The Future of Motorcycle Safety and Rider Training.”

A few conclusions that resonated with our program, and that Idaho STAR has begun to address are:

We need to target:

- *The tough to reach rider who does not take rider training or participate in clubs/groups. (e.g. knowledge, skills, and attitudes)*

States will need:

- *Innovative approaches to reducing motorcyclist crashes, injuries, and fatalities.*
- *Research to support motorcycle safety countermeasures.*

The motorcycle safety community needs to:

- *Establish PARTNERSHIPS to work on common goals to reduce crashes, injuries, and fatalities.*

Rider training programs need to continually improve rider training curriculum and operations:

- *Improve cognitive skills development*

I anticipate that you, your training program(s), and your state may be experiencing similar challenges and opportunities that we in Idaho are too!

Here at Idaho STAR, we began several initiatives within 2018 in hopes of reducing crashes, injuries, and fatalities. Our approach has been generating a lot of interest. As such, we are optimistic that we will see a decrease in our statistics.

In line with Brett’s article, here are a few of the initiatives Idaho STAR has introduced:

Moto Skills Challenge

To address:

We need to target:

- *The tough to reach rider who does not take rider training or participate in clubs/groups. (e.g.knowledge, skills, and attitudes)*

“Ghost Riders” (who are unlikely/unwilling to take a training course) are challenging to reach. These folks are both active duty and civilian riders, with only a few being a part of a riding group. These riders are difficult to reach and reluctant to take training courses. Sadly, these riders are typically overly represented within serious injury and/or fatality crashes.

Experience confirms that just by mentioning “Safety,” “Class” or “Training,” many o’ Ghost Rider will immediately tune out or shut down. Yet, by stating “Skills” and/or “Challenge”, many o’ Ghost Rider can be engaged to consider the “challenge” component.



SMSA Listserv

Please take advantage of the SMSA Listserv hosted by Oregon State University. The SMSA Listserv is an easy and efficient way to contact your fellow SMSA members with questions relating to Motorcycle Safety and Rider Education. To sign up, visit the SMSA website Members Only section and choose the tab for Listserv. Summaries from past postings are also listed under the Listserv tab.



Idaho **STAR** has found that by asking, “Are the others that you ride with up to the challenge?” or “Do your fellow group riders have skills?” This seems to engage them. Then, add to “challenge” the optional “time trials” -to see who can ride the smoothest/quickest-folks often become inspired to participate. (Could be ego, pride, dignity, or whatever... if it gets a Ghost Rider to engage, it’s worth the effort!)

The 2018 Moto Skills Challenge launch has engaged many o’ Ghost Rider that had NEVER taken, and professed would never take, a safety course. And yet, some have already asked for our 2019 schedule to come back and take it again. (This is uncommon for many training course students, much less to bring their friends.)

Moto Skills Challenges provide a safe environment to test rider skill while providing practice of low-speed maneuvers such as weaves, obstacles, turns, off-set weaves, tight-turns/U-turns, swerves, and/or stopping. Moto Skills Challenges are unique events set up differently to help riders push their abilities and practice their skills differently each time. Practice of perishable skills while disguised as a “challenge” is the usefulness. Course skills include navigation, safety awareness, safety margin control, turning and stopping skills, posture -for the drill, and appropriate technique(s) -for the drill.

One goal is/was to invite riding group officers in hopes that their positive experiences would become a challenge-call for other riders. We have already witnessed this. Some officers instantly became a group mentor based on their lessons-learned. Already, they (and thus WE) are reaching Ghost Riders.

Driver Education

To address:

States will need:

- Innovative approaches to reducing motorcyclist crashes, injuries, and fatalities.
- Research to support motorcycle safety countermeasures.

Like many states and private programs, we were already trying to support outreach to young drivers via driver ed courses. In 2018, we dramatically revolutionized our approach and efforts to counter the “Driver At Fault” perception.

