



Increasing Motorcyclists Use of Protective Gear

Presenters:

Megan Leonard, Minnesota Department of Public Safety, Office of Communications

Bill Shaffer, Minnesota Department of Public Safety, Office of Traffic Safety

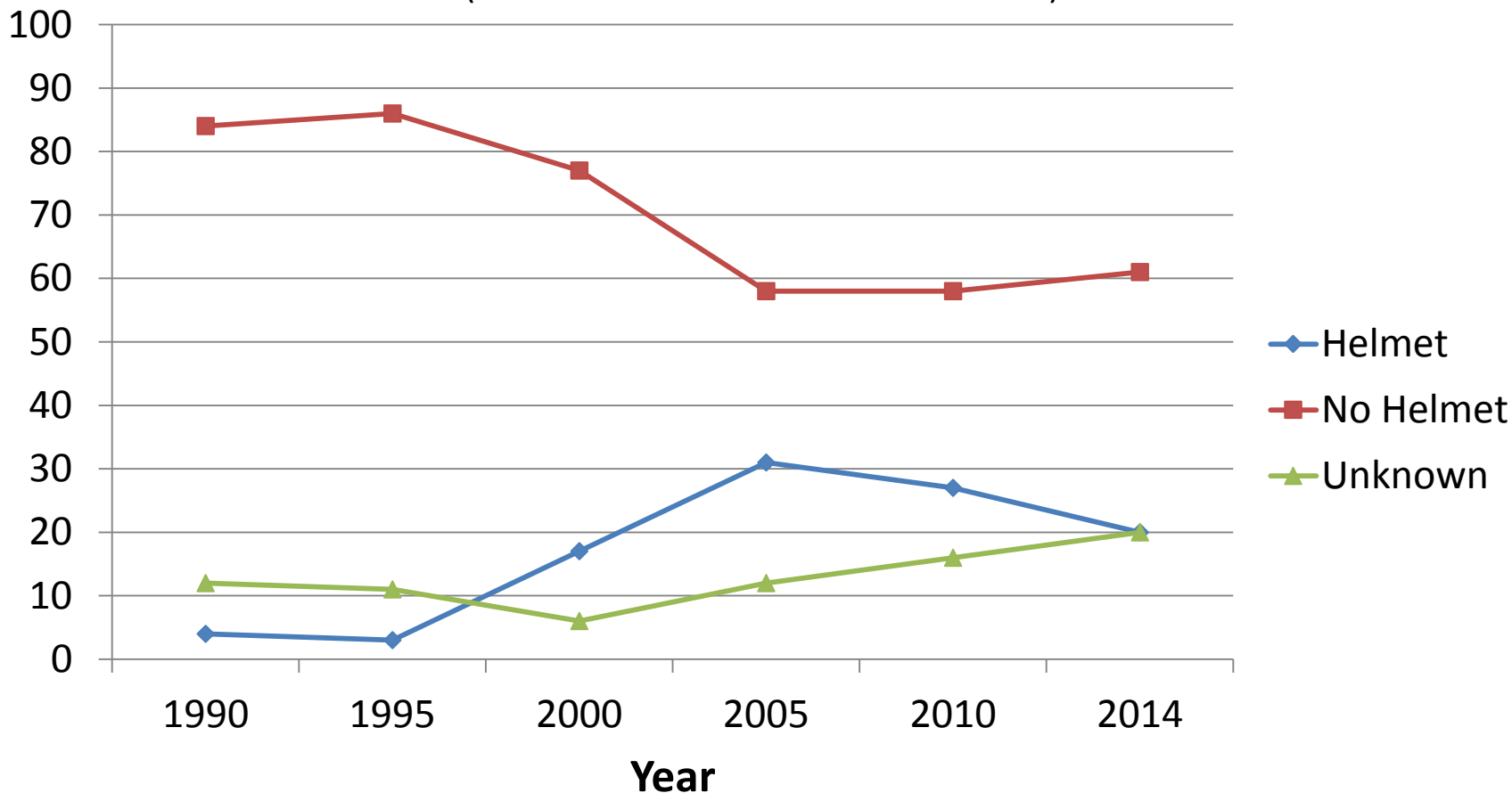
Problem Identification

Consulted:

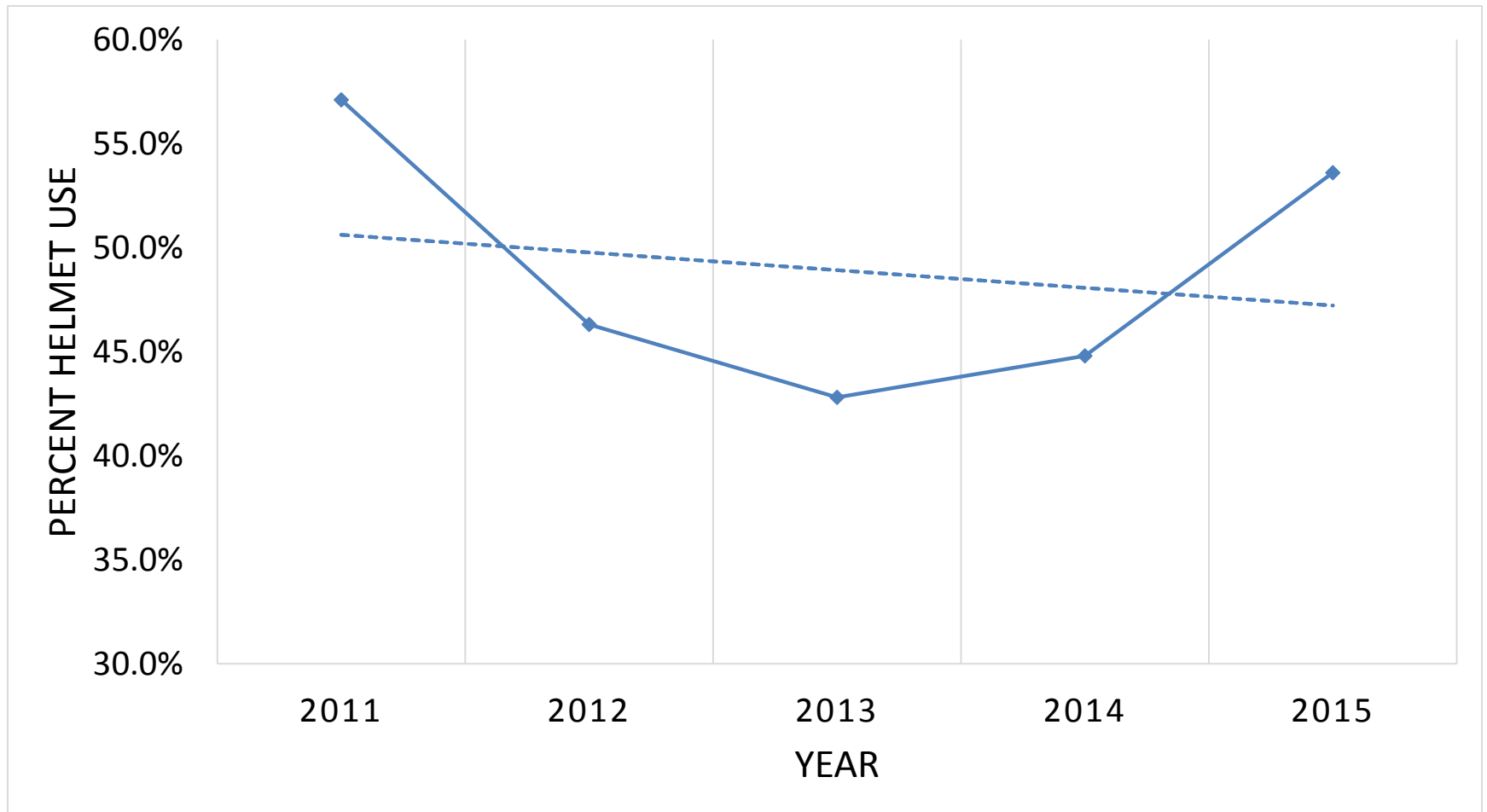
- 1. Crash Facts*
- 2. Annual Observational Survey*
- 3. Motorcycle Owner Survey*

