

**SMARTER**  
 Skilled Motorcyclist Association  
 Responsible, Trained and Educated Riders, Inc.  
 Motorcycle Helmets - April 3, 10:30 a.m. - 12 noon



[www.smarter-usa.org](http://www.smarter-usa.org)  
**Dan Petterson, Ed.D.**  
**info@smarter-usa.org**

---

---

---

---

---

---

---

---

**All the Gear All the Time!**



[www.smarter-usa.org](http://www.smarter-usa.org)

---

---

---

---

---

---

---

---

**SMARTER Overview**

- 501(c)(3) Not-for-Profit
- Incorporated in 2007
- National organization
- Managed by 7 member Board of Directors

---

---

---

---

---

---

---

---

## Mission

- To promote risk-reduction strategies for individual riders
- To support public policies that help keep motorcyclists safe
- A safety voice with positions based on research not convoluted by “rights” advocacy

---

---

---

---

---

---

---

---

## Mission Implementation

The one-stop spot  
for  
motorcyclist safety research

[www.smarter-usa.org](http://www.smarter-usa.org)

---

---

---

---

---

---

---

---

## Research Categories

- Evaluation of helmet and helmet law effectiveness, including economic impacts
  - research reference list, 275+ citations
  - recent reviews of the literature
- Other PPE – outer wear
- Motorcycle crash research (Hurt, MAIDS, UK OTS, GIDAS)

---

---

---

---

---

---

---

---

### Research Categories, cont.

- Conspicuity research
- Roadway safety & surfaces (barriers, rumble strips, etc.)
- Evaluation of crash prevention initiatives (training, awareness programs)
- Agency and association position statements & guidelines (NHTSA, SMSA, GHTSA)

---

---

---

---

---

---

---

---

### Helmet law position statement

**An all-rider motorcycle helmet law is a critical component of a comprehensive motorcyclist safety program.**

---

---

---

---

---

---

---

---

### The conclusions are irrefutable

- Helmets and helmet laws work
- The research is clear, overwhelming, and undeniable
- Every reputable safety research organization in the world supports the use of helmets
- Repealing a helmet law will reduce the number of riders who wear helmets
- Repealing a helmet law will result in increased deaths and injuries

---

---

---

---

---

---

---

---

## More conclusions

- The arguments against helmets and helmet laws have major flaws
- Repealing helmet laws enacts legislation opposed by the majority of voters
- Repealing helmet laws increases medical costs and causes a related tax burden due to long-term care of injured motorcyclists
- Repealing or weakening a mandatory helmet law is major step backward – puts a significant hole in a comprehensive approach

---

---

---

---

---

---

---

---

## Concluding conclusion

*The helmet issue is NOT a simple “it only affects me” or a simple “freedom of choice” issue. It is part of a much more complicated citizen-safety effort, and our best effort must include a helmet law covering all riders.*

William J. Meurer, MD, MS, Washtenaw County Medical Society, January, 2012

---

---

---

---

---

---

---

---

## Advocacy approach

- We do not think it is sufficient to state the positive (to present the research evidence)
- ABATE/MRF (and to some degree AMA) perpetuate myths and misinformation
- Lobbyists for repeal of all-rider laws spend much more time in legislators’ offices than do motorcyclist safety advocates
- Motorcyclist helmet/helmet law advocates do not have state or national organizations actively working (except SMARTER and Advocates for Highway and Auto Safety are trying)
- Many helmet/helmet law advocates are not motorcyclists (safety-crats)

---

---

---

---

---

---

---

---

### Aggressively Refute Claims

- It's no one else's business, so let the rider decide
- Freedom of choice is the American way
- Helmet use impairs sight/hearing and causes accidents
- Helmet use causes injuries – neck/spine
- A helmet is designed to protect only up to a speed of 13-MPH

---

---

---

---

---

---

---

---

### More claims to refute

- Riders take more risks when they wear a helmet
- Helmets do not protect against brain injury (Hough)
- Helmet laws do not impact fatality rates
- Helmet laws cause a loss in tourism revenue

E-mail us at [info@smarter-usa.org](mailto:info@smarter-usa.org) if you want a copy of our "you have been told/FACTS" document

---

---

---

---

---

---

---

---

### Easy & logical argument

1. Helmets do the job they are designed to do – protect the head, brain (face)
2. When an all-rider helmet law is in effect, more riders wear helmets

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

**Reference list & literature reviews**

- Download a special edition of our member newsletter with a "review" of rigorous literature reviews  
<http://www.smarter-usa.org/education/>
- Download a list of more than 270 research citations  
<http://www.smarter-usa.org/education/>
- Email us if you have questions or need materials  
 - Sample letter and "You have been told/FACT" document

---

---

---

---

---

---

---

---

**Contact**

- **SMARTER**
  - [www.smarter-usa.org](http://www.smarter-usa.org)
  - [info@smarter-usa.org](mailto:info@smarter-usa.org)
  - [smarterusa@gmail.com](mailto:smarterusa@gmail.com)
- **Dan Petterson, Ed.D.**
  - [petterson@pobox.com](mailto:petterson@pobox.com)

---

---

---

---

---

---

---

---