Late in 2017, we accepted an invitation to speak to most Idaho Driver Education Instructors. Our goal was to offer each Driver Ed Instructor a motorcycle-based outreach class for each driver ed course being taught. We wanted to provide an Idaho **STAR** Instructor to address:

- awareness of motorcycles/riders
- the differences between riding and driving techniques and strategies (some of which put us in direct conflict with each other)
- the “why” riders do what we do, as we try to ride safely.

Three enlightening conversations supported are:

- Unintentional Blindness and Rider Invisibility,
- Time & Space and Look Twice -to save a life,
- Cornering Techniques -that can put a rider in direct conflict with driver strategies

These are two screen shots used within the **STAR** Driver Education program:

Reinforcing “Look Twice” and “Time and Space.”



To reinforce differences within “Cornering Strategies.”

The engaging presentation and PowerPoint solicit experiences and involvement from the young drivers. Use of humor, shock-and-awe, and collaborative conversations capitalize on experience(s), anxieties, as well as an ignorance about motorcycling. We inform and highlight vehicle and handling differences along with similarities/differences of strategies to not “get hit” or not “hit” someone.

Without question, the students come away with a much greater appreciation and understanding for what riders need to do to see, be seen, and safely be in control.

eRider® Course Option

To address:

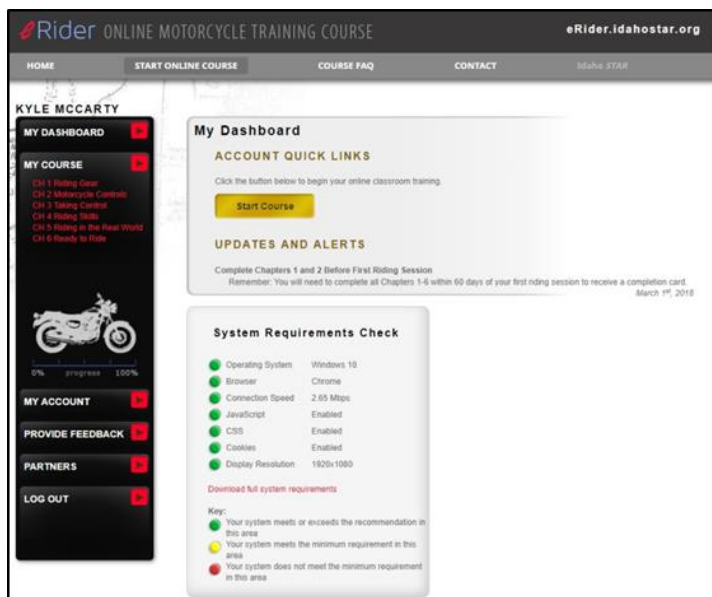
Rider training programs need to continually improve rider training curriculum and operations:

- *Improve cognitive skills development*

It is fascinating to watch the growing interest and successful completion of positively engaged and motivated students completing the **STAR** eRider® training course.

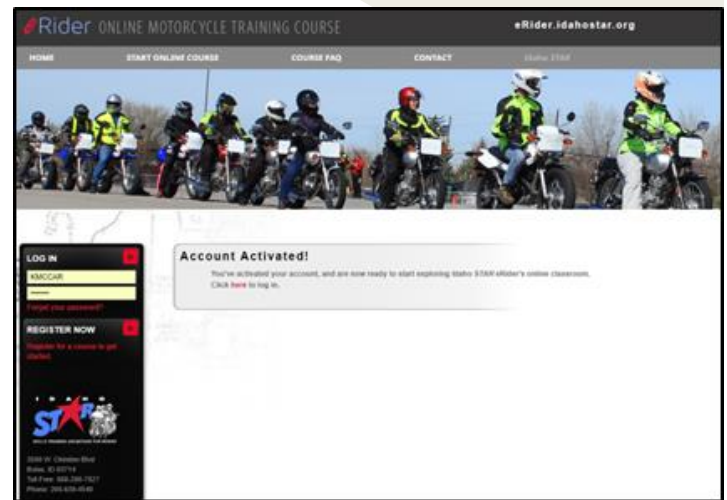
In 2018, Idaho **STAR** deployed a customized Team Oregon eRider® platform to support our curricula.

