

**3<sup>rd</sup> Annual  
Motorcycle Winter Conference**

**SAVING LIVES:  
WE ARE DEAD SERIOUS !!**

---

**December 12, 2012**



# Program Risk Management

We stand behind our work.



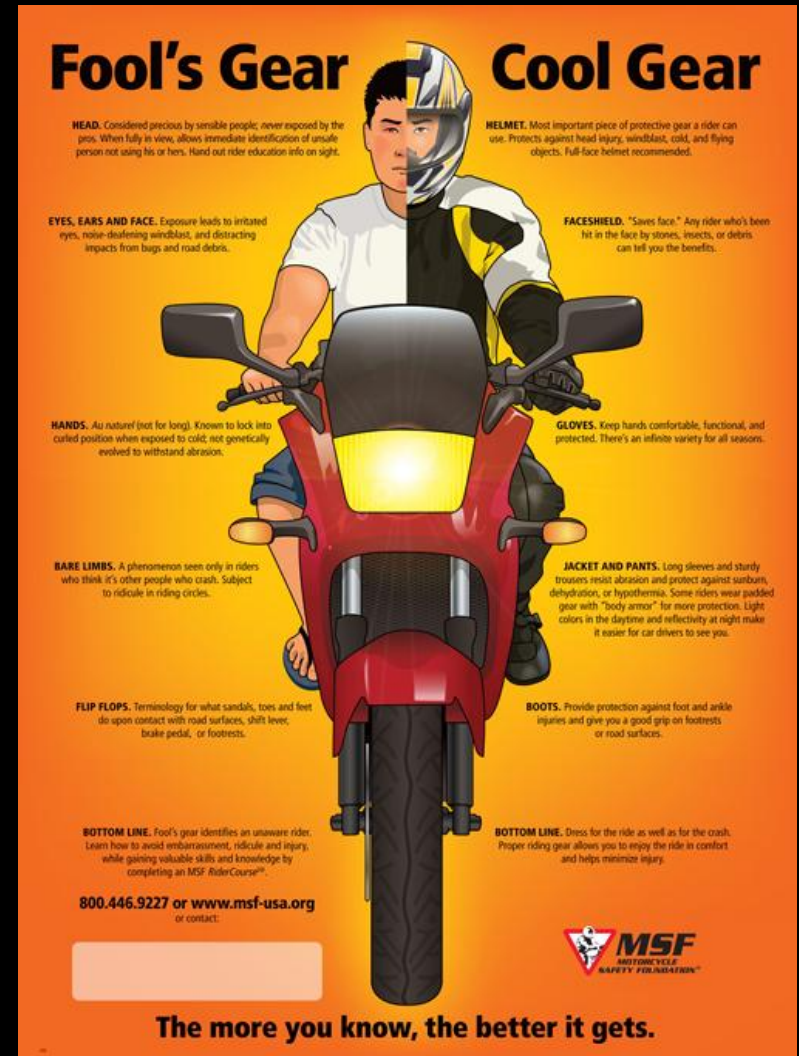
Motorcycles



Who's in your corner?

# MSF Key Message Points

1. Get trained and licensed
2. Wear protective gear
3. Ride unimpaired
4. Ride within skill limits
5. Be a lifelong learner

A poster titled "Fool's Gear" vs "Cool Gear" comparing unsafe and safe riding practices. The central image shows a rider on a red motorcycle, split vertically into two halves. The left half is labeled "Fool's Gear" and shows the rider in casual, unsafe attire: a white t-shirt, blue shorts, flip-flops, and no helmet. The right half is labeled "Cool Gear" and shows the rider in full protective gear: a helmet, jacket, pants, gloves, and boots. Text boxes around the rider describe the consequences of each choice.

**Fool's Gear**

**Cool Gear**

**HEAD.** Considered precious by sensible people, never exposed by the pros. When fully in view, allows immediate identification of unsafe person not using his or hers. Hand out rider education info on sight.

**HELMET.** Most important piece of protective gear a rider can use. Protects against head injury, windblast, cold, and flying objects. Full-face helmet recommended.

**EYES, EARS AND FACE.** Exposure leads to irritated eyes, noise-deafening windblast, and distracting impacts from bugs and road debris.

**FACESHIELD.** "Saves face." Any rider who's been hit in the face by stones, insects, or debris can tell you the benefits.

**HANDS.** "Au naturel" (not for long). Known to lock into curled position when exposed to cold; not genetically evolved to withstand abrasion.

**GLOVES.** Keep hands comfortable, functional, and protected. There's an infinite variety for all seasons.

**BARE LIMBS.** A phenomenon seen only in riders who think it's other people who crash. Subject to ridicule in riding circles.

**JACKET AND PANTS.** Long sleeves and sturdy trousers resist abrasion and protect against sunburn, dehydration, or hypothermia. Some riders wear padded gear with "body armor" for more protection. Light colors in the daytime and reflectivity at night make it easier for car drivers to see you.


**FLIP FLOPS.** Terminology for what sandals, toes and feet do upon contact with road surfaces, shift lever, brake pedal, or footrests.

