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Procedures and Resource Guide for Bicycle Helmet Promotions: A Review of Bicycle Helmet Promotions in the United States

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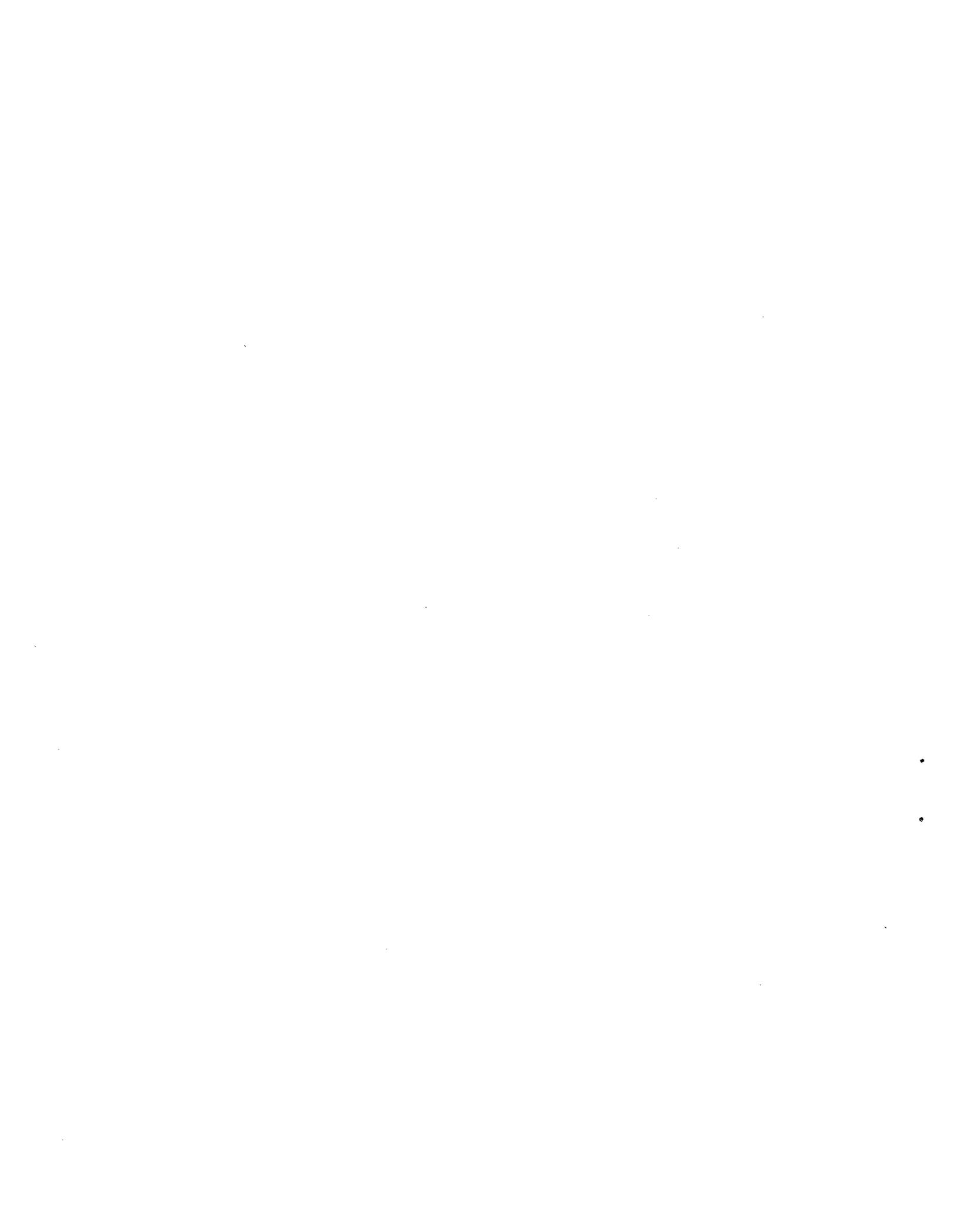


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INTRODUCTION

This procedures and resource guide for promoting bicycle helmet usage is based on a review of bicycle helmet promotions in the United States. The report identifies who is promoting helmet use and the program elements common to successful promotions. Examples of awareness building, helmet distribution, and helmet use activities are provided. Factors that motivated people to begin campaigns, have helped or challenged their progress, and essential elements required to start and conduct a promotion also are presented.

The source for the information presented in this report was a survey conducted by the Bicycle Federation of America in the summer of 1991. Surveys were mailed to over 550 separate organizations and individuals identified through personal contacts, bicycle helmet manufacturers and distributors, traffic safety and injury control government officials, and organizations administering various mini-grant programs. Over 230 of these organizations and individuals responded with information. A summary of individual responses are provided in Appendix E and the survey is presented in Appendix F.

Bicycle helmet promoters were asked what had motivated them or their organizations to become interested in promoting bicycle helmets and what factors helped them initiate a program. Many individuals and organizations were motivated to begin promoting helmets by some sort of experience with a bicycle crash or injury. For some, this was the result of the death or injury of a family member or young patient.

For others, it was the knowledge of the severity of head injuries caused by bicycle crashes or falls, and awareness of a relatively inexpensive, easy to implement, widely available countermeasure that could prevent or reduce the severity of the injuries. Others were drawn by other personal interests. For example, the challenge of getting their own children to initially try helmets and then continue to wear them prompted some parents to initiate helmet promotions in their neighborhood, schools, or community. A child who wore a helmet in elementary school, but became very reluctant to continue doing so as a middle school student, prompted one parent to begin efforts to target increased use by older children. Avid bicyclists have become involved in order to share what they know with others. The general concern for giving back to one's community, for public safety, and for saving lives and preventing injuries was the motivation for other promotions.

The emphasis of injury prevention in the health care, public health, and safety fields has stimulated promotions, especially when funding has been made available. Discussions about mandatory helmet use and specific legislation introduced or passed also played a role in initiating program activity. Several promotions were begun to increase the availability of helmets, others to provide free or discounted helmets to riders from low income families.

Several general trends emerged from the survey results. The majority of helmet promotion campaigns targeted young children and their parents. There were very few that targeted teenagers or older adults. Most promotions offered some form of incentive to either encourage helmet purchase, in general, or to motivate a helmet purchase immediately following some form of educational activity. Typically, the campaigns were planned and conducted at the local level, being coordinated by community-based coalitions.

The majority of promotions which responded to the survey reported collecting little or no evaluation data, or performing any type of systematic evaluation. Most indicated that this was primarily due to limited resources. Many respondents did cite anecdotal results such as, "sold lots of helmets," "increases in use noted," and, "It worked." Evaluation information and data was provided by approximately 25 percent of those surveyed.

The following sections identify barriers to conducting a promotion, provide information for conducting a successful bicycle helmet promotion campaign, and provide a resource guide of promotions, many of which have information or materials available for others. The scope of this project did not allow for the identification or reporting on every bicycle helmet promotion in the country. Nor did it allow full recognition of all the work being done in the campaigns highlighted in the report or identified in the resource guide.

ISSUES ASSOCIATED WITH HELMET PROMOTION

Numerous possible issues are faced by those wishing to increase the use of bicycle helmets in their community. These include factors associated with low helmet use and other specific program challenges.

One reason for low bicycle helmet use has been identified as a lack of awareness and understanding of head injury by parents, by children, and by the public in general. This is accompanied by a lack of awareness and understanding of helmets and their effectiveness. Many people have never thought of wearing a helmet or never thought it was really necessary. There are dangerous myths about bicycle-related crashes and the resultant injuries. People, and parents in particular, report a helmet isn't necessary because they or their children don't ride in traffic, ride very far, or ride very often. Some adult riders seem to feel helmets are only for children. This is evidenced by the widespread incidence of adult riders not using helmets while their child passengers are wearing them.

Public awareness and public information and education (PI&E) are essential to a successful campaign as mass media can be quite effective in increasing the awareness of target audiences. However, some promoters have been frustrated in their attempts to establish contacts and have their information used by various mass media outlets. Most mass media outlets are busy and have little time available for all the public service requests they receive.

Even with the support of mass media and other PI&E activities, increased awareness alone does not guarantee helmet purchase or sustained use among bicyclists. For example, a study in Georgia found 80 percent of parents reported being exposed to helmet messages, but only 20 percent of their children had helmets.

Another factor that contributes to low use is the lack of helmet availability, especially low cost helmets. Helmets have become more widely available in the past two or three years. Large discount department stores, where most bikes are purchased, now stock low cost ANSI or Snell certified helmets. But the selection may be limited to one or two models, or shelf displays in some stores may be difficult to find.

Other barriers to helmet use cited in the survey were riders concerns of looking ridiculous or concerns about peers and acceptance, especially among older school age children. Low peer

usage among both children and adults contributes to these perceptions.

Any campaign that tries to increase helmet use among youngsters almost always involves the local schools. However, working with school administrators and teachers can be difficult. School systems are overburdened with requests and requirements for additional or increased time for new or existing topics and subject areas. Most schools feel they cannot accept any additional efforts, despite the importance. It is up to the campaign to convince administrators and teachers of the importance and criticality of helmet promotion. Some campaigns have had difficulty using helmet coupons in the schools as they are perceived by the schools as official school endorsement of a particular brand or retail store over another.

Means of overcoming these and other barriers are presented in the following sections of the report. Specific examples, where appropriate, are used from actual helmet promotion campaigns.

ELEMENTS OF PROMOTION

The following basic elements were identified, after the review of hundreds of bicycle helmet promotions, as being associated with successful campaigns.

- o Planning
- o Goals and Objectives
- o Targeting
- o Strategies and Activities
- o Support
- o Evaluation

PLANNING

The hardest part of initiating a helmet promotion campaign often is knowing how to get started. Most successful promotions start with detailed planning. Essential campaign planning commonly includes addressing all the elements, and related issues, identified above.

An easy first step in planning is to get information from those who already have conducted a successful bicycle helmet promotion. Campaigns that have information and materials are referenced later in this section and listed in Appendix D.

Learn all about bicycle helmets. This includes the standards, the different types and sizes of helmets, how helmets must be fitted and worn to assure adequate protection, how to care for helmets, how to determine when a helmet must be replaced, and how to obtain both large and small quantities of helmets at discount rates.