This incredible eRider® platform engages students in many cognitive, critical thinking, and choice vs. consequence applications and drills. A variety of learning modalities are supported through videos, highly interactive and engaging activities, and a consistent delivery supporting choice to energize deeper understanding and absorption of strategies and skills. (Another benefit is the lack of any potential Instructor “drift”).



Students appreciate the opportunity to reduce course “time” by only having to attend range sessions. Students are no longer confined to a traditional class experience. Students can take their time and complete the course as convenient.

It has been noteworthy to witness such successful student performance and pass ratios. Student riders do really well utilizing the eRider® model. Initial data is showing riding skills tests are as good -if not even better- than traditional classroom experiences.



Collaboration and Coalitions with Partners, Dealerships, Vendors, and Riding Groups

To address:

The motorcycle safety community needs to:

- *Establish PARTNERSHIPS to work on common goals to reduce crashes, injuries, and fatalities.*

Idaho **STAR** is continuing to partner and collaborate with rider groups, coalitions, dealerships, vendors, and other state agencies and programs to support value-added relationships and increased program awareness. As a program we support outreach efforts, training sessions, conference participation, as well as collaborating with safety and risk management events throughout Idaho.

Although many state officials and politicians desire instant gratification from outreach and/or education programs, we realize that culture shifts take time. Idaho **STAR** is steadfast in our on-going mission to engage, educate, and empower awareness, strategies, and skills to help riders arrive alive -now, and in the future. We continually strive to evolve our strategic plan to suitably correspond with ever-changing culture shifts, rider demographics, and crash/fatality causation statistics.

As a part of *STAR*, I'm excited to continue to support transformative initiatives as our program evolves to address the changes in our riding community and needs thereof.

The views and opinions of the articles and authors in the *SMSA Spotlight Magazine* do not necessarily reflect the views and opinions of the *SMSA* or their members.

Happy New Year

SMSA wishes all of our members and traffic safety professionals a happy and safe New Year! Thank you for your support and interest in SMSA.





MSI
Management Systems, Inc.



"Managing Success"

Rider Education Management System • Since 1998
Registering & Managing over 80,000 students per year!

REMS is crafted with Pride; Designed, Developed, Maintained, and Supported in the USA.
REMS is **Easy** to use • **Scalable** on demand • **Affordable** for any budget • **Secure**

www.getrems.com • Call for a live demo: 305-777-1553

Upgrade Your Cones!

STATE OF THE ART	STATUS QUO		
			
		Total Control	Other guys
		Size: 5'x5'x2"	4'x4'x2"
		Colorfastness: Excellent	May stain hands
		Smells: Like freedom	Toxic
		Country of Origin: USA	China
		Friction Coefficient: 50% higher	Standard
		Flexibility: 200% more	Standard
		Cost for set of 80: \$200	\$100

Is your range looking a little dingy due to old, dirty cones? Improve your students' ability to see the exercises like they were intended with a set of Total Control's Training Cones. These high-quality, domestically-produced training aids were designed for the rigors of high-performance riding schools where higher speeds required more conspicuous cones. The added visibility of our cones also makes it easier for visually-challenged students to see the path of travel, which can reduce mishaps on the range. Treat your students to a less stressful learning environment with the world's finest training cones today!

POWERED BY
Total Control
Advanced Riding Cones
800.943.5638

www.totalcontroltraining.net



2019

INTERNATIONAL DRIVER & RIDER TRAINING SYMPOSIUMS

Presented by CEDERGREENS MEK, & SKIDCAR SYSTEM, Inc.

SKIDCAR.COM & SKIDBIKE.COM

Join Us
April 14-17
2019

DRIVER & RIDER COMPONENTS INCLUDED IN THE MOST EXCITING & EDUCATIONAL EVENT OF 2019!

