



NATIONAL ASSOCIATION of STATE MOTORCYCLE SAFETY ADMINISTRATORS

# Spotlight

Winter 2020

*The views and opinions of the articles and authors in the SMSA Spotlight 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).*

## Happy New Year!

Wishing all SMSA Members a Safe and Happy New Year! You play a vital role in keeping our highways safe throughout the year. Thank you for all you do!

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## About SMSA

SMSA, established in 1984, is a 501(c)(3) nonprofit organization that provides leadership for state administered motorcycle safety programs. Our mission is to assist motorcycle safety programs, through collaboration and partnerships, to implement comprehensive, data-driven motorcycle safety programs and countermeasures to achieve a significant reduction in motorcycle operator traffic crashes, fatalities and injuries.

## 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.



## Follow SMSA

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## Become a Member

Not a member? Become an SMSA individual, state or supporting [member](#) to support our organization. Visit [www.smsa.org](http://www.smsa.org) for more information.

## SMSA Executive Committee Update



The SMSA Executive Committee is currently planning for the 2020 SMSA National Training Summit; reviewing Articles IV, V and VI of the bylaws for possible revisions; and developing several new Position Statements for the Association.

They are working in collaboration with the SMSA Policy and Planning Committee on the bylaws and position statements. The current [Bylaws](#), supporting [Policies and Procedures](#), and [Position Statements](#) can all be found on the SMSA website at [www.smsa.org](http://www.smsa.org).

## SMSA Communications and Membership Committee Update

The SMSA Communications and Membership Committee is currently reviewing the process for submitting SMSA Award nominations. The Committee is working to simplify the process and develop a plan for marketing nominations by SMSA members. More information on these awards can be found at: <http://www.smsa.org/AwardNominations.html>.

The committee is also assisting the Host Committee with planning for the 2020 National Training Summit to be held Wednesday, September 16 - Saturday, September 19, 2020 in Nashua, New Hampshire. Additional activities include: developing and distributing the Spotlight and identifying the possibility for member discounts with various national motorcycle related vendors.

## SMSA Motorcycle Safety Programs Committee Update



The SMSA Motorcycle Safety Programs Committee is currently developing a draft of comprehensive model entry level rider training standards. This model will include sections for program administration, program

oversight, instructor qualifications, coordination with motorcycle licensing, curriculum content, classroom and range delivery, online delivery, and outcome standards. The first draft will be completed by the end of this year with an anticipated release in early 2021.

## SMSA Policy and Research Committee Update

The SMSA Policy and Research Committee is assisting the Executive Committee with reviewing Articles IV, V and VI of the Bylaws for possible revisions and developing several new Policy Positions for the Association.

## SMSA Committee Openings

SMSA is seeking volunteers to fill vacancies for the Communications and Membership Committee. The committees are a great way to get involved in your association, support motorcycle safety, and network with other professionals. The commitment is generally one conference call per month and some review of activities.

If you are interested in participating in an SMSA committee, please contact the SMSA Office at [office@smsa.org](mailto:office@smsa.org) or (724) 801-8075.

## SMSA Elections

Nominations are being accepted for 5 positions of the Executive Committee for 2020-2022: Chairperson, 3 State Members At-large and 1 Individual Member Representative positions are open for election.

Nomination forms are due to the SMSA office by June 1, 2020.

## SMSA Name Change

Spearheaded by the SMSA Communications and Membership Committee, the SMSA will revisit a possible name change in 2020. The Committee will conduct educational outreach and seek input from the membership in early 2020. The effort is designed to communicate open membership to all of those involved in managing and conducting motorcycle safety programs and rider education.

A possible name change could include, the *State Motorcycle Safety Association*, maintaining the SMSA acronym. A vote may be conducted during the SMSA Annual Members' Business meeting on September 16, 2020 in Nashua, New Hampshire held in conjunction with the SMSA 2020 National Motorcycle Training Summit. Members are encouraged to contact their SMSA Executive Committee State Regional Representative, Supporting or Individual Member Representative.

