

Motorcycle Safety (as of 2/18/17)

Using New Research to Understand & Address Motorcyclist Behavior, Attitudes & Crashes

It's been nearly four decades since the Hurt Study revealed factors associated with motorcyclist crashes, but two recent studies are shedding new light on the discussion. Learn what has and hasn't changed. Discover factors associated with crashes, plus how the results of a naturalistic study of motorcycle riders can lead to the development or improvement of countermeasures to reduce fatalities. Wondering how to engage motorcyclists in your state? Find out what they're thinking by examining survey results of North Carolina riders that describe their riding experience and reveal their perspectives on helmets, helmet laws and protective gear.

Motor Officers: Bridging the Gap between Enthusiasts & Enforcers

Motorcycle officers bring a unique perspective to riding. They're highly trained, widely respected by motorcycle enthusiasts, and effective ambassadors for motorcycle safety. Training programs conducted by certified motorcycle officers are popular and offer a different approach to rider training. Learn about programs in California and North Carolina where motor officers share techniques and perspectives to improve riders' skills. Discover how a Colorado program gets inside the rider's head by addressing the psychology of riding. Of course, these motor officers are enforcers, too. Explore promising practices for safely and effectively conducting motorcycle traffic stops, rider outreach, and strategies and techniques for reducing unsafe riding behaviors with the goal of ensuring the safety of both the officer and the motorcyclist.

Effectively Communicating Motorcycle Safety Messages

Still using the same message to reduce motorist/motorcycle crashes and not seeing any results? Understanding what non-riding motorists know and don't know about motorcycling is important when crafting messages that will resonate with them and prompt action. We've reached "across the pond" so you can learn just that from the results of a UK study focusing on car drivers' skills and attitudes related to motorcycle safety. Don't have the resources to create your own campaign? The FAST Act requires NHTSA to revise its "Share the Road" messaging. Learn how to use these free materials, and about supporting documentation that will assist you with problem identification and the specific risky motorcyclist behaviors that are addressed in the new messaging. Seeking a way to promote helmet use? Learn how Florida is using innovative communication tactics to educate motorcyclists.