SAVE THE DATE

It was the Best of Rides, it was the Worst of Rides



By: Steve Kirsch, Be Crash Free, LLC
steve@becrashfree.com

Diane and Jack see the world on two wheels, scheduling their vacation time to accommodate their passion for motorcycles. They took a "get your license" class together about 20 years ago, and that basic class turned into thousands of magical miles, riding all over the country.



Many people attend formal training to earn a motorcycle license. Unfortunately, most don't take another class to receive more training to improve their knowledge, skills, and strategies. Knowledge, skill and strategy became painfully relevant to Jack and Diane on their most recent trip; it was a ride that certainly didn't go as planned...

Jack and Diane were headed over a winding mountain pass toward their destination for the evening. It was late-afternoon, and they were both getting tired. With Jack in the lead they headed into a right-hand curve a bit faster than they realized. About half-way through the curve Jack was startled by both an oncoming car and the turn getting tighter. Before he knew what happened; Jack was on the pavement, sliding across the road – passing mere inches in front of the car's bumper. As he slid, he looked back to see Diane also sliding across the road, just *behind* the same car.

The good news - neither rider was badly hurt. They were both wearing full gear which bore the brunt of the damage. Their bikes, however, didn't fare as well. There was significant "bodywork modification" to both bikes; a bent rim, missing footpeg, and handle bars that resembled deer antlers topped the list of damages. After gathering the bikes and broken parts into a pile along the side of the road they contacted a towing service – and settled in to wait.

They sat together on the side of the road, both reflecting - Jack on what he'd done wrong, and Diane on what they should do next. Diane spoke first. "Ok, first things first; we need to get home, look into fixing the bikes, and make the best of the rest of our vacation time." Jack smiled. Diane was always the calm voice

of reason in their relationship. Continuing, Diane said “I’m thinking maybe we should get some more rider training. I’m sure there’s more to learn...and the next time we’re in a situation like this, we’ll both know what to do.” Jack immediately felt better. This was a step toward keeping their riding adventures going.

When they got home, they scoured the internet for motorcycle training information. They found some studies which showed that advanced rider training reduces the risk of a crash - they liked that! Another thing they found was that there are a LOT of training options, covering all aspects of riding. Now the question became; “what class should we take?”

A brief internet search yielded something new - the Circuit *RiderCourse* (CRC) offered in Southern California. They had attended the BRC and even an Experienced Course, but the CRC was new. The first thing they noticed is that although it is definitely NOT a track class or a track day, it does involve speeds of 50-65mph and is intended to improve street riding. The circuit involves curves, decreasing radius turns and some fun straight-aways! The topics covered include maximum braking, vision, smoothness, and a number of other important rider tasks. The class uses over 500,000 square feet of pavement and allows for riding the circuit over and over again so that all riders can make changes, have excellent takeaways and improve on each lap. Within 5 minutes they were sold – and signed up for the next available class.

So, with their next vacation planned for sunny southern California, and a new commitment to improving their motorcycling skills, Jack and Diane set about repairing their trusty steeds.

<http://bit.ly/CircuitRiderCourseBCF>



Jack and Diane’s story doesn’t end here. Stay tuned for more next issue, when they will share their Circuit *RiderCourse* experience with all of you!

The views and opinions of the articles and authors in the SMSA Spotlight Magazine do not necessarily reflect the views and opinions of the SMSA or their members.

Emergency Preparedness: What to do Before an Accident Occurs to be Ready to Respond

Author: Steve Reed
Medical Data Carrier
steverreed@medicaldatacarrier.com
613-709-2941



Biker Down is a no charge program that was devised to provide tools to help bikers in the United Kingdom before they're involved in a crash. The course lasts roughly four hours and is split into three modules: How to manage the scene if you come across a collision; Immediate Emergency Aid; Collision prevention and the Science of being seen. The program was created by UK Fire Bike, and it functions in partnership with Ambulance Services and the Police.