**BOOTS.** Provide protection against foot and ankle injuries and give you a good grip on footrests or road surfaces.

**BOTTOM LINE.** Fool's gear identifies an unaware rider. Learn how to avoid embarrassment, ridicule and injury, while gaining valuable skills and knowledge by completing an MSF RiderCourse®.

**BOTTOM LINE.** Dress for the ride as well as for the crash. Proper riding gear allows you to enjoy the ride in comfort and helps minimize injury.

800.446.9227 or [www.msf-usa.org](http://www.msf-usa.org)  
or contact:

 **MSF**  
MOTORCYCLE  
SAFETY FOUNDATION®

**The more you know, the better it gets.**

# Last Year

1. **Basic Rider Needs**
2. **Improving Perception**
3. **Risk Offset**
4. **Tactics for Intersections**
5. **Tactics for Curves**
6. **Rider Levels**

# Rider Levels

- Level 0: Self taught and/or rides without a license**
- Level I: Completes a learn-to-ride course & licensed**
- Level II: I + Completes additional courses**
- Level III: II + Reflects on experiences**
- Level IV: III + Lifelong learner & subconsciously safe**

# 2012 Session Topic

## *The Final Frontier: Behavioral Approaches to Saving Lives*

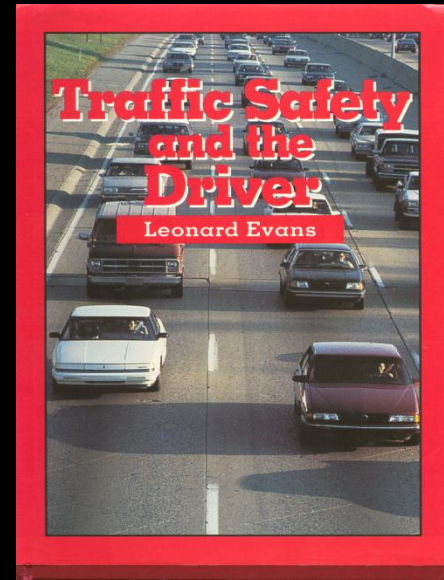
# Ponder Point

## **Motorcycle Data Analysis in Illinois**

Rider safety training and education tend to reduce motorcycle related crashes (based on anecdotal information). It should be noted that the relationship between the rider training and reduction of crashes has not been established yet.

# Ponder Point

*The problem of traffic crashes is much more one of drivers doing things they know they ought not do, than of drivers not knowing what to do.*





# Ponder Point

*Improvement requires a constant intent to improve. The implementation and maintenance of this intent is a task that requires the utmost in rational control, which is a duty—a “leadership duty”—of the conscious self.*

## The **Upper Half** of the **Motorcycle**

on the unity of rider and machine



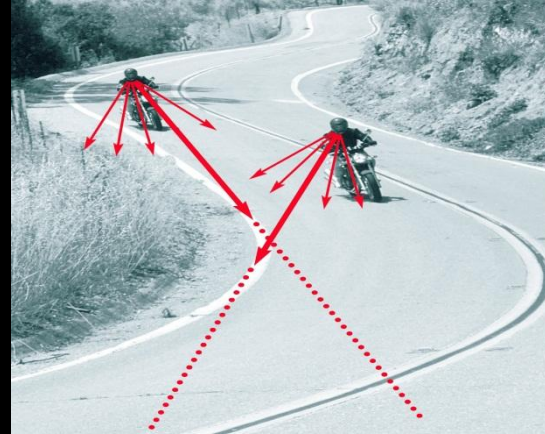
Bernt Spiegel

# Riding Tasks

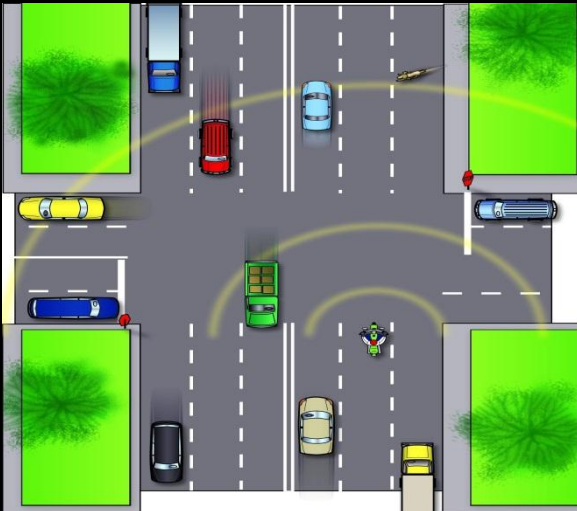
## Physical



## Mental



## Social



## Emotional



# **SAM SAFETY**

**STOP to Think About:**

**Self-Awareness**

**Attitude**

**Motivation**

**SAM wants you to ask yourself:**

How can I become a  
better rider?