In conducting a campaign, most promotions have found that organizing and building a community-based coalition with a strong leader and a local base of support, help make the campaign more effective, broaden its reach, and allow it to take advantage of additional local resources. Key coalition members might include medical providers, teachers and school administrators, PTA's, civic organization and business leaders, and government administrators. The coalition should be involved in all aspects of the program including planning, promotional activities, and evaluation.

Planning will involve gathering information on local injury statistics and helmet usage to identify problems and determine appropriate target audiences. Specific goals of the campaign

should be determined from the problem identification and expressed in clear, manageable and measurable objectives. Determine activities that will address the identified objectives and target audiences. Identify established local events or other community programs upon which to piggyback the helmet promotion activities. Using existing events and activities can facilitate the campaign and is a cost-effective approach for programs with limited funds. Develop an overall timetable for the activities.

The media is a potentially strong partner in reaching almost any target audience, so it is important to assemble a media package and develop a list of media contacts early in the project. If possible, involve a media representative in the coalition.

Level of funding and its sources must be determined and obtained. Additional local resources and in-kind funding must be identified. The available resources will provide parameters for the scope of the promotion, including staffing, amount and type of materials that will be used, promotion length, and geographic areas to be reached.

The planning phase is the time for determining what program materials will be needed and whether they will have to be developed, or need to be obtained from another source. Many promotions advise that it almost always takes longer than expected to develop or procure materials for the campaign.

Evaluation procedures and data requirements need to be identified. This will include the means of collecting and analyzing baseline, program, and post-program data.

The time needed for planning will vary by project, but for the most part, the program elements identified above will not. Depending on the level and type of promotion, the resources available, and the community, the level of planning for each element will vary. Time spent planning a promotion is usually time well spent.

GOALS AND OBJECTIVES

The goals and objectives of a campaign define what will be the intent of the campaign. The goals and objectives must be clear, concise, and measurable to allow organizers to determine if the objectives have been met with the program activities. The underlying goal of a bicycle helmet campaign is to reduce the incidence of bicycle-related head injuries through increased helmet use. Some campaigns also include, or are a part of, a bicycle safety program. The intent is to prevent bicycle-related crashes as well as crash injuries.

Examples of typical objectives for bicycle helmet promotion are:

- o Raise public awareness of head injuries resulting from bicycle-related crashes, and the need to use helmets to decrease or reduce the severity of these injuries.

This objective seeks to develop an awareness and understanding of head injuries and the role of bicycle helmets in preventing, and reducing the severity of, head injuries. There is little public understanding of the seriousness of bicycle head injuries and that they can be life threatening or can have long term consequences in reduced physical capabilities and extensive rehabilitative costs. Every campaign surveyed included some type of awareness building activity.

- o Increase helmet availability and ownership

Once there is awareness of the need and desirability to use helmets, the next step is to provide approved helmets to the riding public. This objective addresses the availability of helmets to be sold or loaned, and activities to motivate riders to buy or obtain helmets.

- o Increase helmet use

Even if riders have access to a helmet, it does not mean that they will use it. This objective addresses the need to get riders to remember to use the helmet on all trips.

- o Gain peer acceptance of using helmets

This objective attempts to make helmet use more acceptable among bicyclists, especially children. Gaining peer acceptance of helmets increases the motivation of riders to use helmets.

- o Motivate doctors, other important community leaders, and other role models to personally promote the use of bicycle helmets

This objective attempts to gain the support of important community leaders and other role models to promote the use of helmets. These individuals must support the campaign and should be involved as part of the coalition. The next step is to convince these individuals to take a more active, personal role in the promotion.

- o Advocate the adoption of a mandatory helmet performance standard

This objective stems from the problems associated with the voluntary compliance status of current standards and the self-certifying nature of the ANSI standard. These problems

raise questions regarding whether the current standards result in adequate protection for helmet users, particularly children. The issues have prompted many bicycle helmet advocates to call for the Consumer Product Safety Commission to develop a mandatory performance standard.

TARGETING

A helmet campaign can be more cost effective if it is targeted to a specific audience, in a particular area, for a determined period of time. This allows for promotional materials to be designed or adapted specifically for the program.

Audience

Promotions generally are more effective if the intended audience is specifically targeted. However, this requires that the promoters define who is to be the target audience. Audiences can be defined by age, grade level, or by relationship, for example, five to 10 year olds, K-6th grade students, or parents of school age children. Most promotions surveyed focused on school aged children, with a majority also targeting the children's parents. The parents were most often seen as decision makers, purchasers, and enforcers of helmet use. A few promotions also targeted parents and other role models as cyclists and in need of as much protection as their children.

The rationale for targeting children is threefold: 1) they can establish a lifelong habit of helmet use; 2) they are easier to reach because they attend school; and 3) there is greater acceptance of helmets by younger children. There is, however, some concern about only targeting children (and their parents), particularly with regard to sustaining helmet use as they grow older. These concerns can be addressed by the targeting of teens and young adults.

A few campaigns targeted all ages or other specific ages, such as pre-school through first grade or early adolescents from sixth through eighth grade. Others targeted specialized audiences such as the "Sell a Bike, Save a Life" campaign developed by the VA Department of Motor Vehicles which targeted sales people at discount department stores where a majority of children's bicycles are sold. In Manville, NJ, bicycle-mounted Gannett newspaper carriers were targeted.

Project Length

Generally, the longer a promotion is conducted, the greater the potential impact. In the promotions surveyed, activities varied

between single day events that happen once or once a year, to multi-year campaigns. Approximately 65 percent of the promotions surveyed were multi-year efforts. Often these longer campaigns have peak periods of activity just prior to and during the prime bicycling months and before Christmas. In many cases, one day events, such as rodeos, originally intended to happen only once, have become annual events because of their popularity.

Geographic Area

Approximately 55 percent of the promotions focussed their efforts on the local community or county. Even national campaigns such as Safe Kids and the American Academy of Pediatrics focus much of their efforts on supporting local level activity. Depending on the media markets used by the promotion, it is best to concentrate on the local level. Often, more local support can be generated for promotions concentrated at the local level.

Mass Media

Mass media is able to reach large numbers of people with the same message. The cost of working with the media can be beyond the financial resources of a local campaign. However, helmets, bicycling, and children's safety are strong areas of interest to the public and therefore to the media. Many campaigns have used this fact to their best advantage by using news segments, talk show appearances, special event coverage, and victim stories. Some have found unique, no cost ways to use mass media, such as in Pitt County, NC where a weatherman promoted helmets as he gave the nightly report and forecast. National efforts, such as the National Safe Kids Campaign, have helped expand the media resources of local campaigns by creating and distributing media kits, press releases, and PSA's.

The effectiveness of mass media alone to change behavior, in this case helmet use, is very limited. For example, before a program began in Georgia, 80 percent of the parents sampled reported prior exposure to helmet messages, most through the media (75%). However, only 20 percent of these parents reported their children owned a helmet. Control and experimental schools were exposed to a mass media campaign. Only the experimental school, which also received both child and parent education, saw significant increases in helmet ownership (from 20% to 40%) and usage (from 58% to 85%).

Materials

The type and quantity of materials needed for a campaign depends on the objectives and target audience(s) of the promotion. A

wide array of print, tape, film, and other materials have been created to promote awareness, distribution, and the use of helmets.

Some campaigns have reprinted and customized materials developed by other organizations or for other promotions. For example, the "Lou and his friends..." brochure created by the Head Smart Coalition was reprinted by the National Safe Kids campaign.

Revisions of existing materials can be made to include helmet messages, and include helmets on graphics and photographs of bicyclists. Examples are the pamphlet "Bicycle Safety: What Every Parent Should Know," various American Automobile Association bicycle safety materials, and the "Complete Bicycle Education Program." Additional examples of materials from the survey are provided in the following section of the report.

The types of materials that could be used in a promotion include:

- o Print materials - informational and awareness brochures, flyers, posters, activity books, hang tags, and incentives to buy, such as discount coupons, rebates, and sales flyers.
- o Media kits - often include print and broadcast PSA's, and sample radio announcements and press releases.
- o Newsletters and policy statements.
- o Guides, "how to" documents, and sample presentations and curricula for parents and children.
- o Videos - created to promote helmets by professional organizations, public agencies, and children themselves.

STRATEGIES AND ACTIVITIES

Strategies are a common set of activities designed to accomplish the goals and objectives of, in this case, a helmet promotion campaign. Most successful promotions included multiple strategies and a variety of activities for each strategy. Local promotions can be creative in the number and type of activities used, but the planner(s) must be realistic in terms of available resources that will support the planned activities.

Research has been conducted or is currently in progress to determine effective strategies in changing attitudes toward helmets, helmet use and helmet sales, and the level of promotion required. Studies have been conducted by the Bicycle Federation of America for the Florida Department of Transportation and the Michigan Department of Health, and is being done (at the time

this report was being prepared) by Dunlap & Associates under a grant from the Centers for Disease Control.

Public Information & Education

Every promotion should conduct activities designed to increase awareness through public information and education (PI&E) about helmets and their effectiveness in preventing head injuries. This strategy is most effective when combined with one or more other strategies (e.g., helmet distribution, helmet use). Based on the survey, PI&E activities to increase awareness broadly fall into one of four categories.

- o Statements of policy
- o Information dissemination
- o Special events
- o Materials distribution

o Statements of Policy

Several national groups have developed position or policy statements promoting the use of helmets and encouraging their constituents to get involved in the promotion. Examples include The National PTA, American Academy of Pediatrics, League of American Wheelmen, American Youth Hostels, National Safe Kids Campaign, and the American Medical Association Auxiliary.

Other organizations include helmet promotion as a component of an overall bicycle safety program. These include New Jersey and Ohio Departments of Transportation, the Guam Office of Highway Safety, and the Safety Village in Northampton, MA.