The crux of the training is predicated by the fact that the first responder on scene at a motorcycle accident is usually a fellow rider. By having this training, riders gain a greater respect and visual preparation for the physical damage that a motorcycle accident can cause. The course content instills confidence to participants that they can “deal with” the visual and adrenaline filled stimulus and respond with the appropriate accident scene management including first aid requirements. This training importantly covers the proper technique to safely remove a helmet. Training is provided to over 10,000 riders a year who have a wide variety of riding experience from the veterans to newbies.

New for 2019, all participants of Biker Down will receive a free Medical Data Carrier (MDC). Affixed to the exterior of the helmet this super thin vinyl sleeve contains a two-sided medical data form that captures everything and more that the first responder and the receiving hospital may require to do an efficient and effective treatment. Indeed, Good Samaritan first responders can use this information to relay crucial medical information to inbound EMS so that they may arrive on scene better prepared.

Paying Too Much To Insure Your Motorcycle School?

For a Free Quote Call Toll Free 800-247-9718

Or Visit Us Online

www.affordablehomeservicesinsurance.com



Your “Rider Education Insurance” Experts

Kelly Nash, Executive Director of The Paramedic Chiefs of Canada says, “A Medical Data Carrier is a simple and very effective means for anyone to provide 911 and EMS with very crucial information.” It can also reduce the potential for complications arising from drug interaction or other issues at the time of treatment. This in turn reduces the emotional and financial burden on all stakeholders when accidents occur including; family, employer, EMS, insurance, community and more.

Locating the MDC on the helmet provides two crucial benefits; it means that every time the rider straps on their helmet they are visibly made aware of the risks inherent with motorcycling and it can be easily located and accessed by EMS. Exterior branding by Biker Down makes every graduate a brand ambassador and identifies the individual as trained to respond when needed.

Partnering with MedicAlert Foundation (MAF) in the UK and the USA, MDC’s medical data form also includes MAF’s emergency hotline phone number and the membership ID, if the rider is also a MedicAlert member. MedicAlert Foundation offers 24/7 life-saving services that provide critical health and identification information in our members' moments of need. MDC’s simple, no-tech products allow us to reach more people, and together, we can further empower first responders to make informed decisions that protect and save lives. Safety sets you free and that’s at the core of our partnership,” says Bret Sorkness, Partnerships & Growth Director at MAF.

Addressing the, “What would you do, and the what next?” before an accident happens, through Biker Down training and with the MDC’s constant visible warning and emergency information is not about having fun, rather it is about empowering the rider and the riding community. Who would not want to ride with an individual or group that is prepared to respond when an accident occurs and has taken steps to help others help them if they are involved in a crash?

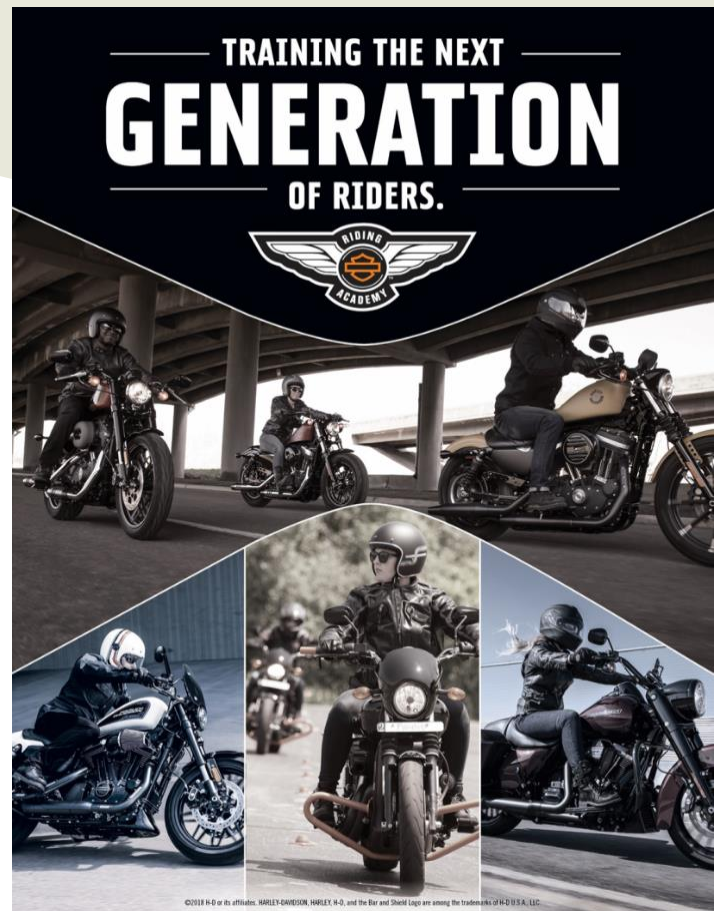
The views and opinions of the articles and authors in the SMSA Spotlight Magazine do not necessarily reflect the views and opinions of the SMSA or their members.