Helmet Use Rates in Fatal Motorcycle Crashes

(Minnesota Motor Vehicle Crash Facts)



Motorcyclist Helmet Use from the Annual June Seat Belt Observation Survey Using Unweighted Data (2011 – 2015)



Motorcycle Owner Reported Helmet Use

(Minnesota Motorcycle Rider Survey 2011)

How Often Do You Wear A Helmet?

Never	Rarely	Half of the Time	Most of the Time	All of the Time
15%	19%	12%	16%	38%

Motorcycle Owner Reported Use of Protective Upper Body Gear

(Minnesota Motorcycle Rider Survey 2011)

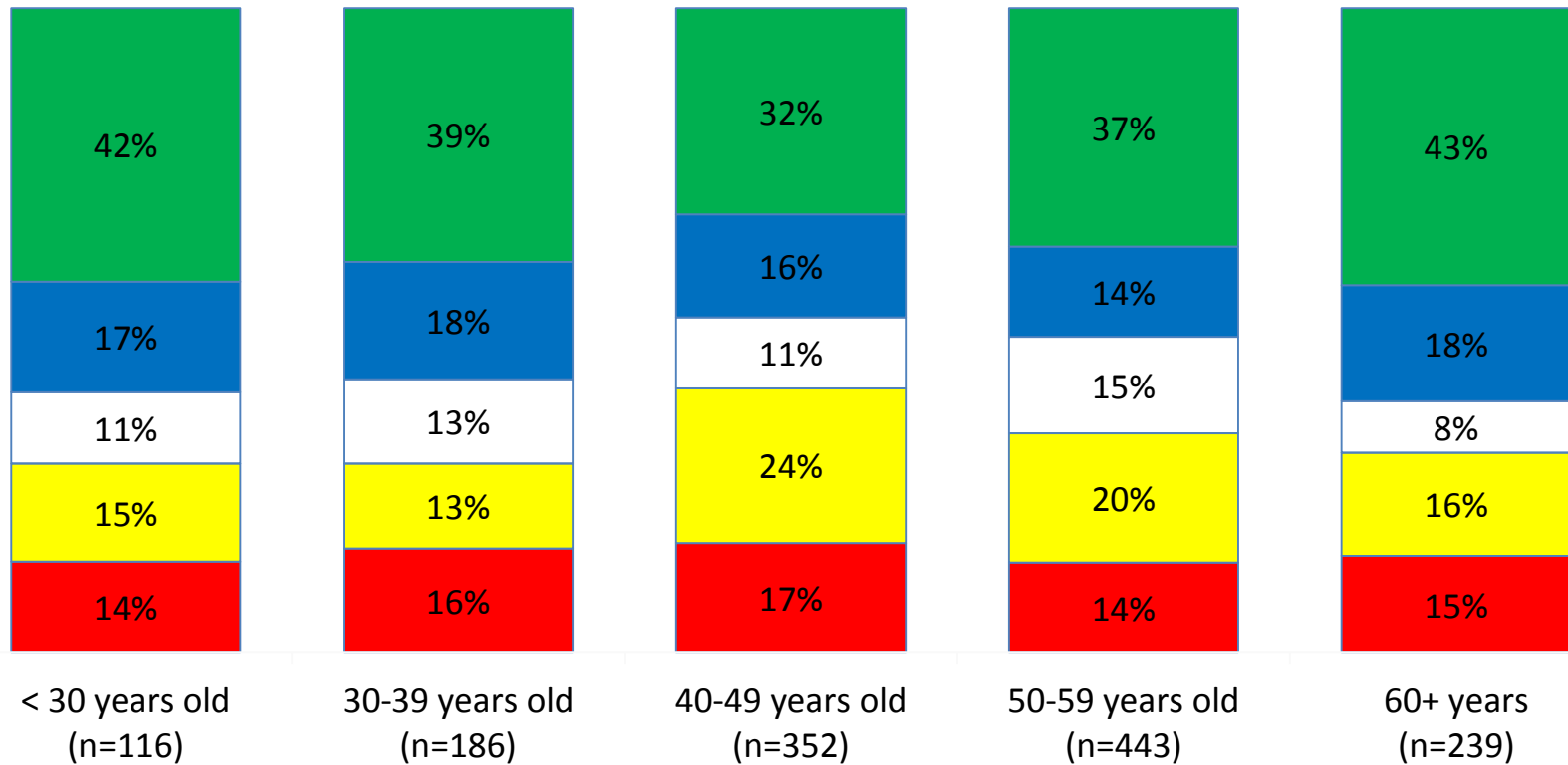
How Often Do You Wear Protective Upper Body Clothing