Helmets are required on all bicycling images produced by the President's Council on Physical Fitness. Other organizations have a similar policy or a position calling for others to do so. For many years, members of the Washington DC Area Bicyclists Association have been writing to advertisers who use bicycling in their commercials and advertisements. Kudos are sent to those who have included helmets, and information in favor of helmet use is sent to those who do not.

o Information Dissemination

Information on bicycle helmets needs to be disseminated in as many ways as possible to increase the probability that the information reaches the target audiences. It is important to use established community delivery systems whenever possible to reach these target groups. This allows the campaign to take maximum advantage of limited resources, and the use of local networks.

The following are examples of how different campaigns disseminated, and used information and various networks to promote bicycle helmets.

- o North Carolina Department of Transportation created an information and materials sample packet, ran a statewide training session, and provided technical assistance to spawn local campaigns. They sent a letter to all bike shops prior to the Christmas season offering free hang tags with a helmet purchase message. Almost 100 shops ordered them.
- o Washington DC Area Bicyclists Association began helmet promotion and consumer testing in 1974. In 1989, the Association created the Bicycle Helmet Safety Institute which distributes a "Consumer's Guide to Bicycle Helmets" brochure and a newsletter. Their Documentation Center contains over 350 helmet-related documents available for the cost of copying and mailing.
- o Mayoral or City Council proclamations of Bicycle Helmet Week or Month have been signed in Mill Valley, CA and Rochester, NY. In Mill Valley, a banner was hung across the main street, a message was placed on the high school marquee, and a letter to parents of K-12th grade students from the mayor, PTA, school board, and every school principal helped spread information on helmets.
- o The Northampton Saving Lives program identified 10 community role models who agreed to always wear a helmet and to be a rolling helmet campaign.
- o Teenage Mutant Ninja Turtle helmet brochures and posters, in Spanish or English, are distributed to parents and children by the New York State Department of Health.
- o The National Safe Kids Campaign compiled, published and disseminated information to local coalitions, media, and national organizations through conferences, local coalition networks, publications, satellite feeds, press releases and personal contacts.
- o The Rochester Helmet Coalition has sent letters to all area advertising agencies asking them to include helmets on all bicycling images.
- o Packets of information are sent to area pediatricians by the New Jersey Association for Retarded Citizens, the Emmanuel Trauma Services, Portland, OR, and the

Maryland Chapter of American Academy of Pediatrics. Packets include suggestions for patient counseling during visits, handouts for patients and parents, and "prescription pads" for the purchase of a helmet.

- o Harborview Injury Prevention and Research Center developed and widely distributed information of their community-based program, including available materials, and program effectiveness. They also distributed a series of one-page, easily reproducible flyers, including "What Pre-Schools Can Do to Promote Bike Helmet Use," and similar pieces for physicians, youth groups, and schools.
- o Area promotions using professional sports teams, such as the Detroit Red Wings and the Pittsburgh Steelers, Pirates, and Penguins, help gain acceptance for helmets, especially among young fans.
- o American Academy of Pediatrics (AAP) created the TIPP (The Injury Prevention Program) encouraging pediatricians to advise their patients to wear helmets. The AAP also sponsored a mini-grant program to foster promotion activity at the local level.
- o New York Department of Health Injury Control Program developed the "Head Out with a Helmet" campaign, providing low-cost helmets to programs for children from low income families.
- o Bicycle Helmet Safety Institute and The Bicycle Federation of America provided technical assistance, disseminated information and copies of documents to the media and the general public.

o Special Events

A variety of events and presentations can be used to provide awareness and educate the public. Events can be bicycle specific or in conjunction with other activities.

A common means of promoting awareness of bicycle helmets and bicycle safety is through a bicycle rodeo. Bicycle safety, riding skills and rules of the road are taught, and information about the importance of wearing helmets is disseminated. Often rodeos offer participants an opportunity to purchase a discount helmet on site or receive a discount coupon. For example, The Health Care Plan of Buffalo, NY provides a free helmet to children who participate in the bicycle rodeos. The rodeos are limited to the first 50 children who sign up. A rodeo held in conjunction with the Safe Kids Fair in West Palm Beach, FL has

become an official school field trip for 5,000 students.

Poster contests help reinforce the importance of helmet use. Some contests, like the statewide one conducted annually by the Colorado Safe Kids Campaign, provide helmets as prizes. The contest includes a trip for the winners to Denver for the awards ceremony and a press conference with the governor.

Another common awareness strategy involves presentations to schools, PTA's, and other organizations. The video tape "Heads You Win," created for parents as part of the Pitt County, NC helmet campaign, includes basic information about head injuries, the effectiveness of helmets, and what to look for when buying a helmet for a child.

Sprocketman/woman, a lycra-clad superhero, made presentations to over 25,000 Seattle school children. This superhero, a Cascade Bicycle Club member, promoted helmet use and basic bicycle safety principals. A coloring book, which reinforced key points, was distributed to each child.

o Materials Distribution

Awareness and PI&E materials take many forms, including brochures, posters, hang tags, PSA's, and videos, and can be distributed through multiple channels. The following are only a few examples of the type of materials that can be used to promote the use of bicycle helmets. Many of these materials are available to other promotions.

Brochures. Brochures have been developed for a number of audiences. One of the early, widely distributed brochures was "Protect Your Head. Where Would You Be Without It?" produced by the Injury Prevention Resource and Research Center, Dartmouth Medical School, Hanover, NH. Its first printing of 10,000 brochures "sold out" in five weeks.

"Buckle Up Your Baby" the first brochure to address helmets for toddlers was produced by the DC Department of Public Works. Distribution was limited to the District of Columbia, but the art-work was made available to others for reprinting.

"Lou and his friends..." originally created for the Head Smart Campaign, is probably the most widely distributed brochure. An estimated 1.5 million copies have been distributed nationwide.

Posters. Posters have been created by many campaigns for display in schools, retail stores, doctor's offices, and child care facilities. Examples of posters created for children include "Helmet Power!" from Harborview, "Protection: You're Not Born With It" from the Head Smart campaign, and "Helmets" from the

National Safe Kids Campaign. Several local campaigns also have created their own posters using athletes and celebrities. A poster for parents was created by Safe Kids and Bell Helmets to be displayed in physician's office waiting rooms.

Activity books. Several activity books have been created for children, including the "Head Smart Activity Book," and "HIP (Head Injury Prevention) Tips" by the Children's Hospital of MI.

Hang tags. Hang tag messages have been designed to suggest the bike is missing a part, the helmet, and therefore creates the impression that a helmet is needed. Hang tags, first used in Seattle, have been used by others, including the North Carolina Departments of Transportation, and Environment, Health and Natural Resources, and the National Safe Kids Campaign. The Virginia Safe Kids coalition has distributed hang tags to 73 bicycle shops throughout the state.

Other print materials. Other print materials include billboards - a year long display in Pitt County, NC was seen by an estimated 1,560,000 people; bus posters - posted on the backs of transit buses in San Diego, CA; and milk carton messages - printed on the back of milk cartons in St. Louis, MO.

Videos. Videos are very popular with promotions. They can be used in many different situations and allow for active graphical presentations. Children enjoy them and it's easy to maintain their attention with a video. Examples are the "Bicycle Safety Camp" video for children produced by the American Academy of Pediatrics and Sandoz Pharmaceuticals which has been widely distributed through pediatrician's offices. It also was offered in Sunday advertising supplements for \$9.95 with proof of purchase from a Sandoz cough syrup. Several promotions reported distributing or loaning copies of this video to schools, libraries, and police departments.

The Rochester Bicycle Helmet Safety Coalition created "Elephants Never Forget," an animated, action video for K-2nd grade students highlighting bicycle safety and promoting helmet use. The NC Department of Environment, Health and Natural Resources created a video-slide presentation for parents, "Heads You Win," which introduces the need for helmets, their effectiveness, and what to look for when buying one.

Public service announcements. Television PSA's have been created by Harborview, National Safe Kids, Head Smart, National Safety Council, and several local groups. Safe Kids PSA's have been distributed to stations nationwide. In addition, most of these national groups have created various radio and print PSA's promoting helmets for use at the local level.

Helmet Distribution Activities

Providing helmets to users can be done in many different ways. Activities to increase helmet ownership often involve motivating potential buyers with a coupon, rebate, sale, or discount offer. Informing the public about the availability and cost of helmets at various locations is yet another facet of encouraging helmet purchase. Four types of strategies that have been used to bring helmets to target audiences are:

- o Availability
- o Incentives to buy
- o Low income and give-away programs
- o Loaner Programs

o Availability

Increasing the availability of low cost helmets requires working with mass merchandiser stores such as K-Mart, Sears, and Wal-Mart. Until recently, it had been difficult for many people to find helmets in the large discount department stores where most people buy their bicycles. Helmets were only available in bicycle shops, and then were quite expensive. One factor which helped change this was when doctors representing the American Academy of Pediatrics met with large discount department store headquarters management to encourage them to stock helmets in their local chain stores. Local demand in certain areas also has played a role in getting these stores to stock helmets.

Bulk purchase and mail order programs discussed later in this section also have contributed to the widespread availability of inexpensive helmets.

o Incentives To Buy

Another approach to get individuals to obtain a helmet is through discount incentives. Various options include purchases through the use of coupons, bulk orders, mail order, and manufacturer and retail store promotions.

Coupons offering a discount are the most widely used incentive. Coupons have been distributed through schools, retailers, doctor's offices, paycheck envelopes, bike rodeos, and health fairs. The type of coupons have varied from a standard single sheet to those printed in a brochure format, in some cases with brief questionnaires. Using the brochure format offers an opportunity to also educate consumers about helmets, including care and fit, and the effectiveness of helmets to prevent injuries.

Some coupons offer a set reduced price for the helmet such as Pro-tec's \$26 coupons good for one of their \$40 helmets. Others, like coupons for Bell Helmets, offer \$5 or \$10 off the regular price. Giro offers a \$20 trade-in coupon on one of their helmets for children if the child outgrows the helmet.

Promotions in Marietta, GA and Missoula, MT have offered a percentage off the price of any one of several models available at local bike shops. In VA, 250,000 coupons for \$10 off a Bell helmet were distributed through state agencies, coalition members, schools, the media, and 73 bicycle shops. Four thousand coupons were redeemed between 1989 and 1990.