Follow SMSA

Like SMSA on Facebook. Visit www.facebook.com/smsa1984



Follow SMSA on Twitter. Visit <https://twitter.com/@smsaoffice>



Colorado Motorcycle Safety Program

Author: Glenn Davis
Colorado Department of Transportation (CDOT)
glenn.davis@state.co.us

In 2017, there were 648 traffic fatalities in Colorado. Of these traffic fatalities 103 were motorcyclists’ fatalities. In 2017, 90 were male and 13 were female. Ninety-six were motorcycle operators and seven were motorcycle passengers. Motorcyclist fatalities represented 16% of Colorado’s total traffic fatalities. Motorcyclist fatalities decreased 18% from a record high of 125 motorcyclist fatalities in 2016. Additionally, 89 (78%) of motorcycle operators involved in fatal crashes were determined to be “at fault” and 50 (42%) of fatal crashes involved only the motorcycle and no other vehicle.

Twenty-nine fatal crashes involved only the motorcycle and no other vehicle. Forty-six motorcycle operators killed in a fatal crash tested positive for alcohol or drugs. Fifteen of the motorcycle operators tested positive for alcohol (BAC ≥ 0.08) only, 24 operators tested positive for drugs only, and seven motorcycle operators tested positive for both alcohol

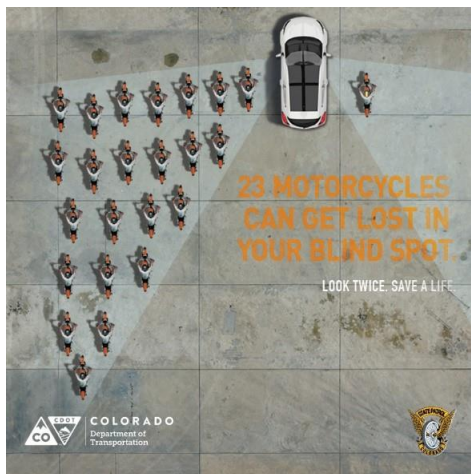
and drugs. Sixty-five (63%) of motorcycle operators killed were not wearing a helmet. Adults are not required to wear helmets when operating a motorcycle.

Statewide in 2017, there were 118,780 total recorded vehicle crashes and 2,273 of those crashes involved motorcycles. Though motorcyclists were involved in 2% of all crashes, when they did crash, 62.5% of the time the motorcyclist was at fault.

In 2017, among all motorcycle operators involved in a crash, 48% were properly wearing helmets.

Colorado has a legislative mandated Motorcycle Operator Safety Advisory Board (MOSAB) which includes a Highway Safety Office (HSO) member. The member holds an executive leadership position and through this involvement provides input and direction on motorcycle safety training, awareness, media and funding. A member from the HSO management team represents Colorado motorcycle safety interests on the State Motorcycle Safety Administrators organization.