Never	Rarely	Half of the Time	Most of the Time	All of the Time
9%	9%	25%	34%	23%

Frequency of Helmet Use by Age

(Minnesota Motorcycle Rider Survey 2011)

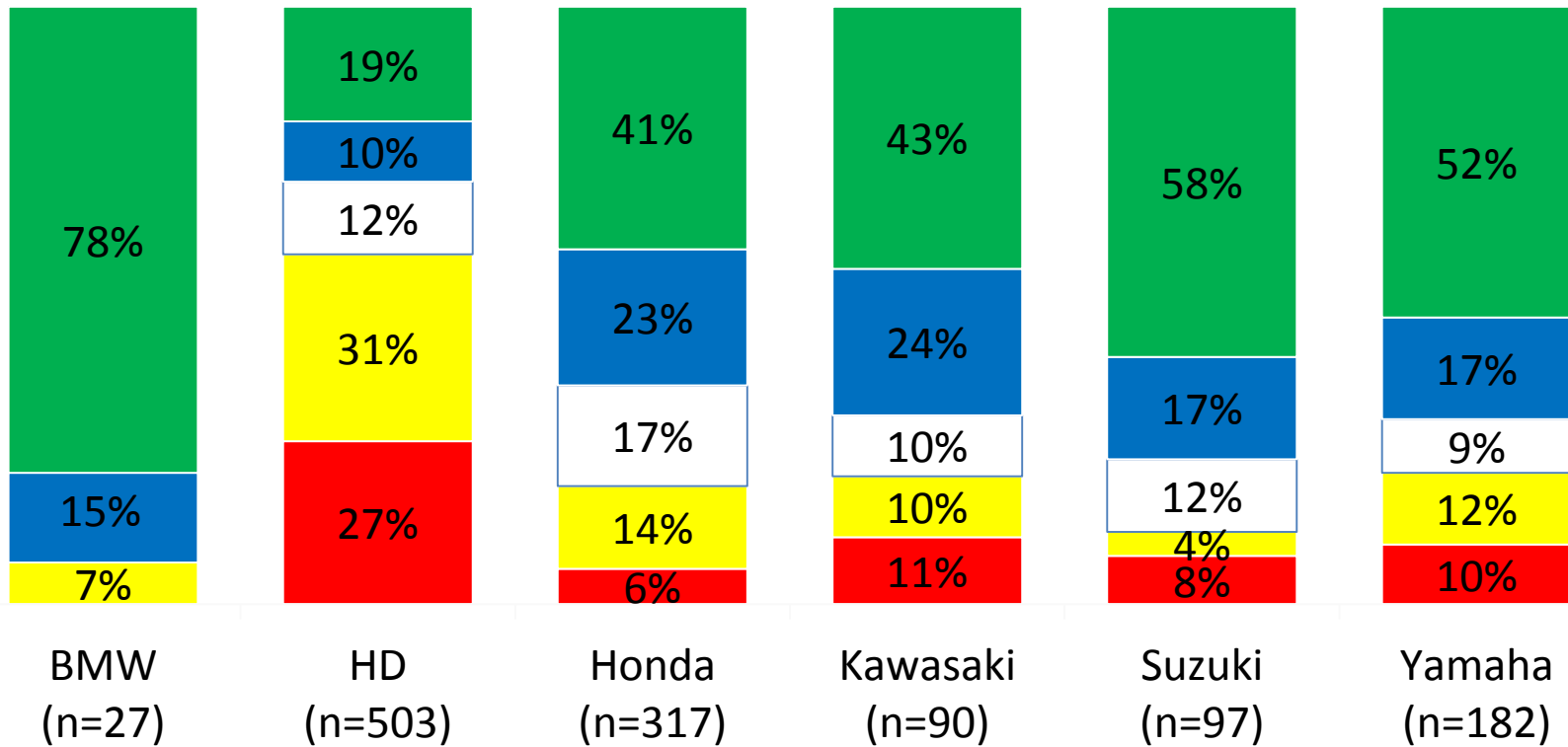
■ never ■ rarely ■ half of the time ■ most of the time ■ all of the time



Frequency of Helmet Use by Brand

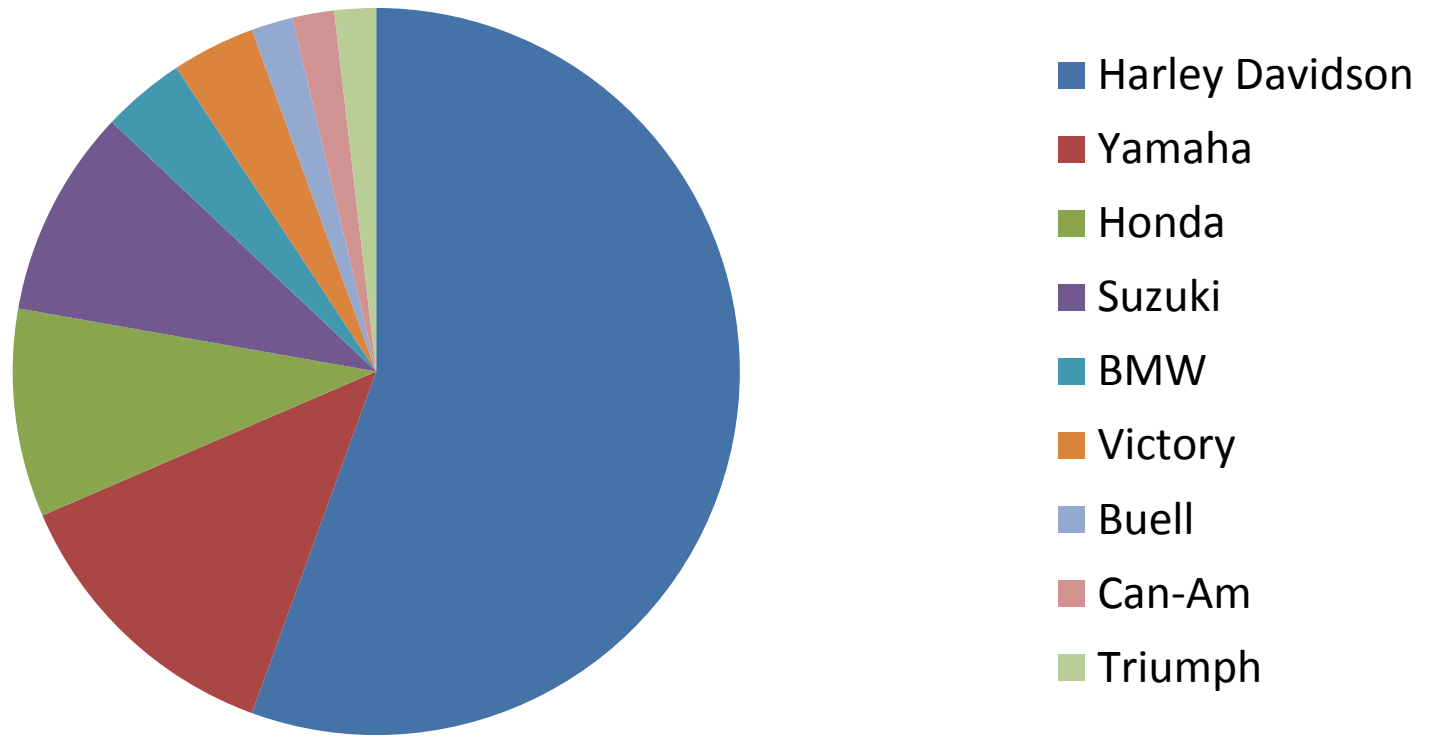
(Minnesota Motorcycle Rider Survey 2011)