Activities can include organizing a bulk purchase through an organization such as a school PTA in order to provide low cost helmets to riders. Bulk purchases have been organized through many groups and organizations. In addition to manufacturers, there are several companies that specialize in bulk purchases, such as Shinn and Associates, American Health and Safety Products, and Ride Safe, that have offered low cost helmets ranging from \$11.95 to \$25.

American Automobile Association (AAA) members in OK were given the opportunity to purchase a helmet for \$18.50. Over 3,000 helmets were sold in two years. The NJ AAA offered its members a 10 percent discount during May 1991 at any one of 15 area bike shops. CareAmerica, a health insurance plan, offered its members a \$20 helmet. Helmets also have been made available through Miami Children's Hospital, the Bloomington, IL Red Cross Chapter, and through the St. Lukes Hospital Auxiliary, Cedar Rapids, IA.

Helmet sales at "Back to School Nights" sold 314 helmets over a four year period in a town with only 450 K-8th grade students. A school in Peterborough, NH with 500 students sold 400 helmets to students and 200 to adults. In one area, a woman organized a bulk purchase in her neighborhood so all the children would get helmets at the same time, thus preventing the reluctance of "being the first or only" child to wear a helmet.

American Academy of Pediatrics, CareAmerica, and Johnson & Johnson, among others, have offered helmets for sale through the mail. For example, Johnson & Johnson offered a \$9.95 helmet with proofs of purchase. The offer was included in Sunday newspaper advertising supplements in major markets throughout the country. Helmets also are available in bicycle-specialty catalogs.

Most large discount department store chains now stock helmets that range from \$17 to \$30. One chain, Shopko, has advertised 20 percent off its entire line of helmets several times. The sale prices ranged from \$13.59 to 22.39.

o Low Income & Give-Away Programs

Many promotions reported the distribution of helmets to children from low income families. These programs provided helmets free of charge or used a sliding-scale for the price (often under \$5) to children from low-income families.

A New York Department of Health program provided 150 helmets to a local campaign for giveaways to children from low income families. The community had to provide 75 helmets from local resources. A program through the National Safe Kids Campaign and Bell Helmets offers local Safe Kids coalitions discounted helmets in bulk. In VA, 400 helmets were distributed free to children from low income families who participated in bike rodeos.

Helmets also are given away as part of radio station promotions, poster contest prizes, and free drawings. In Portland, OR, 90 helmets were given away, one in each class, in 14 schools. Specialized, a manufacturer of bicycles and helmets sold through bike shops, has offered a free helmet with the purchase of one of its mountain bike models. The helmets come with a free replacement policy if the helmet was being used and was damaged in a crash.

o Loaner Programs

Helmets also have been distributed through various types of loaner programs. Often, special bicycling events and programs, such as the Chesterfield Department of Parks and Recreation and the OH Council of the American Youth Hostels, require participants to use helmets and will loan one to those who do not have a helmet. A "Helmet Bank" has been created in Norfolk, VA to loan to bike safety or rodeo programs. A program in Medford, NY loans helmets to individuals, with the option to purchase the helmet over time.

Insurance concerns have resulted in helmets being loaned. For example, most bicycle dealers loan helmets to their customers. Bicycle rental stores sometimes include a helmet in the price of the rental.

Helmet Use Activities

Specific strategies to promote helmet use can be grouped into two general categories, required or mandatory use, and incentives and rewards for wearing a helmet.

o Required Or Mandatory Use

Required helmet use by riders can be part of any bicycling event. Such a requirement can be controversial for organizations, even with some riders who already wear helmets. It was reported in the survey that some organizations, which required helmet use, had members resign.

Helmet use is required when riding to and from school in North Caldwell (NJ) schools, and on many organized rides conducted by such organizations as the American Youth Hostels. Other examples are:

- o All United States Cycling Federation - the governing body of amateur bicycle racing and Olympic training, sanctioned events, and training rides, have required their participants to wear a helmet since 1986.
- o Bicycle tour operators - such as Bikecentennial which instituted its policy in 1987, often require cycle tourists to wear helmets
- o Greater Arizona Bicyclist Association - has required helmets on all its advance registration events since 1988. This move was motivated by concern for liability and the need for an aggressive risk management plan for insurance coverage.
- o U.S. Navy - helmet use has been required on government streets, sidewalks and roadways, but is not required in military housing areas where children and families might typically ride.

Several states (CA, NY, PA and MA) have enacted legislation requiring helmet use for young children carried as passengers on bicycles. Other states, and several counties and communities have considered more controversial legislation requiring child cyclists or all cyclists to wear helmets. Currently, two Maryland counties and a municipality in Ohio require helmet use for children and/or young adults.

Many organizations and individuals, including the National Safe Kids Campaign, advocate that states, or local municipalities enact legislation requiring helmet use. Some advocate mandating helmet use by young children carried as passengers on bicycles. Others push for legislation requiring child cyclists or all cyclists to wear helmets. The League of American Wheelmen has supported mandatory use and states its position and other bicyclist concerns in the pamphlet "Helmet Issue Gets Hot: Time to Take Action."

o Incentives & Rewards

Incentives and rewards can be used to entice, motivate, and reward helmet users, to both start and reinforce the use habit. Some strategies for motivating helmet use among children include using the helmet as a "ticket" for participation in a special event. An ice cream party, or special video showing for helmet users are two ways this has been done. Child helmet wearers participated in a helmet parade and attended a special children's music concert in Peterborough, NH. In Madison, NJ, children with helmets rode in the Memorial Day parade.

Another type of incentive is the use of professional sports teams or other heroes to make helmet use more acceptable among children. In addition, helmet manufacturers have created specifically marketed products with bold colors, exciting designs and popular characters, such as a line of Teenage Mutant Ninja Turtle helmets, for children.

Children "caught" wearing helmets have been rewarded with coupons, certificates and passes for ice cream, french fries, video games, sports events and movies by volunteers, costumed superheros and police officers. In one area, polaroid photographs taken of students wearing helmets as they arrived at school were publicly displayed in the school gym.

Pierce County (WA) Blue Cross and Blue Shield waves the medical deductible for any of their policy holders who are injured while riding a bicycle and wearing a helmet.

SUPPORT

Campaign Coordinator(s)

A campaign needs a coordinator. The more time the coordinator can spend on the promotion, usually the better. Bicycle helmet campaigns in the early 1980's were primarily spearheaded by individuals involved in bicycling and those motivated by tragedy, such as Bette Coan who distributed 10,000 helmets in Palo Alto, CA. Today, bicycle helmets are promoted by a much broader, sometimes diverse group, or coalition, of individuals and organizations, including injury prevention groups, the medical community, health and police departments, PTA's, schools, and hospitals.

A strong network or coalition of a broad base of interested people and organizations coupled with a strong leader, coordinator or organizer has been found to be a key factor in successful promotions. Support is also essential from helmet

manufacturers, distributors, and bicycle shops. Of the promotions surveyed, 75 percent were run by coalitions of two or more organizations. Most were larger, broader community-based coalitions representing bicycle groups, safety, medical, youth, civic, well as school and government agencies.

Some coalitions promoting helmets were formed specifically for this purpose. Others were already organized and working on other issues, but decided to include helmet promotion. For example, several coalitions reported working on other traffic safety issues such as seat belts or child passenger safety and now have included the promotion of bicycle helmets.

The remaining 25 percent of the promotions surveyed were conducted by individuals or single organizations. Often individuals have taken a leadership role in response to a tragedy or near tragedy in their own family, neighborhood or community.

In coalition and non-coalition efforts, many campaign organizers or coordinators volunteered their time. Paid staff, if any, were often not specifically paid to conduct the campaign, but were allowed to include helmet promotion in their regular duties.

Funding

An essential element cited by most promotions surveyed was funding, however, several reported successful campaigns with no or very limited funding. Mini-grants and matching fund grants from local organizations, health departments and national organizations supported others. In many of the promotions, funding was primarily used for the purchase or development of program materials.

Two types of funding were reported in the survey, in-kind and actual money. Many sought and found funding in the form of in-kind donations. In-kind donations of goods and services, especially from coalition partners and local business in the community were responsible for most of the bicycle helmet activities done at the local level. Volunteers did the majority of the work, sometimes with paid staff, but often without. Technical assistance, free advertising, merchandise for prizes, printing, and distribution of materials were a few of the other ways helmet campaigns had received in-kind funding.

Money to conduct helmet campaigns was sometimes available through grant programs such as the mini-grants (\$4,000) by the American Academy of Pediatrics to members. Mini-grants, of up to \$7,000, were given to local health departments by the North Carolina Department of Environment, Health and Natural Resources. The National Safe Kids Campaign has given matching grants to its

local coalitions. Other sources of this type of funding were small donations (usually well under \$1,000) from local businesses, foundations, civic organizations, and PTA's .

Only about 60 percent of the promotions surveyed reported funding levels for their programs. Those that did, often conducted their programs with little or no money. Approximately 20 percent of the promotions reported having only in-kind donations and volunteer staff or budgets of less than \$500 per year.

Technical Assistance

Materials, operational information, and technical assistance from others have helped stimulate the growth and development of campaigns, and model what can be done and how to do it. Local organizers report that they didn't "have to re-invent the wheel." These efforts served to directly and indirectly aid local promotions and make the community more receptive to specific, targeted campaigns. National recognition of the importance of helmets also smoothed the way for local activities.

The well documented and publicized Harborview campaign in Seattle, WA has encouraged helmet promotion efforts in other communities and by other organizations throughout the country. Other campaigns also have made significant contributions toward more helmet promotion activity. The National Safe Kids Campaign has supported the growth and development of over 100 state and local coalitions working to prevent childhood injuries, including promoting bicycle helmet use.

Harborview, Safe Kids, and a number of other organizations have created specific guides or manuals for local campaigns and have held training conferences to support and encourage local activity. Other organizations that have provided technical assistance include the American Academy of Pediatrics, the National Head Injury Foundation, the Bicycle Federation of America, Bicycle Helmet Safety Institute, New York State Department of Health, Dartmouth, and the NC Department of Transportation. Support came in the form of guides, reproducible or available for purchase materials, conferences, workshops, presentations, advice, referral, and information sharing. Examples are:

- o A series of local promotions coordinated by the New York Department of Health (NYDOH) to increase helmet use by children from low income populations. The NYDOH provides helmets for these promotions if local campaigns agree to report monthly progress, conduct evaluations on the distribution and use of helmets, and solicit local community donations to replenish the

stock of helmets.