## 2020 SMSA Summit Presenters

SMSA is actively seeking presenters for the annual SMSA National Training Summit September 16-19, 2020 in Nashua, New Hampshire. The focus this year is “Many Minds - One Mission.”

If you or someone you know would be interested in presenting, please follow the link to submit a [Call for Papers](#) (also found at [www.smsa.org](http://www.smsa.org) under “Events”) by February 28, 2020 to the SMSA Office.



## The Three Domains of Learning

By: Brett Robinson, Executive Director, SMSA  
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There are three general domains by which people can learn:

- 1.) they can acquire knowledge that can be applied,
- 2.) they can form or adjust attitudes that will affect what they will be willing to do and how motivated they will be to do it, and
- 3.) they can develop or improve skills that can be used.

Knowledge, attitude and skills represent the three Domains of Learning:

1. Cognitive Domain is knowledge (i.e. concepts, facts, information, principles),
2. Affective Domain are attitudes (i.e. opinions, values, beliefs, outlooks, feelings/emotions), and
3. Psychomotor Domain are skills (i.e. operations, procedures, talents).

Virtually every task we engage in requires learning in these three domains. For learning to fully take place, all three domains must be fully utilized in the teaching and learning process.

Every task requires some basic knowledge on the part of the student, every student’s attitudes can affect performance either positively or negatively and every

task requires some basic or advanced skills on the part of the performer. Instructors play a key role to provide learning opportunities in all three domains of learning.



Generally, attitudes are the most challenging to incorporate into the teaching and learning process. In other words, attitudes can be the most difficult for the instructor to affect (affective domain of learning). We tend to do well (curricula and instructor delivery) in providing the knowledge (cognitive) and skills (psychomotor) domains in the teaching and learning process.

While curricula provide the opportunity to affect rider’s attitudes, the instructor plays a vital role in the delivery or facilitation of the content to shape the rider’s attitudes towards what they will be willing to do and how motivated they will be to do it. The instructor must consciously think about their strategies and approaches to shaping and molding the rider’s attitudes.

This can be difficult to do consistently from class to class and requires more energy from the instructor as they assess how the learning is taking place and making adjustments to better affect the rider’s attitude in the learning process.

So why is this important? If all we do is emphasize the knowledge and skills a rider needs, full learning has not taken place. We say that riding is roughly 90 percent mental and a good portion of this mental task involves making decisions about what we will do and how motivated we are to do it as safe riders.

Therefore, the next time you teach, not only think about the knowledge (cognitive domain) you will impart and the skills (psychomotor domain) you will practice, but also the attitudes (affective domain) of the riders you will effect on their journey to becoming better, smarter and safer riders.

*Sources: AAMVA CDL Train the Trainer Curriculum, ADTSEA Driver Education Teacher Credentialing Curriculum and the ANSTSE Driver Education Teaching and Learning Theory Curriculum.*

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# Legalization of Recreational Cannabis and the Effects on Highway Safety in Colorado

By: Glenn Davis, Highway Safety Manager

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This article is based on the experiences of the Colorado Highway Safety Office (HSO).

In 2014, Colorado became the first government in the world to allow recreational sales of cannabis. The HSO was at work well before sales of recreational cannabis began to identify and address the ramifications of legalized cannabis on traffic safety.

The culture of cannabis use is rapidly changing. Though it has been available and used in societies for centuries, more states and countries have decriminalized cannabis allowing it to be used for medicinal purposes or allowing the sale of cannabis for recreational purposes.

The HSO partnered with the Colorado Cannabis Industry (CCI) to inform consumers on the consequences of operating motor vehicles while impaired by cannabis.



While joined with the CCI, the HSO learned several items of information about its new partners:

- Marijuana is more often referred to as “cannabis.”
- Marijuana users prefer to be called “cannabis consumers.”
- Cannabis consumers do not “use” cannabis they “partake.”
- A significant population of consumers feel that cannabis consumption **does not impair** their ability to operate a motor vehicle and actually makes them **better** vehicle operators.

No matter what terms are used, there was agreement between the HSO and the CCI that greater access to high quality cannabis will increase the number of cannabis impaired driving episodes.