never rarely half of the time most of the time all of the time



Preliminary 2015 Fatal Crash Involvement by Brand

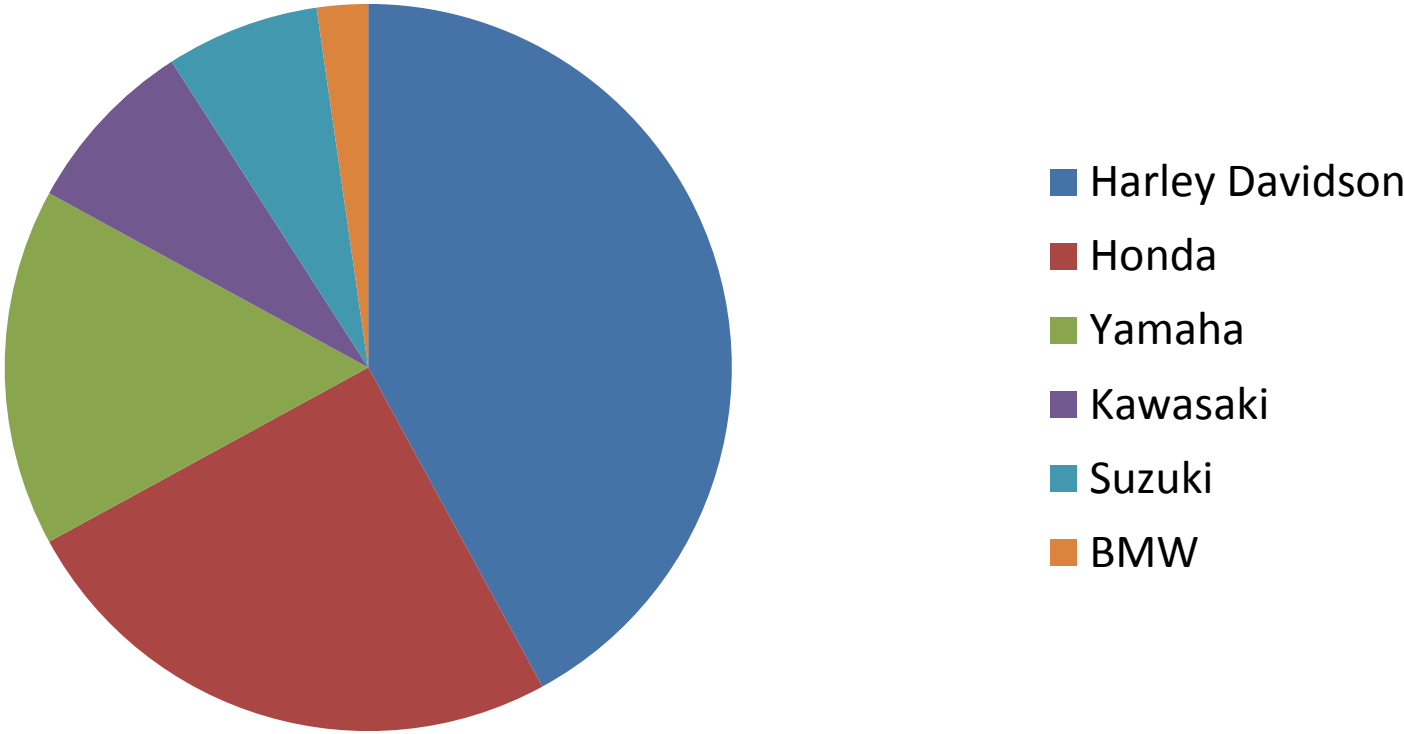
Preliminary Fatal Analysis Reporting System Data,
10/21/15 2015