- o Training sessions have been conducted by several organizations to stimulate and nurture local campaign activity. The North Carolina Department of Transportation sent letters to 1,200 public agencies, schools, and youth and bicycle groups asking them to get involved in helmet promotion. Over 200 agencies and groups responded from 150 different communities. Respondents were invited to Raleigh for a day long workshop and training session. A local campaign resource materials kit was distributed with sample brochures, posters, campaign background information, bike safety resources lists, and helmet discount information.
- o Other organizations, such as the Rochester Helmet Coalition, the Cooperative Extension Office in Ithaca, NY, and the National Safe Kids Campaign, also have conducted conferences and training sessions.
- o "Bicycle Helmet Use Campaign Marketing Study," Bicycle Federation of America for Florida Department of Transportation.
- o "Bike Smart Kit," and evaluation materials, American Trauma Society, PA Division.
- o "Attitudes Toward Bicycle Helmet Ownership and Use by School-age Children," DiGuisseppi C, Rivara F, Koepsell T. American Journal of Diseases of Children, 1990, 144:83-86.
- o "Bicycle Helmet Use by Children: Evaluation of a Community-wide Helmet Campaign," DiGuisseppi C, Rivara F, Koepsell T. Journal of the American Medical Association, 1989, 262:2256-2261.

User guides and other specific technical support are listed in Appendix A.

EVALUATION

Evaluation can be used to determine local needs for the promotion, to provide information needed to determine target activities, and to demonstrate the effectiveness of the activities in meeting identified needs. It should be an integral part of any campaign and includes collecting information and data before, during, and after the program.

Many local promotions with limited resources find it difficult to design, collect data, and analyze results for an evaluation. From the survey, 76 percent of the promotions reported no evaluation (33%) or provided few details (43%). Most of those which reported limited evaluations conducted simple assessments such as tracking the number of discount coupons redeemed.

More comprehensive evaluations with good documentation or more than one measure of effectiveness were reported by those promotions which tended to be larger, more generously funded, and often involved with public health agencies, hospitals, or universities. For example, Harborview, MI and New York State Departments of Health, and the City of Irvine, CA reported results of comprehensive evaluations.

Evaluations can be defined into two general categories, impact and administrative (or process). Impact measures of a program include awareness and attitude surveys, helmets sold, helmets owned, helmet usage, bicycle-related head injuries, and bicycle-related fatalities.

Impact Evaluation

o Awareness & Attitude Surveys

Awareness and attitude surveys are often used to determine the reasons for non-use among both non-owners and those who do own helmets. The targets of this type of evaluation are usually parents of school aged children, although the awareness and attitudes of children are often assessed as well.

Surveys can be conducted over the telephone, mailed to individuals, or handed to individuals to be completed at that time or returned at a later time. Most surveys are administered with some form a questionnaire.

For example, in NY, a self-administered questionnaire was used to survey the attitudes of K-12th grade students on wearing a helmet if one were given to them. The highest proportion who said they would wear it were in kindergarten. The proportion decreased steadily by grade to a low of five percent of students in grade 12 who reported they would wear a helmet.

o Helmet Sales

Helmet sales or give-away programs can be monitored through retailers, manufacturers, or distributors. For example, in the Seattle, WA area, the number of helmets sold by Pro-tec increased

from 1,500 helmets per year to over 30,000 per year in a four year period.

Another impact measure of a program is to determine the number of discount coupons redeemed for a helmet purchase. The White Clay Bicycle Club in Delaware took this process one step further and included three questions on their coupon. From the responses, it was learned that over 80 percent of the 180 people who purchased helmets with the coupons were first time helmet buyers.

o Helmet Ownership

Helmet ownership is most often assessed through some means of self-reporting. The NY Department of Health found 15 percent of 28,000 K-12th graders surveyed reported owning helmets in 1989. That number increased to 17 percent in 1990. Reported child helmet ownership data is often collected from a parent.

o Helmet Usage

Helmet usage can be determined either through self-reports, direct observations, or information obtained from hospital emergency rooms. Self-reports are easy and inexpensive to collect, but this method has its limitations. It is well established that individuals consistently over-report usage of safety devices. The procedure is fairly accurate in determining changes in reported usage from one time period to another, but may not be very accurate in determining the actual number of individuals using helmets at any particular time.

The most accurate way to determine helmet use is through direct observations, however care must be taken to insure a representative sample. Weather, time of year, time of day, day of week, and location can influence results. To obtain an accurate estimate of usage, observations should be taken over time at a number of sites, and then repeated at some future date.

Another means of tracking helmet usage involves checking emergency room or hospital files for injured cyclists to determine how many were wearing a helmet at the time of the fall or crash. Access to this information is often not available. Besides a possible access problem, the procedure's major problem is that the data is limited. It does not include information from visits to private doctors or clinics or for those who were not injured in a crash. This results in an under-reporting of a promotion's impact.

o Bicycle-Related Head Injuries

To assess the influence of a helmet campaign on the number of bicycle-related head injuries seen in emergency room visits and hospital admissions can require more time and does require a much larger bicycle riding population than the other types of evaluation measures discussed above. Most campaigns will not have the resources to conduct this type of evaluation. One that does is Harborview Medical Center, which reported a 50 percent decrease in bicycle-related head injuries since 1986.

Another use of hospital data is to target locations where individuals may be at increased risk of a crash. For example, the Alabama Safe Kids Coalition used injury crash information prior to the start of their campaign. Hospital discharge summaries provided zip code areas where riders were most at risk and the project then targeted these areas with the promotion. This process is becoming easier as more hospitals are collecting this type of data (i.e., E-codes, or external factor codes).

Again, the issue of under-reporting, as explained above, could be a problem when evaluating any change in head injuries due to a campaign, or using this information to design a campaign.

o Bicycle-Related Fatalities

The most difficult evaluation impact measure to use is to determine any change in fatalities. For most campaigns, tracking bicycle-related fatalities for their area may not be appropriate or even possible.

The number of bicycle-related fatalities is quite small, even over several years, in many areas that would have a campaign. This causes major problems in the use of this type of evaluation measure. First, as the number of fatalities are so small, any change in numbers can cause dramatic changes on paper that may not accurately reflect the influence of a helmet campaign. Second, the measure requires a much larger population and more time in order to assess campaign effectiveness, often requiring tracking data for several years. The longer the time period needed for an evaluation, the greater the chance that other factors will be the cause of a change in the outcome measure, other than that of the helmet promotion.

Process Evaluation

Process, or administrative evaluations do not track changes in the behavior (e.g., helmet use) of the target group, but rather attempt to determine the effectiveness of the campaign process or

delivery system. Data for process evaluations are normally much easier to collect and to analyze than are the data needed for an impact evaluation. Examples from the survey include:

- o Number of children or adults attending a presentation - The White Clay Bicycle Club made presentations to 6,300 3rd and 4th grade students at 26 DE schools.
- o Number of materials distributed - DC Department of Public Works distributed over 17,000 "Buckle Up Your Baby" brochures the first year they were available.
- o Number of coupons distributed - over 150,000 discount helmet coupons were distributed by Fred Meyer stores in Portland, OR.
- o Number of children or adults reached by PSA's on TV or radio - a National Safe Kids Campaign PSA was broadcast nationally on ABC, CBS, and CNN to an estimated 515 million households.
- o Number of times a PSA aired and its placement in the broadcast schedule - helmet PSA's ran 50 times in a four month period and in every third televised Mariners game in Seattle, WA.
- o Number of newspaper or magazine articles published - nearly 40 newspaper articles were published during the campaign in Pitt County, NC.
- o Number of health care providers who report including helmet information in their patient counseling sessions - in Seattle, WA, 180 doctors, hospitals, clinics, and others counseled their patients, and distributed brochures and discount coupons.

CONCLUSIONS

Bicycle helmet promotions have come a long way in the last ten years. Much has been learned and done by many individuals and different types of organizations, and often with few cash resources. There is now a foundation of technical information and materials, such as research establishing the efficacy of helmets, a body of "how to" guides and manuals for promoting the use of helmets, and informational and educational materials for reaching various target audiences. Past campaigns have established a base of credibility and legitimacy for using helmets, and in some areas of the country, there is a strong base of helmet use among some groups.

The challenge now is to fine tune the means of identifying and reaching target audiences, to develop more effective programs to increase helmet use, to better disseminate program information and results, and to encourage more local promotions. There also is the need to design and conduct better evaluations of bicycle helmet promotions.

CONCLUSION 1: Community-based, diverse coalition approach works well for local campaigns

Nearly 75 percent of the promotions reviewed were coordinated or otherwise supported by some type of coalition. Several reported having been started by a single individual or organization that later grew into a partnership of two or more organizations. Others began as coalition efforts. Many report the added benefits of a coalition approach in getting work funded and done, giving credibility to the campaign and in reinforcing campaign messages, and building a broad reaching delivery network.

Broad-based coalitions representing safety, health care, bicycling, public health, civic groups, corporations, media, schools and local government can help achieve the objectives of a bicycle promotion. Whenever possible, promotions should take advantage of existing coalitions, task forces, and networks created for other safety or health initiatives. However, even with a coalition, it is very importance to still have an identified coalition leader.

CONCLUSION 2: Health care providers are important to disseminate information and encourage helmet use.

Many promotions have found that health care providers are very effective in delivering helmet messages. Health care providers,

especially physicians, are generally seen by the public as a source of accurate information. By designing programs and materials for use by this group, campaigns are able to reach a broad spectrum of target audiences. Health care providers often can be identified and reached through professional associations.

CONCLUSION 3: Better evaluations are needed for helmet promotion campaigns.

Only 18 percent of the promotions surveyed operated with a budget of more than \$5,000 per year. Those operating with little or no funding often devoted very little effort for evaluation. With scarce funding available for injury prevention efforts, it is difficult to secure additional funding without some means of determining local needs, targeting interventions, and demonstrating the effectiveness of the interventions in meeting those needs. Evaluations provide this type of information.