While most people are familiar with the indicia of impairment from alcohol, not everyone has the same familiarity with cannabis impairment indicators.

## Perceptible Cannabis Symptomatology:

- Marked reddening of the conjunctiva (bloodshot eyes)
- Odor of cannabis
- Cannabis debris in mouth
- Involuntary body and eyelid tremors
- Increased appetite

## Cannabis Symptomatology that Effects Motor Vehicle Operations:

- Relaxed inhibitions
- Disorientation
- Impaired perception of time and distance
- Drivers under the influence of cannabis often do not pay attention to their vehicle operation
- Difficulty or inability to perform divided attention maneuvers (doing two things simultaneously), which is required in motor vehicle operations.

Cannabis consumers are about 25% more likely to be involved in a crash than motor vehicle operators with no evidence of cannabis use.

After partaking in cannabis, a consumer’s impairment can be exhibited for two to three hours. The consumer may show manifestations of impairment without awareness of the effects for up to twenty-four hours.

A majority of Americans now live in states that have legalized cannabis. Forty-four states have some form of legal marijuana, though that list includes some states with only “limited medical marijuana” legalization and no comprehensive law authorizing the use. In reality, 29 states, plus Washington D.C., have passed laws authorizing recreational marijuana, medical marijuana or both.

In a motorcycle training activity, the instructor may be in a position to expound on cannabis impairment and deliver truthful information to the students.

## Examples:

- “Using cannabis calms me down (maybe) and then I become a better driver/rider.” *It does not.*
- “Cannabis stays in my system for up to a month.” *Cannabinoids which are cannabis compounds do stay in the body for a long time but, the cannabinoids are psychoactive. The primary active ingredient in cannabis products is the substance known as delta-9-*

tetrahydrocannabinol which peaks early in a person and dissipates rapidly.

- “If I use cannabis and have a beer, they balance me out.” They do not – using two or more drugs together only enhances each drug’s impairing effects.

The legalization of cannabis creates challenges in rider education for addressing the implications of cannabis consumption and riding. Additionally, instructors will need to be trained to recognize when a student may be impaired by cannabis.

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## NHTSA Traffic Safety Marketing

The National Highway Traffic Safety Administration (NHTSA) offers a website:

[www.trafficsafetymarketing.gov/](http://www.trafficsafetymarketing.gov/) with materials for numerous traffic safety campaigns including

motorcycles, drunk driving, vehicle safety, distracted driving, drowsy driving and more. These marketing tools include images, videos, animations, posters, fact sheets, social media messages and images and offer a way to



get involved through traditional media and online media. Each month a different campaign is highlighted. For instance, May is Motorcycle Safety Awareness Month and June 15, 2020 is National Ride to Work Day, which promotes sharing the road with motorcyclists. For a full list of 2020 communications go to: [www.trafficsafetymarketing.gov/calendars](http://www.trafficsafetymarketing.gov/calendars).

Materials specific to motorcycle safety include:

- **Motorist awareness of motorcycles** – *Get Up to Speed on Motorcycles Campaign* – focusing on helping motorists understand standard motorcycle driving behaviors and to learn how to drive safely around motorcycles on our roadways.



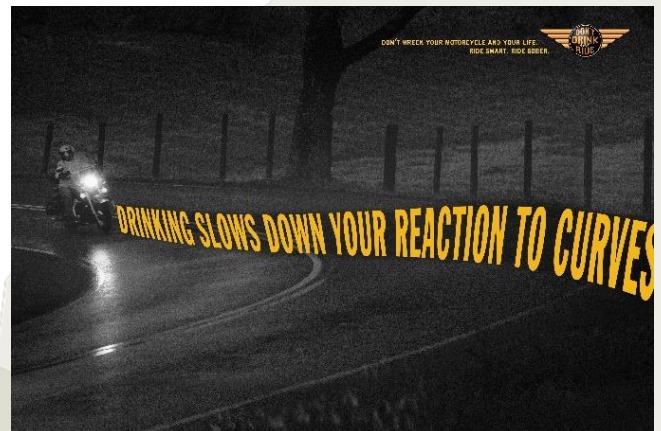
- **Rider safety** – focusing on the ways that motorcyclists can increase their riding safety.