MN Registered Motorcycles by Brand

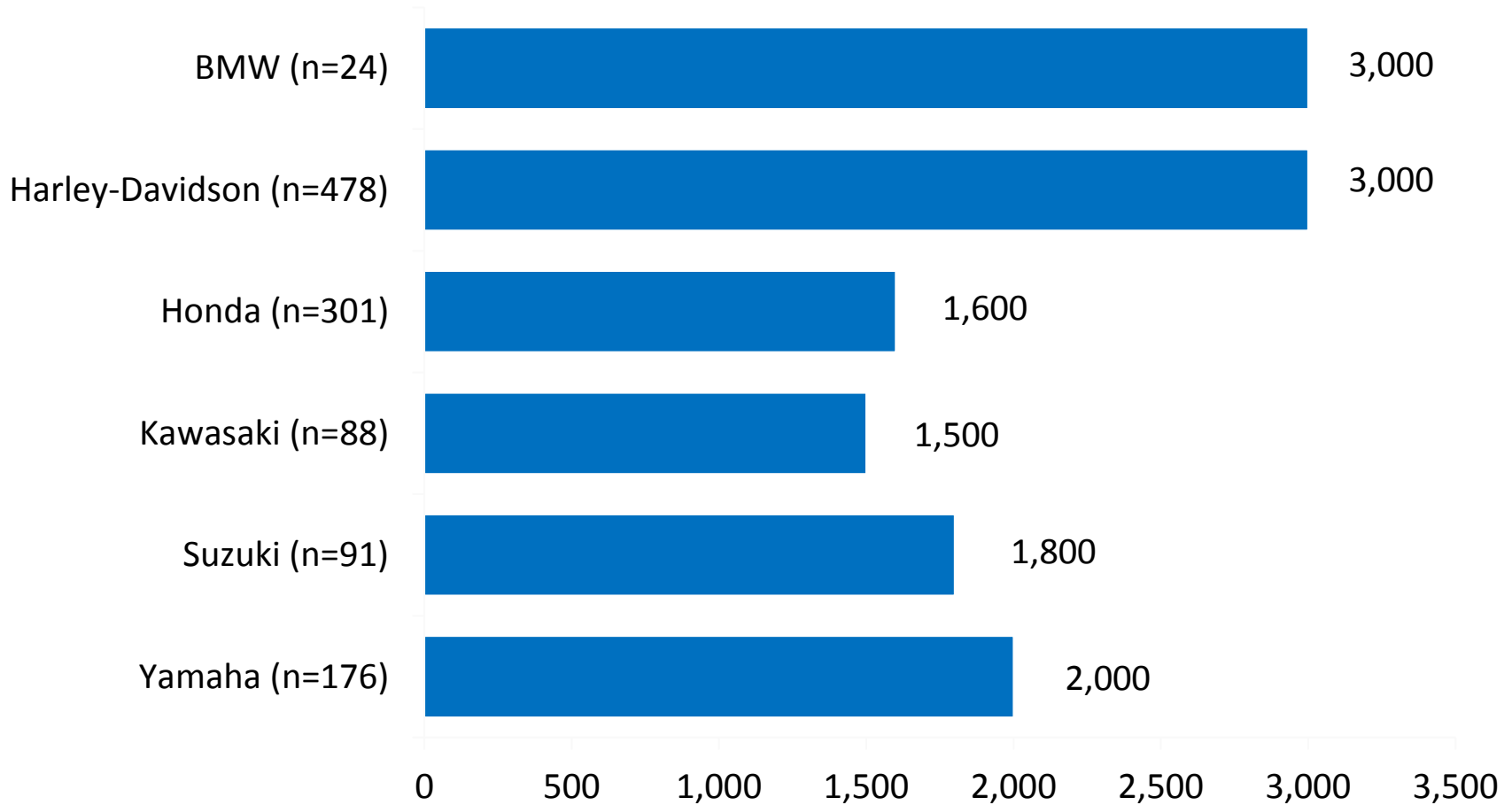
(July 2015)

Top Six Brands Account for 88% of Motorcycles Registered in MN



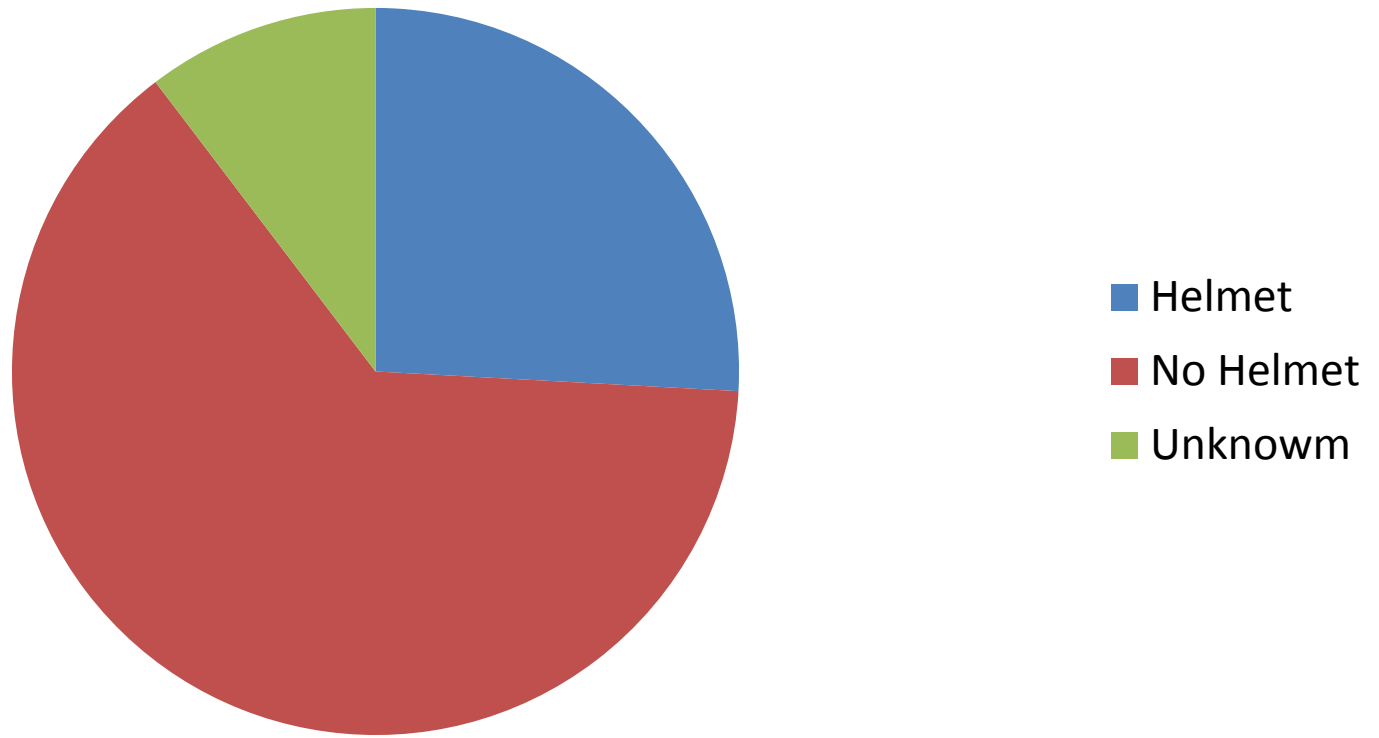
Median Number of Miles by Motorcycle Brand

(Minnesota Motorcycle Rider Survey 2011)



