



**National Highway Traffic Safety Administration**

**Monday, May 23, 2005**

**Motorcycle Safety Foundation**

**Riding Straight Initiatives**

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## Riding Straight Module

MSF offers several safety programs that can be taught by anyone, especially motorcycle enthusiasts or others who are concerned with traffic safety. Whether you're a riding club leader, a schoolteacher, or just someone who enjoys motorcycling, you'll find it rewarding to present MSF's curricula to your peers, your students, or your community. The following kits are available from the MSF website [www.msf-usa.org](http://www.msf-usa.org) on the Host An Event page.



The **Riding Straight Module (RSM)** is a stand-alone kit that can be used by those who have an interest in conducting seminars or events related to the hazards of impaired riding. The kit contains a Facilitator's Guide, Riding Straight video and interactive Fatal Vision® Simulator Goggles. The goggle activities can also be used by anyone willing to be a facilitator for special events, riding club meetings and rallies, and community outreach programs to deliver a message without the formality of a classroom environment.

In addition to the Riding Straight Module being conducted in Experienced *RiderCourses* it can be incorporated into the BRC. Also, MSF RiderCoaches, staff, and others demonstrate the Riding Straight Module at large events including:



Bike Week, Daytona - 500,000+ people in attendance

Love Ride 21, Los Angeles - 25,000+ in attendance

Long Beach Int'l MC Show, Long Beach - 20,000+ in attendance

San Mateo Int'l MC Show, San Mateo - 15,000+ in attendance

Sturgis August 2005 – over 500,000 expected

Sales Recap	2003	2004	YTD 2005	TO DATE
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Riding Straight Module	63	58	29	150
ERC Suite Kit	476	229	95	800
(includes Riding Straight Module)	539	287	124	950

The Riding Straight Module retails for \$160 while the retail of the Fatal Vision Goggles alone is \$149.95. While other goggles of this type are available in the market place, MSF feels the Fatal Vision brand quality is superior and has priced the module at a price to cover the cost of materials and honor Fatal Vision's retail price.

## Experienced RiderCourse (ERC) Suite <sup>SM</sup>



The **Experienced RiderCourse (ERC) Suite <sup>SM</sup>** is a major component of the Motorcycle Safety Foundation Rider Education and Training System, and provides riders with a seamless opportunity to progressively continue developing their riding and safety awareness skills. The ERC Suite is a set of three distinct MSF *RiderCourses*, all guided by MSF-certified RiderCoaches. Each Experienced *RiderCourse* lasts about five hours and includes nine riding exercises and pertinent group discussions. All three courses include the use of the RSM.

The Skills Practice *RiderCourse* is for motorcyclists who have successfully completed the BRC or who possess basic operational skills but wish to further develop their riding skills and strategies. The course focuses on managing traction, stopping quickly, and swerving techniques. Riders may use a training motorcycle or their own safe, street-ready motorcycle; no passengers are permitted. Riders can take this course as soon as they've completed the BRC.

The License Waiver *RiderCourse* is for motorcyclists who have been riding with a permit but have not yet obtained their state motorcycle license endorsement. A state may use this as a license waiver course for experienced riders with permits. Riders may use a training motorcycle or their own safe, street-ready motorcycle; no passengers are permitted.

And finally, the Skills Plus *RiderCourse* is good for motorcyclists who are already licensed and frequently ride, and who are looking for extra skills training or perhaps a skills refresher after a long winter's break from riding. Students are encouraged to repeat the course periodically, especially whenever they buy a new motorcycle to keep their skills sharp. A rider must bring his or her own safe, street-ready motorcycle. Passengers may participate.

ERCs currently make up an estimated 6% of motorcycle training in the United States.

(ERC figures for 2003-2004 are incomplete but may total between 15,000 and 20,000 per year)

## Under the Influence



***Under the Influence*** replaces the *Riding Straight* video in the Basic *RiderCourse*, but the older version will remain an integral part of the ERC Suite Kit and Riding Straight Module. The video will be distributed to all Rider Education Recognition Program (RERP) sites on DVD or VHS. The humorous approach has been dropped and sobering statistics have been added.

## Seasoned Rider Module



The **Seasoned Rider Module** is a stand-alone kit that can be used for conducting seminars or events related to the effects of aging on a motorcyclist. The kit addresses the need to identify and compensate for factors such as diminished vision, reflexes, and strength in order to manage risk. Contains a Facilitator's Guide, Seasoned Rider video, a core lesson plan, and several optional learning activities. Groups can add the RSM module to the Seasoned Rider Module for a club or organization meeting and provide two important messages. Available September 2005.

## Cars, Motorcycles & A Common Road



The **Cars, Motorcycles & A Common Road** kit includes an 8-minute video directed at motorists and provides a driver's eye view of the special needs of motorcyclists. It also comes with a Leader's Guide and ten Student Handbooks. Drivers will learn why a safe motorcyclist will ride in various lane positions, the "two-second" rule for following a motorcyclist, and how to avoid the most common scenarios in which motorists and motorcyclists collide. The kit can be used by SMRO reps and others in schools. It may also be used by driver education programs. MSF is in the process of updating Cars, Motorcycles & A Common Road to be completed in the Spring of 2006.