*Or am I good enough already?*

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

Item	You

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	
<b>Rider Skill</b>	

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	
<b>Rider Skill</b>	
<b>Perceptual Ability in Traffic</b>	



# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	
<b>Rider Skill</b>	
<b>Perceptual Ability in Traffic</b>	
<b>Degree of Cooperation in Traffic</b>	

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	
<b>Rider Skill</b>	
<b>Perceptual Ability in Traffic</b>	
<b>Degree of Cooperation in Traffic</b>	
<b>Belief <i>It</i> Will Never Happen To Me (a crash).</b>	

# Self-Check

*Place a number from 1 (low) to 10 (high) in the space provided.*

<b>Item</b>	<b>You</b>
<b>Rider Knowledge</b>	
<b>Rider Skill</b>	
<b>Perceptual Ability in Traffic</b>	
<b>Degree of Cooperation in Traffic</b>	
<b>Belief <i>It</i> Will Never Happen To Me (a crash).</b>	
<b>Emotional Commitment To Safety</b>	

Activities:

Refer to Handouts

Space

Set of  
Conditions

Our  
Response

Space

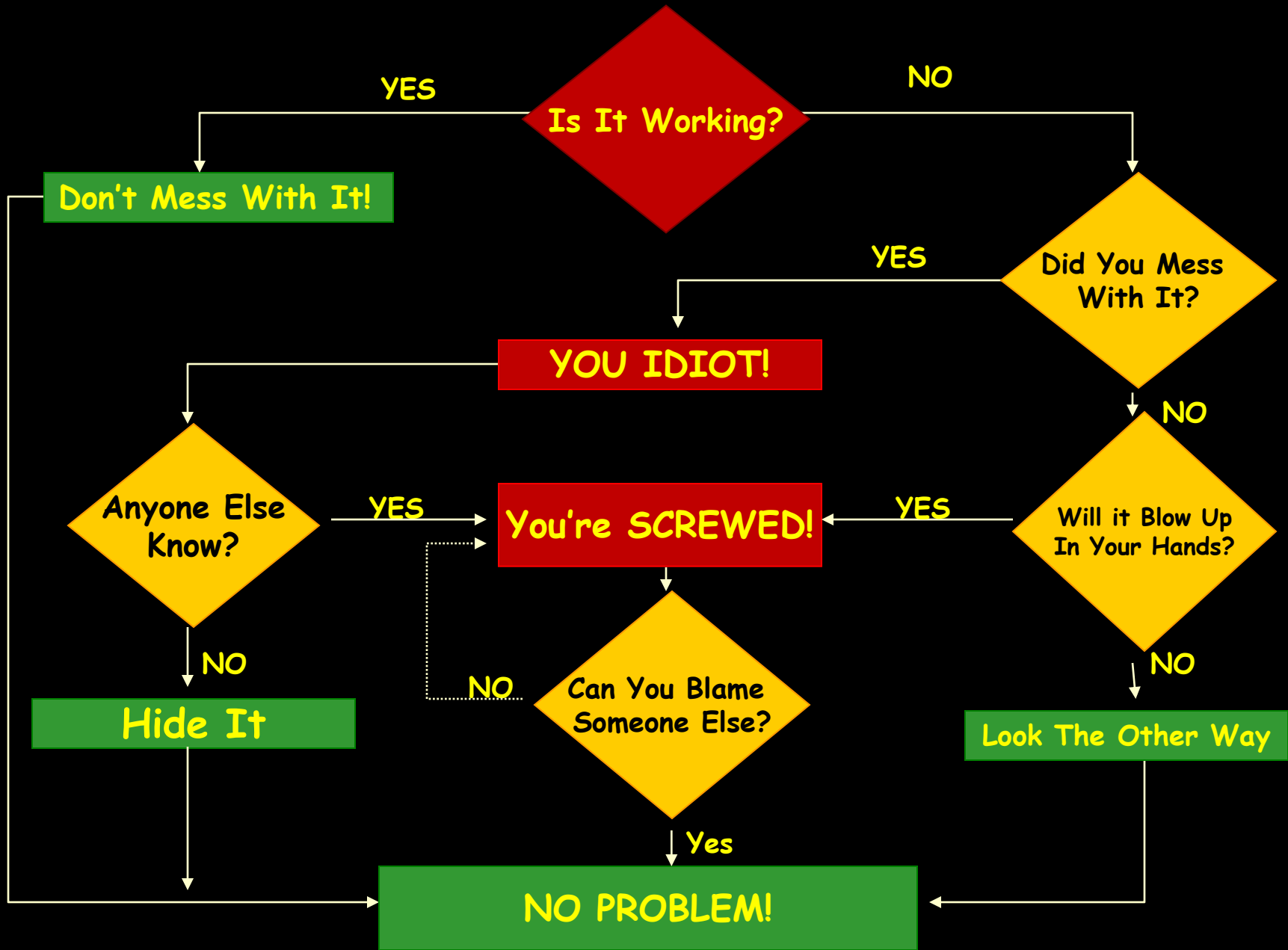
Set of  
Conditions

See  
Our  
Riding  
&  
See  
Self

Our  
Response

# Program Improvement Flowchart

# Program Improvement Flowchart





# 2012 Session Topic

***The Final Frontier:  
Behavioral Approaches to  
Saving Lives***

***Thank You !!***