Local baseline data is an important part of identifying local needs, strategies, and target audiences. Target groups that are at risk or are not adequately being addressed by current promotion activities, such as people from low income families, or middle school, high school, and college students can be identified. Baseline data also is needed to compare to later data for determining program effectiveness. Types of data that can be used in an evaluation includes bicycle injuries (sometimes available from police accident reports), helmet sales, and helmet use. Much of this information may not exist at the local level or may not exist in an easily obtainable form, especially for grassroots promotion organizers. However, it must be collected, and it can be done.

One type of data that should be collected is to conduct observations of helmet use before, at periodic intervals during, and after the intervention to track changing helmet use. Subsequent surveys can help determine sustained usage rates and track changes in these rates over longer time periods.

CONCLUSION 4: There is a need to widely disseminate simple, inexpensive- to-implement evaluation methodologies

Models have been developed to evaluate bicycle helmet promotions, and specific "how to" information has been published by various organizations. The importance of evaluation and the means to do so should be widely distributed. For example, "Method for Evaluation of Bicycle Helmet Projects" developed by the NY Department of Health includes detailed instructions for conducting an evaluation. This booklet includes instructions for conducting self-reported classroom surveys, helmet usage observations, instructions for analyzing the results, and

limitations of the procedures.

CONCLUSION 5: Additional research is needed to identify successful campaign components.

Research, such as that currently being conducted in FL by Dunlap and Associates, can help better identify the level of promotion and the components needed to make changes in helmet use at the local level. To further understand this process, additional research is necessary to determine the various factors which may influence the implementation of these research findings. For instance, the starting level of usage of 0% may require a different set of strategies, activities, and materials than in a community that currently has 15% use. The results should be disseminated to a broad spectrum of fields such as health care, public health, bicycling, education, public safety, and law enforcement.

In addition, the reasons that helmets are not being used, especially among the hardest to reach targets, those most at risk, and those still unswayed after exposure to helmet campaigns, should be studied. As more and more riders use helmets, those who do not are generally harder to convince of the importance of using a helmet. Critical populations include males, especially those over 14 years old, adults 25 to 39 years old, and parents.

APPENDICES

- A: "How To" Promotion Guides and Other Support
- B: Local Resources
- C: Governor's Highway Safety
Representatives and Coordinators
- D: Directory of National Organizations
- E: Directory of Promotions
- F: Directory of State Bicycle and Pedestrian
Coordinators
- G: Sample Survey

APPENDIX A

"How To" Promotion Guides and Other Support

The following list highlights some of the materials available to encourage and support local helmet campaigns. The list is not exhaustive. See directory listings for full contact information.

General support:

- o "AAP Bicycle Safety Resource Guide," AAP NH Chapter, Dartmouth-Hitchcock Medical Center, Hanover, NH 603/646-7780.
- o "Bike Helmet and Bike Safety Strategy," plus various other publications, National Safe Kids Campaign, Washington, DC 202/939-4993.
- o "Bike Helmets for Children" Cooperative Extension, Ithaca, NY 607/255-2498.
- o "Community Program Guide," National Head Injury Foundation, Washington, DC 202/296-6443.
- o "Guidelines for Establishing Community-Based helmet-Injury Control Projects for Children," NY Department of Health, Albany, NY 518/473-1143.
- o "How to Conduct a Bicycle Helmet Campaign in Your Community," CT Childhood Injury Prevention Center, Hartford, CT 203/524-3003.
- o "How to Have a Bicycle Safety Campaign in Your Community Kit," Solono County Bicycle Safety Campaign, Fairfield, CA 707/422-1040.
- o "Increasing Bicycle Helmet Use in Michigan," MI Department of Health, Lansing, MI 517/335-8398.
- o "The North Carolina Bicycle Helmet Campaign Guide," in NC: NC Department of Transportation, Raleigh, NC 919/733-2804; in other states: Bikecentennial, Missoula, MT 406/721-1776.
- o Documentation Center, Bicycle Helmet Safety Institute (BHSI), Arlington, VA 703/486-0100.
- o "Ride Safe Bicycle Helmet Program Guide," Ride Safe, Wheaton, IL 800/285-RIDE.

- o "Study of Bicycle Helmet Ownership & Usage Among Elementary School Children," Laura Searcy, Marietta, GA. Copies available through BHSI, Arlington, VA 703/486-0100.
- o "Use Your Head: Wear a Helmet," League of American Wheelmen, Baltimore, MD 301/539-3399.
- o "The 1990 Washington Children's Bicycle Helmet Campaign," Harborview Injury Prevention & Research Center, Seattle, WA 206/223-3399.

Evaluation

- o "Methods for Evaluation of Bicycle Helmet Projects: A Manual for Local Projects," classroom and observation surveys, NY Department of Health, Albany, NY 518/473-1143.
- o "Pitt County Telephone Survey of Bicycle Helmet Use," NC Department of Environment, Health and Natural Resources, Raleigh, NC 919/733-3816.
- o See also Harborview and Searcy work noted above.

APPENDIX B

Local Resources

The following are examples of organizations and agencies in your state and community that often offer support, further information, local contacts, or will be coalition partners.

STATE AND LOCAL GOVERNMENT

- o State and local Departments of Health, especially the Division of Maternal and Child Health
- o Law enforcement agencies
- o Bicycle programs, bicycle coordinators, bicycle advisory boards or committees
- o Parks and recreation departments
- o Fire department
- o Governor's Highway Safety Representative, check with your governor's office
- o State or metropolitan Department of Transportation and/or Department of Highway Safety
- o Elected officials
- o County Extension Service

SAFETY AND INJURY PREVENTION ORGANIZATIONS

- o American Automobile Association chapters
- o American Trauma Society chapters
- o Safety Council chapters
- o Bicycle Federation of America
- o National Safe Kids Campaign and local Safe Kids coalitions

BICYCLE-RELATED ORGANIZATIONS

- o Bicycle shops
- o Local mass merchandisers who sell bicycles (e.g., Sears, K-Mart, Wal-Mart, Toys-R-Us)
- o Bicycle clubs and advocacy organizations
- o Helmet manufacturers
- o Bulk purchase helmet distributors
- o American Youth Hostels local councils
- o Bikecentennial
- o Bicycle Federation of America
- o League of American Wheelmen

MEDICAL AND REHABILITATION ORGANIZATIONS & FACILITIES

- o Local pediatricians, family practitioners, nurse practitioners, EMT's, nurses, physician's assistants
- o Medical associations, especially state chapters of the American Academy of Pediatrics, Emergency Medical Services
- o Local hospitals, medical centers, injury control centers
- o Rehabilitation facilities, organizations and programs
- o National Head Injury Foundation chapters

SCHOOLS

- o PTA/PTO's
- o State Department of Education, Local Board of Education
- o Teachers and school administrators
- o Student organizations, especially safety oriented groups
- o School nurses

CIVIC ORGANIZATIONS

- o Kiwanis
- o Optimists
- o Women's Clubs
- o Junior League
- o Rotary

YOUTH GROUPS

- o Boy Scouts, Girl Scouts
- o 4-H
- o YMCA/YWCA programs

INSURANCE

- o HMO's, health insurance providers
- o Life and other insurance companies
- o Reinsurance companies

OTHERS

- o Association of Retarded Citizens chapters, and other disabilities groups
- o Local corporations and businesses
- o Church groups
- o Sports teams
- o Local media, including on-air staff