## Take It Easy Program



The Take It Easy (TIE) program was first conceived by MSF in 2001 to combat the growing number of injuries and fatalities attributed to Bike Week in Daytona. MSF wanted to demonstrate their commitment to encouraging safe riding and promoting motorcycle safety. Objectives of the campaign when first developed and continue to be are:



- 1) Encourage safe motorcycling during Bike Week
- 2) Deliver a message motorcycle riders would buy-in to
- 3) Convey the same safety message to motorists in Daytona Beach
- 4) Build "brand identity" for Take It Easy so all roadway users heed the message.

This year's program, the fifth annual Bike Week public awareness campaign, encouraged car drivers to be alert to motorcyclists on the roads. The *Take It Easy* message and new "Ride Safe Drive Safe" tagline were communicated through radio promotions, banners, T-shirts, and the distribution of thousands of commemorative pins.

The 2005 *Take It Easy* campaign was a sponsor of the Daytona Chamber of Commerce's high-visibility Welcome Center on Main Street, and its staff wore *Take It Easy* T-shirts throughout the week.

As in years past, on Friday of Bike Week, staff of each participating motorcycle manufacturer wore *Take It Easy* T-shirts in a show of solidarity and support for the program, and to reinforce safety messages to riders and motorists in Daytona Beach.

Last year the TIE program was expanded to Sturgis and will continue this year. After five years at Daytona, a new campaign will be developed in 2006.

### Expanded Take It Easy Program

MSF developed a program for organizations to take advantage of the Take It Easy campaign by signing a license agreement, paying a nominal fee and agreeing to report of use. MSF provides campaign materials that can be personalized with the name of the group or organization. Components include the art for the TIE logo, outdoor banners, posters, transit/bus sides, radio spots and ad slicks.

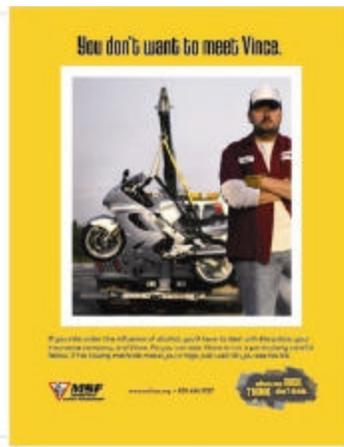
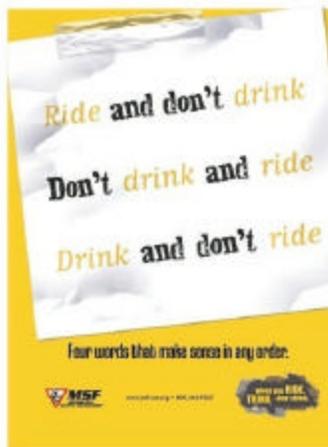
**Book: Motorcycling Excellence**

MSF's latest Alcohol-Awareness efforts include a chapter in the updated, enhanced book "The MSF's Guide to Motorcycling Excellence" that will be published in the Fall of 2005. Chapter 4 – Riding Straight – is a comprehensive look at how drinking alcohol and taking drugs impairs not only your physical abilities to see, respond, and control a motorcycle, but severely impacts your judgment as well.

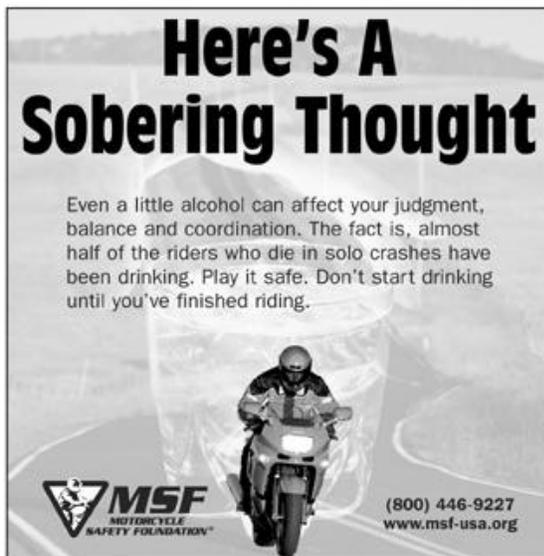
Readers will be reminded to refuse to mix alcohol and riding, do their part to encourage others to separate riding and alcohol and stay informed about the effects of drugs, both prescription and non prescription, on riding abilities.

**Print Public Service Announcements (PSAs)**

The following are examples of posters available free of charge from MSF.



MSF has also developed a series of print PSAs available on CD free of charge.



## **National Agenda for Motorcycle Safety (NAMS) Grant Program**

The National Agenda for Motorcycle Safety Grant Program is now in its third year with nearly \$65,000 awarded to motorcyclists, clubs and non-motorcycle industry partners who applied for small-award grants. The grant recipients have become active in motorcycle safety initiatives that addressed one or more of the 82 recommended actions in the National Agenda. The average grant awarded was \$4,600; the cap is \$10,000 since the funds are intended for grass-roots efforts.

One recent NAMS grant was awarded to a community service group to subsidize a Safety Workshop and Bike Safety Demonstrations to be held in conjunction with a rally and ride. The purpose of the event is two-fold. First to promote safe motorcycle practices and second to raise funds to provide services for families affected by drug and alcohol abuse. MSF was pleased to support this event since it will be non-alcoholic to emphasize the awareness of this important aspect of motorcycle safety.

Funds continue to be available and information regarding the NAMS Grant Program can be found on the MSF website.

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