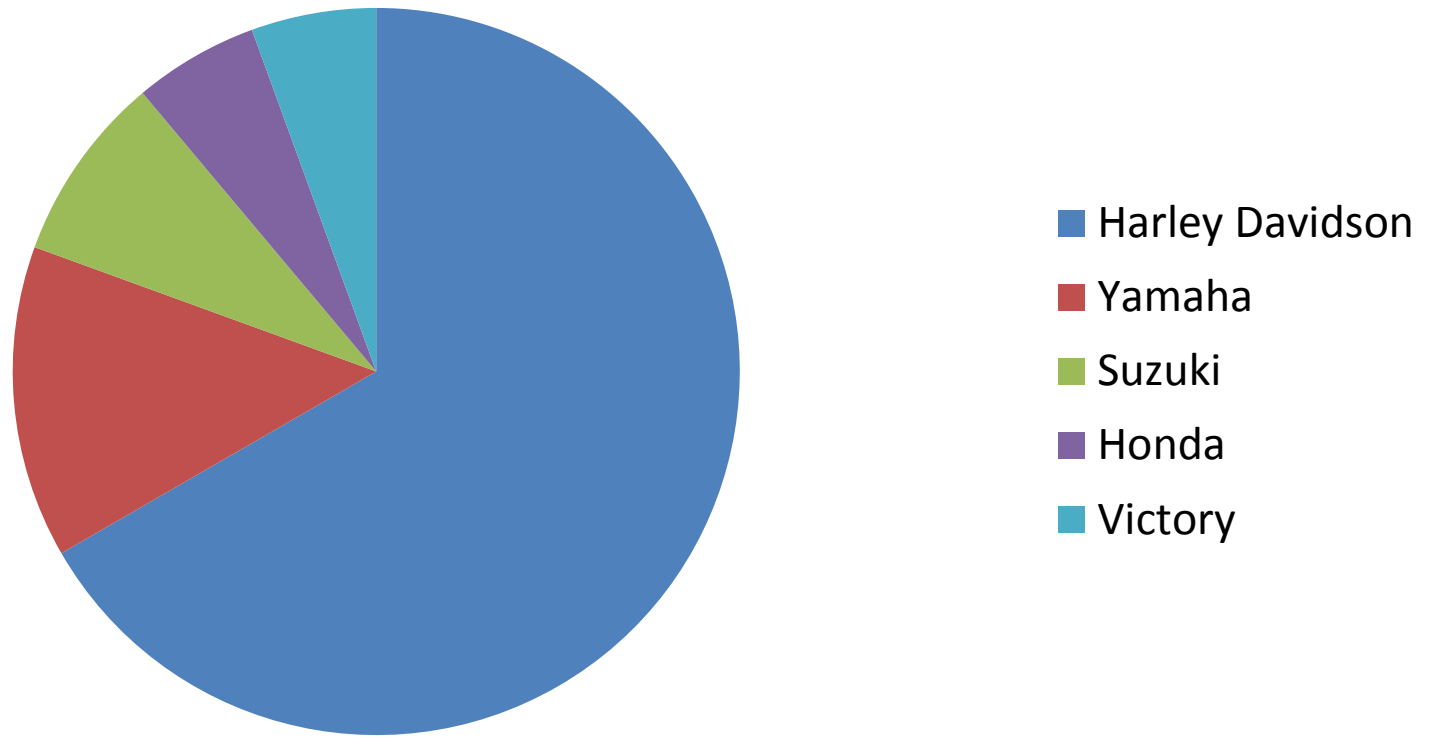
Preliminary Helmet Use for Motorcyclists Killed in 2015

Preliminary Fatal Analysis Reporting System Data,
10/21/15 2015



Preliminary Unhelmeted Motorcyclist Fatalities by Brand

Preliminary Fatal Analysis Reporting System Data,
10/21/15 2015



How do we reach these riders?

Hal Campbell

OTS Evaluation Coordinator

Motorcycle Helmet Non-Use Focus Group Study Report

Submitted to:

Minnesota Department of Public Safety
Office of Traffic Safety
445 Minnesota Street, Suite 150
St. Paul, MN 55101

Submitted by: Rainbow Research

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June 2015

Two goals of conducting these focus groups:

Better understand the factors that support an individual's decision making in choosing to wear or not to wear a helmet

Provide information to develop messages that can be targeted toward increasing voluntary helmet use

Four focus groups were conducted with 69 motorcyclists.

- One focus group was conducted at a Honda, Kawasaki and Yamaha dealership with 14 participants.
- Two focus groups were conducted at Harley Davidson dealerships with 53 participants combined.
- A fourth focus group was conducted in Minneapolis in an attempt to get more younger riders as few participants were under age 30.

“There’s two types of riders. There’s the ones that have fallen down, and the ones that are going to.”

Quote from a focus group participant

How did riders define safety?

External Factors

- Awareness of road conditions; especially other drivers and the weather

Internal Factors

- Mental preparedness:
 - High levels of concentration and awareness
- Choice of Gear
- Riding Sober

Motivations for Helmet Use or Non-Use

- Safety
- Comfort and Convenience
- Personal Habit
- Weather and Length of Trip

Safety as a Factor of Helmet Use and Non-Use

Helmet Use

“Jackets and gloves, pants, boots, that’s all good. But helmets will save your life.”

Mankato, MN Participant

“I decided to go with the white helmet. I took the experienced riders course last year... they said... motorcyclists with white helmets are seen more – you know, they did a study that they see us more with white helmets on... so I immediately ordered a white helmet.”

Eden Prairie, MN Participant

“And that was enough to tell me that I will wear a helmet the rest of my life. He was wearing a helmet, and he lived.”

Eden Prairie, MN Participant

Helmet Non-Use

“I’ll never wear a full face again. A friend of mine crashed in front of me, and she needed mouth-to-mouth, and you can’t get at the mouth.”

St. Paul, MN Participant

“They’re [helmets] basically only designed for low-end – you know, low-speed impacts. Anything over that is – you know, you’re doing 85 miles an hour, a helmet ain’t going to save you.”

St. Paul, MN Participant

“Because the helmet doesn’t protect the whole rest of that body and won’t even necessarily protect your head.”

St. Paul, MN Participant

Comfort and Convenience as a Factor of Helmet Use and Non-Use

Helmet Use

“You know, when I tell people, when they’re going to buy a helmet, buy a comfortable helmet. Don’t worry about what it looks like or anything. Because if it ain’t comfortable, you’re not going to wear it because you’re not required to wear it, you know.”