**GOVERNORS' HIGHWAY SAFETY REPRESENTATIVES & COORDINATORS
JANUARY 1993**

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Alabama Gov. Harold Guy Hunt (R) State House Montgomery, AL 36130 Phone: 205/261-3592</p>	<p>Gene Anderson Dept. of Econ. & Comm. Affairs *P.O.Box 5690, 401 Adams Ave. Montgomery, AL 36103-5690 Phone: 205/242-8672 Fax: 205/242-5515</p>	<p>James Quinn, Div. Chief Traffic Safety Section Dept. of Econ. & Comm. Affairs *P.O.Box 5690, 401 Adams Ave. Montgomery, AL 36103-5690 Phone: 205/242-5897 Fax: 205/242-5515</p>
<p>Alaska Gov. Walter J. Hickel (I) P. O. Box A Juneau, AK 99811 Phone: 907/465-3500</p>	<p>Richard Burton, Dep. Commissioner Dept. of Public Safety Highway Saf. Planning Agency *P.O. Box 112000, 450 Whittier St. Juneau, AK 99811 Phone: 907/465-4322 Fax: 907/465-4362</p>	<p>SAME</p>
<p>Arizona Gov. Fife Symington (R) State House Phoenix, AZ 85007 Phone: 602/255-4331</p>	<p>R. J. "Rick" Ayars, Director Dept. of Public Safety Gov's Office of Hwy Safety 3010 N. Second St., Suite #104 Phoenix, AZ 85012 Phone: 602/223-2359 Fax: 602/223-2917</p>	<p>Howard Adams Gov's Office of Hwy Saf. 3010 N. Second St., Suite #105 Phoenix, AZ 85012 Phone: 602/255-3216 Fax: 602/255-1265</p>
<p>Arkansas Gov. Jim Guy Tucker (D) State Capitol Little Rock, AR 72201 Phone: 501/371-2345</p>	<p>Maurice Smith, Director AR State Hwy & Trans Dept 11300 Baseline Rd. Little Rock, AR 72209 Phone: 501/569-2648 Fax: 501/569-2400</p>	<p>Mike Selig, Chief Traffic Safety Section AR State Hwy & Trans Dept. *P.O.Box 226 Little Rock, AR 72209 Phone: 501/569-2231 Fax: 501/455-1978</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>California Gov. Pete Wilson (R) State Capitol, Sacramento 95814 Phone: 916-445-2841</p>	<p>Pete K. O'Rourke, Director Office of Traffic Safety Business, Transportation, and Housing Agency 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823 Phone: 916-445-0527 Fax: 916-324-9606</p>	<p>Ray Biancalana, Asst. Director Office of Traffic Safety Business, Transportation, and Housing Agency 7000 Franklin Blvd., Suite 440 Sacramento, CA 95823 Phone: 916-445-0527 Fax: 916-324-9606</p>
<p>Colorado Gov. Roy Romer (D) State Capitol, Denver 80203 Phone: 303-866-2471</p>	<p>Dwight M. Bower, Exec. Director Colorado Dept. of Transportation 4201 East Arkansas Ave. Denver, CO 80222 Phone: 303-757-9201 Fax: 303-757-9153</p>	<p>John Conger, Director Office of Transportation Safety Colo. DOT 4201 E. Arkansas Ave. Denver, CO 80222 Phone: 303-757-9440 Fax: 303-757-9439</p>
<p>Connecticut Gov. Lowell P. Weicker, Jr. (I) State Capitol, Hartford 06106 Phone: 203-566-4840</p>	<p>Susan C. Maloney, Gov's Rep. Bureau of Highways *P.O. Box Drawer A Wethersfield, CT 06109-0801 Phone: 203/666-4343 Fax: 203/666-1270</p>	<p>SAME</p>
<p>Delaware Gov. Tom Carper (D) Legislative Hall, Dover 19901 Phone: 302-736-4101</p>	<p>Colonel Clifford M. Gravick Delaware State Police P.O. Box 430 Dover, DE 19901 Phone: 302-739-5911 Fax: 302-739-5966</p>	<p>Lt. Paul Stafford, Director Delaware State Police P. O. Box 430 Dover, DE 19901 Phone: 302-739-5613 Fax: 302-739-5995</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>District of Columbia Mayor Sharon Pratt-Kelly (D) Suite 520, District Building Washington DC 20004 Phone: 202/727-6319</p>	<p>Esther Hager Francis, Director Department of Public Works Frank D. Reeves Center 2000 14th St., NW, 6th Floor Washington, DC 20009 Phone: 202-939-8000 Fax: 202-939-8191</p>	<p>Carole A. Lewis, Chief Transportation Safety Branch Department of Public Works 2000 14th St., NW, 7th Floor Washington, DC 20009 Phone: 202-939-8018 Fax: 202-939-7185</p>
<p>Florida Gov. Lawton Chiles (D) State Capitol, Tallahassee 32399 Phone: 904-488-2272</p>	<p>Frank Carlile Asst. Sec. for Trans. Policy Governor's Hwy. Safety Rep. Department of Transportation 605 Suwanne Street, MS-57 Tallahassee, Florida 32399-0450 Phone: (904) 922-5820 Fax: (904) 922-2935</p>	<p>G. Ed Rice State Safety Engineer Dept. of Transportation 605 Suwanne Street, MS-53 Tallahassee, FL 32399-0450 Phone: (904) 488-3546 Fax: (904) 922-2935 (cc John Ward at same address as above, mail code MS-17)</p>
<p>Georgia Gov. Zell Miller (D) State Capitol, Atlanta 30334 Phone: 404-656-1776</p>	<p>Dr. Thomas L. Coleman, Ed.D Dir., Gov.'s Office of Hwy. Safety The Equitable Building 100 Peachtree Street, Suite 2000 Atlanta, GA 30303 Phone: 404-656-6996 Fax: 404-651-9107</p>	<p>SAME</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
Hawaii Gov. John Waihee III (D) State Capitol, Honolulu 96813 Phone: 808-548-5420	Rex D. Johnson Director of Transportation Governor's Hwy. Safety Rep. 869 Punchbowl Street Honolulu, HI 96813 Phone: 808-587-2150 Fax: 808-587-2167	Larry K. Hao, Administrator Motor Vehicle Safety Office Department of Transportation 1505 Dillingham Blvd., Rm 214 Honolulu, HI 96817 Phone: 808-832-5820 Fax: 808-832-5830
Idaho Gov. Cecil D. Andrus (D) State Capitol, Boise 83720 Phone: 208-334-2547	Marc Johnson Governor's Hwy. Safety Rep. Governor's Office State House Mail Boise, ID 83720 Phone: 208-334-2100 Fax: 208-334-3858	Marie Bishop, Coordinator Office of Highway Safety Department of Transportation *P.O. Box 7129 3311 West State Street Boise, ID 83707 Phone: 208-334-8101 Fax: 208-334-3858
Illinois Gov. Jim Edgar (R) State Capitol, Springfield 62706 Phone: 217-782-6830	Gary D. March, Director Division of Traffic Safety Department of Transportation *P.O. Box 19245 3215 Executive Park Drive Springfield, IL 62794-9245 Phone: 217-782-4972 Fax: 217-782-9159	Larry Wort, Chief Bureau of Safety Programs Department of Transportation *P.O. Box 19245 3215 Executive Park Drive Springfield, IL 62794-9245 Phone: 217-782-4974 Fax: 217-782-9159
Indiana Gov. Evan Bayh (D) State House, Indianapolis 46204 Phone: 317-232-4567	Bobby Small Governor's Representative for Highway Safety Room 206, State House Indianapolis, IN 46204 Phone: 317-232-2588 Fax: 317-232-3443	Ann Reiter, Director Office of Traffic Safety ISTA Building, Suite 330 150 W. Market Indianapolis, IN 46204 Phone: 317-233-1287 Fax: 317-233-5150

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Iowa Gov. Terry E. Branstad (R) State Capitol, Des Moines 50319 Phone: 515-281-5211</p>	<p>Paul H. Wieck, II, Commissioner Iowa Dept. of Public Safety Wallace State Office Building Des Moines, IA 50319 Phone: 515-281-5104</p>	<p>J. Michael Laski, Director Governor's Traffic Safety Bureau 307 East 7th St. Des Moines, IA 50319-0248 Phone: 515-281-3907 Fax: 515-281-6190</p>
<p>Kansas Gov. Joan Finney (D) State Capitol Bldg., Topeka KS 66603 Phone: 913-296-3232</p>	<p>Michael Johnston, Secretary Department of Transportation Docking St. Bldg., 7th Floor Topeka, KS 66612-1568 Phone: 913-296-3461</p>	<p>Rosalie Thornburgh, Administrator Office of Traffic Safety Thacker Building, 2nd Floor 217 SE 4th Street Topeka, KS 66603 Phone: 913-296-3756 Fax: 913-296-0963</p>
<p>Kentucky Gov. Brereton C. Jones (D) State Capitol, Frankfort 40601 Phone: 502-564-2611</p>	<p>Billy G. Wellman, Sec. of St. Police Kentucky State Police Headquarters 919 Versailles Road Frankfort, KY 40601-9980 Phone: 502-695-6300 Fax: 502-564-6615</p>	<p>David H. Salyers, Commander Highway Safety Branch KY State Police Headquarters 919 Versailles Road Frankfort, KY 40601-9980 Phone: 502-695-6356 Fax: 502-564-6615</p>
<p>Louisiana Gov. Edwin Edwards (D) P.O. Box 94004, Baton Rouge 70804 Phone: 504-342-7015</p>	<p>Bette S. Theis, Exec. Dir. Highway Safety Commission P.O. Box 66336 Baton Rouge, LA 70896 Phone: 504-925-6991 Fax: 504-925-6846</p>	<p>Sue Dixon, Asst. Director Highway Safety Commission P.O. Box 66336 Baton Rouge, LA 70896 Phone: 504-925-6846 Fax: 504-922-0083</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Maine Gov. John R. McKernan, Jr. (R) State House, Augusta 04333 Phone: 207-289-3531</p>	<p>Richard E. Perkins, Director Bureau of Safety Department of Public Safety *36 Hospital Street State House Station #42 Augusta, ME 04333 Phone: 207-582-8776</p>	<p>SAME</p>
<p>Maryland Gov. William Donald Schaeffer (D) State House, Annapolis 21401 Phone: 410-269-3901</p>	<p>Hal Kassoff, Administrator State Highway Administration 707 N. Calvert St. Baltimore, MD 21203-0717 Phone: 410-333-1111</p>	<p>Dennis R. Atkins, Asst. Director Office of Traffic and Safety 7491 Connelley Dr. Baltimore, MD 21076 Phone: 410/787-7697 Fax: 410/553-6399</p>
<p>Massachusetts Gov. William F. Weld (R) State House, Boston 02133 Phone: 617-727-3600</p>	<p>Nancy J. Luther, Director Governor's Highway Safety Bureau 100 Cambridge St., Room 2104 Saltonstall State Office Bldg. Boston, MA 02202 Phone: 617-727-5073 Fax: 617-727-5077</p>	<p>SAME</p>
<p>Michigan Gov. John Engler (R) State Capitol, Lansing 48909 Phone: 517-373-3400</p>	<p>Betty Mercer, Exec. Director Office of Hwy. Safety Planning 300 South Washington Square Knapps Center, Suite 300 Lansing, MI 48913 Phone: 517-334-5210 Fax: 517-482-8236</p>	<p>SAME</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Minnesota Gov. Arne Carlson (R) State Capitol, St. Paul 55155 Phone: 612-296-3391</p>	<p>Michael S. Jordan, Commissioner Department of Public Safety 211 Transportation Building St. Paul MN 55155 Phone: 612-296-6642 Fax: 612-297-5728</p>	<p>Thomas A. Boerner, Director Office of Traffic Safety 211 Transp. Building, Room 207 St. Paul MN 55155 Phone: 612-296-3804 Fax: 612-297-5728</p>
<p>Mississippi Gov. Kirk Fordice (R) P.O. Box 139, Jackson 39205 Phone: 601-359-3100</p>	<p>Donald O'Cain, Director Governor's Hwy. Safety Programs MS Department of Public Safety 301 West Pearl Street Jackson, MS 39203-3085 Phone: 601-949-2225 Fax: 601-960-4263</p>	<p>SAME</p>
<p>Missouri Gov. Mel Carnahan (D) State Capitol, Jefferson City, MO 65101 Phone: 314-751-3222</p>	<p>Arvid E. West, Jr., Director Div. of Hwy. Safety Dept. Of Public Safety *P.O. Box 104808 1719 Southridge Drive Jefferson City, MO 65110-4804 Phone: 314-751-4161 Fax: 314-634-5977</p>	<p>SAME</p>
<p>Montana Gov. Marc Racicot (R) State Capitol, Helena 59620 Phone: 406-444-3111</p>	<p>Albert E. Goke, Administrator Highway Traffic Safety Division 1310 East Lockey State Capitol Helena, MT 59620 Phone: 406-444-3412 Fax: 406-444-4169</p>	<p>SAME</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
Nebraska Gov. E. Benjamin E. Nelson (D) State Capitol Bldg., Lincoln 68509	Jack C. Conrad, Director Department of Motor Vehicles *P.O. Box 94612 301 Centennial Mall South Lincoln, NE 68509 Phone: 402-471-3900	Fred E. Zwonechek, Administrator Office of Highway Safety *P.O. Box 94612 Lincoln, NE 68509 Phone: 402-471-2515 Fax: 402-471-9594
Nevada Gov. Robert J. Miller (D) State Capitol, Carson City 89710 Phone: 702-885-5670	James P. Weller, Director Department of Motor Vehicles and Public Safety 555 Wright Way Carson City, NV 89711-0090 Phone: 702-687-5375 Fax: 702-687-6798	Marlen Schultz Highway Safety Coordinator Office of Traffic Safety Dept. of Motor Veh. & Pub. Saf. 555 Wright Way Carson City, NV 89711-0090 Phone: 702-687-5720 Fax: 702-687-5328
New Hampshire Gov. Steve Merrill (R) State House, Concord 03301 Phone: 603-271-2121	John B. McDuffee, Coordinator Highway Safety Agency Pine Inn Plaza 117 Manchester Street Concord, NH 03301 Phone: 603-271-2131 Fax: 603-271-3790	SAME
New Jersey Gov. James J. Florio (D) State House, Trenton 08625 Phone: 609-292-6000	James Arena, Director Division of Highway Traffic Safety Dept. of Law & Public Saf., CN-048 Trenton, NJ 08625 Phone: 609-588-3750 Fax: 609-588-7716	SAME