- **Share the road** – focusing on promoting motorcyclist awareness and safety to both motorcyclist riders and motor vehicle drivers.



- **Stop impaired riding** – *Ride Smart and Sober* and *Ride Sober or Get Pulled Over Campaigns* – focusing on saving lives of those who make the wrong choice to drink and ride.



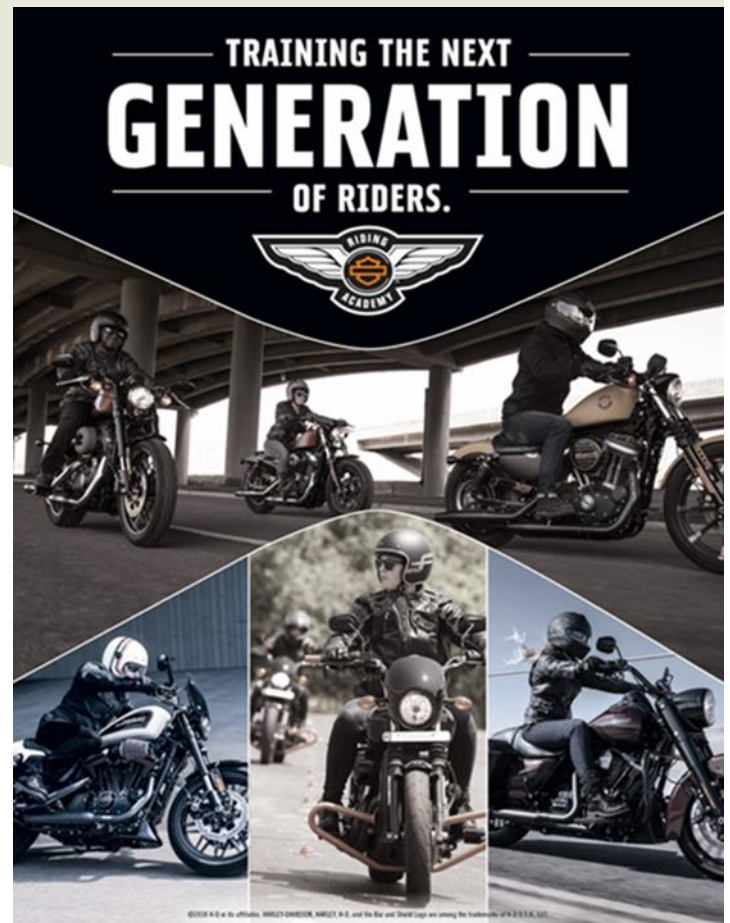
Motorcyclists and motorists can work together to save lives. Use these materials and resources to promote motorcycle safety in your community.

## NHTSA How to Identify Unsafe Motorcycle Helmets

The National Highway Traffic Safety Administration (NHTSA) developed a brochure on how to identify unsafe motorcycle helmets. The brochure highlights what to check for, including:

- Weight of helmet
- Inner liner thickness
- Sturdy chin strap and rivets
- DOT certification label
- Manufacturer's labeling
- Snell or ANSI label

The brochure can be found [here](#). Visit NHTSA's motorcycle safety webpage for more information: [www.nhtsa.gov/road-safety/motorcycle-safety](http://www.nhtsa.gov/road-safety/motorcycle-safety).



**How to Identify Unsafe Motorcycle Helmets**

U.S. Department of Transportation  
National Highway Traffic Safety Administration

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<http://www.bosch-motorcycle.com>

## News from Around the Globe

The following highlights of articles contain news and links from around the Globe that may be of interest to SMSA members. These articles are the property of the authors and publications. The views and opinions of the articles and authors do not necessarily reflect the views and opinions of the SMSA or their members.

### Motorcycle Helmet That Dials 911 Automatically Wins Innovation Prize

Source: FOX6NOW  
MANOA, Hawaii — A college student and avid motorcyclist created a prototype helmet that uses technology in hopes of keeping bikers safer than they've ever been on the roads.