Mankato, MN Participant

“I wear a helmet for different reasons. Not because of saving my head. It’s pretty hard anyway. I wear [it] because, for me, it’s comfortable.”

Mankato, MN Participant

Helmet Non-Use

“You know the full-face was just too – it was too hard. It was too clunky or whatever.”

Eden Prairie, MN Participant

“It’s mostly for comfort. And, you know, part of the enjoyment of the ride is the wind. You know? And, you know, helmets, for the most part, are uncomfortable. You know, they get warm. They itch. You know, so a lot of times, I’ll just go without, especially on warm days.”

Eden Prairie, MN Participant

Personal Habit as a Factor of Helmet Use and Non-Use

Helmet Use

“I worked for a motorcycle company, and I had to get full gear to ride the bikes. That’s when I basically got my first helmet, and it’s just worked my way up since. And now I won’t -- I won’t even get on a bike without it.”

St. Paul, MN Participant

“When I started riding, I always wore a helmet.”

Mankato, MN Participant

Helmet Non-Use

“I just, like, I don’t really care to wear it. I mean, just more of, like, a personal option, personal opinion.”

St. Paul, MN Participant

“I used to wear one when I had my first bike back in the ’80s. And, you know, I wore it almost all the time there, too. And it’s fine. But just something about it, and I don’t know if it’s part of this -- the Harley deal, too. I just -- I don’t even like to put the darn things on.”

Eden Prairie, MN Participant

Weather and Length of Trip as a Factor of Helmet Use and Non-Use

Helmet Use

“My rule, generally, if it’s a short run, and it’s just getting there and back, I won’t take the helmet out. If it’s highway or anything longer, if it’s commuting, I’ll put a helmet on.

Eden Prairie, MN Participant

Helmet Non-Use

“Bandana and sunglasses?...That’s me in the summer. I’ll be honest.”

St. Paul, MN Participant

What motivated these riders to change behavior?

- Age and riding experience were the most cited.
 - Note most of the focus group participants were riders over age 40.
 - Many felt the roads are less safe nowadays with the increasing number of highway users and the use of cell phones
- The experience of a close call or surviving a crash was cited almost as much.
- Life events, such as marriage or children, and taking a training course were on par as the third most cited catalysts for changing their behavior.

Getting Creative and Designing a Campaign



IT'S NOT IF, BUT WHEN.

#WearItForLife



MMSC Protective Gear Campaign

Where we started.

The process.

Final concepts.

What's next.



Where we started

JOHNSON GROUP

– Full-service marketing and advertising agency

“At Johnson Group, we believe advertising is not just about reaching the most people anymore. It’s about reaching and engaging the right people to act... with the right message.”

Where we started

- Who are we targeting?
 - 45-65 year olds
 - Cruiser, Harley riders
- What are we trying to do?
 - Change behavior
- How do we do that?

The process

- Johnson Group developed 11 concepts
 - Image
 - Headline messages
 - Secondary message
 - Hashtag or website

BE PREPARED

PRACTICE SAFE RIDING. WEAR MOTORCYCLE GEAR.

PREPARED PROTECTED



HELMET. GLOVES. BOOTS.

BE PREPARED
BE PROTECTED



BE PREPARED. BE PROTECTED.

HELMET JACKET
 GLOVES BOOTS



WEAR IT FOR LIFE

PROTECTIVE MOTORCYCLE GEAR:

**FOR WHEN YOU'RE FLYIN'
AND HIT IT HARD**

#wearitforlife



PROTECTIVE MOTORCYCLE GEAR:

**BECAUSE YOU PLANNED TO ROCK
BUT DIDN'T MEAN TO ROLL**

#wearitforlife



PROTECTIVE MOTORCYCLE GEAR:

**BECAUSE THE WEATHER CAN SHIFT
FASTER THAN YOU CAN**

#wearitforlife



WEAR IT FOR LIFE

PROTECTIVE MOTORCYCLE GEAR:

FOR REBELS **WITH A CAUSE**

#wearitforlife



PROTECTIVE MOTORCYCLE GEAR:

FOR WHEN **DEER ATTACK**

#wearitforlife



PROTECTIVE MOTORCYCLE GEAR:

FOR ROAD **TRIPS AND FALLS**

#wearitforlife



FOR LIFE



BECAUSE



BECAUSE, ROCKS.

Be prepared. Wear protective gear.



BECAUSE, CARS.

Be prepared. Wear protective gear.



BECAUSE, ROADRASH.

Be prepared. Wear protective gear.



ROAD OF THE BRAVE



FAMILY PLEDGE



A man and a woman, both wearing black leather motorcycle jackets, are embracing each other. The man is on the left, and the woman is on the right. They are both smiling and looking at each other. The background is a plain, light-colored wall.



The Gear Up logo is a shield-shaped emblem. It features a yellow background with a black silhouette of a motorcycle rider. Below the shield, the words "GEAR UP" are written in bold, black, sans-serif capital letters on a yellow rectangular background. The shield has a black border and a black base with three vertical lines.

**I TOOK THE
PLEDGE TO
GEAR UP
FOR MY WIFE**

GearUpMN.com 



A man and a young boy are sitting on a motorcycle. The man is on the left, wearing a red and black motorcycle jacket and sunglasses. The boy is on the right, wearing a brown shirt. They are both smiling and looking at each other. The background is a blue sky with white clouds.



The Gear Up logo is a shield-shaped emblem. It features a yellow background with a black silhouette of a motorcycle rider. Below the shield, the words "GEAR UP" are written in bold, black, sans-serif capital letters on a yellow rectangular background. The shield has a black border and a black base with three vertical lines.