The HSO utilizes funding to support media campaigns designed to increase motorist's awareness of motorcycles on Colorado roadways. The 405f funds, the HSO allocates \$75,000 in NHTSA 402 funds for motorcycle safety efforts.



CDOT's 2018 statewide motorcycle safety campaign aimed to raise awareness of the importance of checking blind spots and looking for motorcyclists when turning at intersections. The campaign is directed at drivers, who often miss seeing motorcyclists on the road. The average vehicle blind spot is over 600 square feet. To bring this concept to life, CDOT partnered with 9NEWS to develop an exclusive segment on the size of blind spots to help increase awareness among drivers. This resulted in over 4 million impressions from several news stories statewide, indicating wide campaigns are developed through

problem identification and disseminated to the public during peak motorcycle riding activity. In addition to National Highway Traffic Safety Administration (NHTSA) audience reach. A social media campaign also complemented the effort by using informative images to educate the public. Posters were created for driving schools and motor vehicle departments across the state.

Of course, motorcyclists can help reduce crash fatalities, too. Head injury is the leading cause of death in motorcycle crashes. Therefore, CDOT encourages all riders to wear helmets and other protective gear. Nationally, 715 lives could be saved each year if all motorcyclists wore helmets. Drivers have a responsibility to watch for motorcycles just as motorcyclists need to ride safely and obey speed limits.

For information on Colorado's Motorcycle Safety Campaign contact Glenn Davis (information above).

NEW! Check out the SMSA Newsletter...

During the 2018 SMSA Summit, several members expressed interest in having a monthly publication to keep the membership informed of SMSA activities. Future issues will include updates on SMSA Committee Activities and Goals as well as program highlights and initiatives.

New from SMSA!

NEWSLETTER

A Monthly Publication designed to keep members updated on SMSA activities and upcoming events of interest.

October 2018 Issue I



NATIONAL ASSOCIATION OF STATE MOTORCYCLE SAFETY ADMINISTRATORS



Save the date!

2018 IRETS Workshop
Las Vegas, Nevada
October 11 - 13, 2018

AIMExpo 2018
Las Vegas, Nevada
October 13 - 14, 2018

2019 International Driver & Rider Training Symposiums
Reno, Nevada
April 14 - 17, 2019

SMSA 2019 National Training Summit
Grand Rapids, Michigan
September 11 - 14, 2019

Send your event to office@smsa.org

National Association of State Motorcycle Safety Administrators • 1434 Tom Tree Road • Indiana, PA 15701 Phone: (724) 801-8075 • Fax: (724) 349-5042 • office@smsa.org • www.smsa.org

SAVE THE DATE!

2019 SMSA National Training Summit in Grand Rapids, Michigan

The 2019 SMSA National Training Summit will be held **September 11-14, 2019** at the Crowne Plaza Grand Rapids Airport, Grand Rapids, Michigan.



2020 SMSA National Training Summit in Nashua, New Hampshire

The 2020 SMSA National Training Summit will be held **September 16-19, 2019** at the Radisson Hotel, Nashua, New Hampshire.



Step into the Spotlight

Have your article featured in the next edition of *Spotlight Magazine*. Please submit articles to the SMSA office at office@smsa.org. Articles can showcase your state safety campaigns, state programs, best practices, teaching techniques, new motorcycles; anything motorcycle safety related.

For a copy of the SMSA Guidelines for submitting *Spotlight Magazine* articles, please visit www.smsa.org.

Advertisements for Supporting Members: please submit any new advertisements that can be featured in the *Spotlight Magazine*.



Get Your Company's Message Heard

Advertising and sponsoring are great ways to get your company's message heard; they provide your company with the opportunity to introduce its services, technology and products to leaders in the motorcycle safety and education industries. To learn more, please contact the SMSA Office at 724-801-8075 or by email at office@smsa.org.

Thank You SMSA Supporting Members