Ty Uehara, a junior computer science major at the University of Hawaii at Manoa, rides a motorcycle for transportation and as a way to relax, but the 21-year-old told CNN one of his friends recently had an accident while riding and suffered a broken pelvis and tailbone.

His friend couldn't call for help because he couldn't move and wasn't visible to other motorists, according to Uehara. He said most riders typically keep their phones in their backpack or have them mounted to the bike.

With his friend's accident as inspiration, Uehara created ConTekt — a helmet that uses technology to contact 911 the moment its wearer hits the ground.

Uehara submitted his invention to the 2019 University of Hawaii Breakthrough Innovation Challenge after working on his idea for a year. He won first place and was awarded a \$2,000 prize. Uehara said the prize money will be used to obtain a patent for his helmet and the rest will go to the development of a prototype. For the full article go to [FOX6NOW](https://www.fox6now.com).

### Teen Wins Teen Driving Award at National Summit for developing Cycle Clap™

Source: Coosa Valley News  
LINDALE, Georgia — Teens in the Driver Seat® (TDS) Pepperell High School's (PHS) Chapter in Lindale, GA was named a TDS All-Star School for their campaign Cycle Clap™. Cycle Clap™ is a motorcycle awareness campaign that will make drivers more attentive, alert, and aware of motorcycles on the roads. Cycle Clap™ is similar to Punch Bug, but

instead of punching the individual in the car with you, you recognize the presence of a



motorcycle and clap if you are a passenger. If you are the driver, you do not perform the action of clapping, you simply say “clap” while keeping both hands on the steering wheel. Cycle Clap™ already has the support of Teens in the Driver Seat, the Georgia Governor's Office of Highway Safety, Georgia Department of Drivers Services (DDS) and other local offices. The full article can be found at [CVN News](https://www.cvnnews.com).

### Are You Missing A Critical Piece of ATGATT?

Sources: RideApart, Adventure Rider, Action Sports EMS

RideApart — Neck brace before the crash, or after, that is the question. The term *all the gear all the time* (ATGATT) takes on a different definition from rider-to-rider. For some, a leather jacket, jeans, and ankle-high boots may suffice. Others prefer full-length leathers or body armor and dedicated riding boots. One thing is for sure, you need to wear a helmet to even be in the ATGATT conversation, but we think a new piece of gear should be considered for your list—a neck brace.

In a recent article on Adventure Rider, Eglé Gerulaityte chronicled her adoption of a Leatt neck brace for her off-road excursions. While skeptical about the comfortability of the new piece of gear, she acclimated to the neck brace in a few days.

Landing head first, Gerulaityte sustained a mild concussion and a badly sprained hand, but the accident could have been much worse. Though the helmet absorbed most of the impact, Gerulaityte also attributed her new neck brace with mitigating her injuries. The full article can be found at [RideApart](https://www.rideapart.com).

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[www.totalcontroltraining.net](http://www.totalcontroltraining.net)

## SMSA Award Nominations!

The SMSA Awards Committee is accepting nominations for the upcoming 2020 awards. These awards honor an individual, group and state in recognition of their dedication, commitment and contribution to motorcycle safety as well as those who have made a positive impact on a national, state or local level. Award categories are:

- Outstanding Contribution
- Outstanding State Member
- Outstanding Supporting Member
- Outstanding Individual

More information on the award categories can be found on the SMSA website [www.smsa.org](http://www.smsa.org) under About Us - Awards section.

**Nominations are due by June 29, 2020.**



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## 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](mailto:office@smsa.org).

## Save the Date: 2021 SMSA Summit!

The 2021 SMSA National Training Summit will be held October 13-16, 2021 at the Riverside Hotel in Boise, Idaho.



## Step into the Spotlight

Have your article featured in the next edition of the *Spotlight*. Please submit articles to the SMSA office at [office@smsa.org](mailto:office@smsa.org). Articles can showcase your state safety campaigns, state programs, best practices, teaching techniques, new motorcycles or other motorcycle safety related news.

Please see the [SMSA Guidelines for Submitting Spotlight Articles](#) for more information.

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



## Thank You SMSA Supporting Members