**I TOOK THE
PLEDGE TO
GEAR UP
FOR MY SON**

GearUpMN.com 

GEAR UP



**A ROAD TRIP ISN'T
SUPPOSED TO BE PAINFUL**

Wear Protective Motorcycle Gear



**EVEL KNIIEVEL
WORE A HELMET**

Wear Protective Motorcycle Gear



GEAR UP



ROCK THAT HELMET HAIR

Wear Protective Motorcycle Gear



**YOUR "DADBOD" IS
WORTH PROTECTING**

Wear Protective Motorcycle Gear



MAN IN UNIFORM



LEATHER NEVER GOES OUT OF STYLE
PRACTICE SAFE RIDING



LADIES LOVE A MAN IN UNIFORM
PRACTICE SAFE RIDING



GEAR UP THEN GO



GEAR UP
 **THEN GO**

WEAR PROTECTIVE GEAR



GEAR UP
 **THEN GO**

WEAR PROTECTIVE GEAR



GEAR UP
 **THEN GO**

WEAR PROTECTIVE GEAR



FOR THE MAN WHO

**FOR THE MAN WHO
HAS ONLY ONE HEAD.**

WEAR PROTECTIVE MOTORCYCLE GEAR



**FOR THE MAN WHO
USES HIS HANDS.**

WEAR PROTECTIVE MOTORCYCLE GEAR



**FOR THE MAN WHO
WANTS TO LAST LONGER.**

WEAR PROTECTIVE MOTORCYCLE GEAR



GEAR UP FOR LIFE



**It's not a matter of if,
it's a matter of when.**

#gearforlife



**Your reflexes aren't
what they used to be.**

#gearforlife



**Wear protective gear,
not the pavement.**

#gearforlife



The process

- Narrow it down
 - Motorcycle Safety Advisory Task Force Members
 - Office of Traffic Safety staff
 - Office of Communications staff

The process

- Favorite “look(s)”
- Favorite type of image (product vs. people)
- Favorite headline messages
- Favorite secondary messages
- Favorite hashtags

The process

- Second round of creative concepts mocked up with our favorites
 - Same headline message and look with various secondary messages



IT'S NOT IF, BUT WHEN.

Be Prepared. Wear Protective Motorcycle Gear.



IT'S NOT IF, BUT WHEN.

#wearitforlife





**LEATHER NEVER
GOES OUT OF STYLE**

Ridebrave.com



**LEATHER NEVER
GOES OUT OF STYLE**

[#wearitforlife](https://www.instagram.com/wearitforlife)



The process

- Narrow it down again
 - Selected 9 headline messages
 - Combination from the initial 11 concepts
 - Selected one secondary message/hashtag
 - Determine mix of product and people photos



The process

We have the messages...



...But what about the images?

The process

- Stock Photos
 - Are the helmets DOT-approved?
 - Are the jackets high viz?
 - Include a variety to appeal to broader audience
 - What gear goes with which message?
 - Do the people pictured appeal to our audience?
- Photo Shoots
 - Take time and money

The process

- Stock photos of gear and one person that fit our campaign and safety messages



The process

- Photo shoot for couples geared up to ride
 - Stock photos didn't fit our safety recommendations



Photo Shoot



Photo Shoot



Photo Shoot



Photo Shoot



Photo Shoot



Photo Shoot



Photo Shoot



Final Concepts

- Professional photos are being edited and placed in final concepts now.



Final Concepts



**ROCK
THAT
HELMET
HAIR.**

#WearItForLife



**YOU
PLANNED
TO ROCK
BUT DIDN'T
MEAN TO
ROLL.**

#WearItForLife



**FOR
WHEN
DEER
ATTACK.**

#WearItForLife



**IT'S
NOT
IF, BUT
WHEN**

#WearItForLife



**EVEN
KNEIHEL
WORE A
HELMET.**

#WearItForLife



**BECAUSE,
ROADRASH.**

Be prepared.
Ride safely.
Wear protective
motorcycle gear.

#WearItForLife



**BECAUSE,
CARS.**

Be prepared.
Ride safely.
Wear protective
motorcycle gear.

#WearItForLife



Final Concepts

- Billboards
- Brochure
- Posters
- Online ads
- Radio Ads
- Video Ads for online use

Final Concepts



Final Concepts

#WearItForLife



Final Concepts

#WearItForLife



What's Next?

- 2016 riding season
- Compass Point Media
 - Full service media agency
 - Create plan for placement of media buys
 - Help us reach our target audience

What's Next?

- Billboards along highways
- Posters and brochures sent to dealerships
- Online ads placed on websites used by target audience
- Online videos played on website or before YouTube videos
- Share videos on our social media platforms

What's Next?

- Other ideas:
 - Bar & restaurant bathroom advertising
 - Rest area & truck stop advertising
 - Table tents or coasters
 - Product tags at dealerships

QUESTIONS?

Motorcycle Road Guard Update

- DPS began training to certify motorcycle road guards in April through its MN Motorcycle Safety Center.
- Motorcycle group ride road guarding became legal on August 4, 2015.
- Four regional training sites conduct road courses from April - October.
 - Dakota County Technical College – Metro
 - Lake Superior College – Northeast (this may move to Mesabi Range in 2016)
 - Minnesota State Community and Technical College, Detroit Lakes Campus – Northwest
 - Minnesota West Community and Technical College, MERIT Center in Marshall - Southwest
 - Rochester Community and Technical College – Southeast
- The three hour course provides classroom training and live traffic control training.
- Class size is twelve students. Tuition is \$30.
- This course can also be taken on the road to groups for an additional fee.
- Course graduates are issued a course certificate, which is business card sized, and their names, certificate numbers, and certificate expiration dates are listed on our website under Road Guard, Certified Road Guards.
- For more information on road guard training or to view a listing of currently certified road guards, visit www.motorcyclesafety.org .
- 533 roads guards were trained and certified by DPS in 2015.

Relevant Statutes and Rules

- Minnesota State Statute 171.60, subdivisions 1 and 2, established basic standards for road guard certification. Specific rules for road guarding are defined in Minnesota Rules, chapter 7422.0100 – 7422.1200.
- Minnesota State Statute 169.06, subdivision 4(g) states, “a person may stop and hold vehicles in place until it is safe for the vehicles to proceed, if the person: (1) holds a motorcycle road guard certificate issued under state statute 171.60; (2) meets the safety and equipment standards for operating under the certificate; (3) is acting as a flagger escorting a motorcycle group ride; (4) has notified each statutory or home rule charter city through which the motorcycle group is proceeding; and (5) has obtained the consent of the chief of police, or the chief’s designee, of any city of the first class through which the group is proceeding. A flagger operating as provided under this paragraph may direct operators of motorcycles within a motorcycle group ride or other vehicle traffic, notwithstanding any contrary indication of a traffic control device, including stop signs or traffic control signals. A person operating a vehicle that has been stopped by a flagger under this paragraph may proceed only on instruction by the flagger or a police officer.”