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>New Mexico Gov. Bruce King (D) State Capitol, Santa Fe 87503 Phone: 505-827-3000</p>	<p>Louis J. Medrano, Secretary Highway & Transportation Dept. 1120 Cerrillos Road P.O. Box 1149 Santa Fe, NM 87504-1149 Phone: 505-827-5109 Fax: 505-827-0431</p>	<p>John D. Fenner, Chief Hwy. & Transportation Dept. Traffic Safety Bureau Montoya Building, Room 3102 P.O. Box 1149 Santa Fe, NM 87504-1149 Phone: 505-827-0427 Fax: 505-827-0431</p>
<p>New York Gov. Mario M. Cuomo (D) State Capitol, Albany 12224 Phone: 518-474-8390</p>	<p>Patricia B. Adduci Commissioner of Motor Vehicles Swan St. Bldg., Empire State Plaza Albany, NY 12228 Phone: 518-474-0841 Fax: 518-474-9578</p>	<p>William G. Rourke, Exec. Dir. Governor's Traffic Safety Cmte. Swan St. Bldg., Empire Plaza Albany, NY 12228 Phone: 518-474-3135 Fax: 518-473-0041</p>
<p>North Carolina Gov. Jim Hunt, Jr. (D) State Capitol, Raleigh 27603 Phone: 919-733-5811</p>	<p>Paul B. Jones, Director Governor's Highway Safety Program 215 East Lane Street Raleigh, NC 27601 Phone: 919-733-3083 Fax: 919-733-0604</p>	<p>SAME</p>
<p>North Dakota Gov. Edward Schafer (R) State Capitol, Bismarck 58505 Phone: 701-224-2200</p>	<p>Director Department of Transportation 608 East Boulevard Avenue Bismarck, ND 58505-0700 Phone: 701-224-2581 Fax: 701-224-0426</p>	<p>Mylo J. Mehlhoff, Director Drivers Lic. & Traf. Safety Div. Department of Transportation 608 East Boulevard Avenue Bismarck, ND 58505-0700 Phone: 701-224-2600 Fax: 701-224-4545</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Ohio Gov. George V. Voinovich (R) State House, Columbus 43266-0601 Phone: 614-466-3555</p>	<p>Charles Shipley, Director OH Dept. of Highway Safety *P.O. Box 7167 240 Parsons Avenue Columbus, OH 43266-0563 Phone: 614-466-3383 Fax: 614-466-0433</p>	<p>Laura Ludwig, Deputy Dir. Dept. of Highway Safety *P.O. Box 7167 240 Parsons Avenue Columbus, OH 43266-0563 Phone: 614-466-3250 Fax: 614-466-0433</p>
<p>Oklahoma Gov. David Walters (D) State Capitol, Oklahoma City 73105 Phone: 405/521-2342</p>	<p>Dr. Tim Mauldin, Gov's Rep. Oklahoma Dept. of Transportation 3223 North Lincoln Oklahoma City, OK 73105-5403 Phone: 405-521-3314 Fax: 405-521-2524</p>	<p>SAME</p>
<p>Oregon Gov. Barbara Roberts (D) State Capitol, Salem 97310 Phone: 503-378-3111</p>	<p>Donald E. Forbes, Director Department of Transportation 135 Transportation Building Salem, OR 97310 Phone: 503-378-6388 Fax: 503-378-8445</p>	<p>Edward Marges, Interim Manager Traffic Safety Unit State Library Building Fourth Floor Salem, Oregon 97310 Phone: 503-378-3669</p>
<p>Pennsylvania Gov. Robert P. Casey (D) 225 Main Capitol Bldg., Phone: Harrisburg 17120 717-787-2500</p>	<p>Mario D. Pirritano, Deputy Sec. for Safety Administration Department of Transportation Harrisburg, PA 17120 Phone: 717-787-3928 Fax: 717-787-5491</p>	<p>Thomas E. Bryer, P.E. Director, Center for Hwy. Safety Department of Transportation 215 Transportation & Safety Bldg. Harrisburg, PA 17120 Phone: 717-787-7350 Fax: 717-783-8217</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Rhode Island Gov. Bruce Sundlun (D) State House, Providence 02903 Phone: 401-277-2080</p>	<p>Daniel P. Fanning, Director Department of Transportation State Office Building--Smith Street Providence, RI 02903 Phone: 401-277-2481</p>	<p>Edward J. Walsh, Chief Coord. Governor's Office of Hwy. Safety 345 Harris Avenue Providence, RI 02909 Phone: 401-277-3024 Fax: 401-277-3942</p>
<p>South Carolina Gov. Carroll A. Campbell, Jr. (R) P.O. Box 11369, Columbia 29211 Phone: 803-734-9818</p>	<p>Perry Brown, Deputy Director Office of Highway Safety Programs Division of Public Safety 1205 Pendleton Street, Rm. 453 Columbia, SC 29201 Phone: 803-734-0421 Fax: 803-734-0486</p>	<p>SAME</p>
<p>South Dakota Gov. George S. Mickelson (R) State Capitol, Pierre 57501 Phone: 605-773-3212</p>	<p>Jeff Stingley, Secretary Dept. of Commerce & Regulation 910 E. Sioux State Capitol Building Pierre, SD 57501 Phone: 605-773-3178 Fax: 605-773-5369</p>	<p>Jeff Holden, Director Office Highway Safety Dept. of Commerce & Regulation 118 West Capitol Avenue Pierre, SD 57501 Phone: 605-773-3675 Fax: 605-773-5825</p>
<p>Tennessee Gov. Ned McWherter (D) State Capitol, Nashville 37219 Phone: 615-741-2001</p>	<p>Jimmy M. Evans, Commissioner Department of Transportation James K. Polk State Office Bldg. 505 Deaderick Street, Suite 700 Nashville, TN 37243-0341 Phone: 615-741-2848</p>	<p>Clarence Elkins, Director Governor's Hwy. Saf. Programs 505 Deaderick Street, Suite 600 James K. Polk State Office Bldg. Nashville, TN 37219 Phone: 615-741-2589 Fax: 615-741-2508</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Texas Gov. Ann Richards (D) P.O. Box 12428, Austin 78711 Phone: 512-463-8616</p>	<p>Arnold Oliver Gov's Hwy. Safety Representative TX Department of Transportation 125 E. 11th Street Austin, TX 78701-2483 Phone: 512-463-8616 Fax: 512-475-3072</p>	<p>Gary K. Trietsch Traffic Safety Section (D-18STO) TX Dept. of Transportation 125 E. 11th Street Austin, TX 78701-2483 Phone: 512-416-3202 Fax: 512-416-3161</p>
<p>Utah Gov. Mike Leavitt (R) State Capitol, Salt Lake City 84114 Phone: 801-538-1000</p>	<p>D. Douglas Bodrero, Commissioner Department of Public Safety 4501 South 2700 West Salt Lake City, UT 84119 Phone: 801-965-4611 Fax: 801-965-4756</p>	<p>Richard K. Howard, Director Highway Safety Office Department of Public Safety 4501 South 2700 West Salt Lake City, UT 84119 Phone: 801-965-4409 Fax: 801-965-4969</p>
<p>Vermont Gov. Howard Dean (D) Pavillion Office Building, Montpelier 05602 Phone: 802-828-3333</p>	<p>Michael D. Griffes, Commissioner Department of Motor Vehicles 120 State Street Montpelier, VT 05603-001 Phone: 802-828-2011 Fax: 802-828-2170</p>	<p>Jeanne Johnson, Coordinator Highway Safety Program 133 State Street Montpelier, VT 05603-001 Phone: 802/828-2665 Fax: 802/828-2098</p>
<p>Virginia Gov. L. Douglas Wilder (D) State Capitol, Richmond 23219 Phone: 804-786-2211</p>	<p>Donald E. Williams, Commissioner Department of Motor Vehicles *P.O. Box 27412 2300 West Broad Street Richmond, VA 23269 Phone: 804-367-6602 Fax: 804-367-6631</p>	<p>William H. Leighty Dep. Commissioner Trans. Safety Department of Motor Vehicles *P.O. Box 27412 2300 West Broad Street Richard, VA 23269 Phone: 804-367-6614 Fax: 804-367-6631</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Washington Gov. Mike Lowry (D) Legislative Building, Olympia 98504 Phone: 206-753-6780</p>	<p>Chuck Hayes, Director Wash. Traffic Safety Commission 100 South Cherry Street, MS/PS-11 Olympia, WA 98504 Phone: 206-735-6197 Fax: 206-586-6489</p>	<p>Norm Ericksen, Deputy Director Washington Traffic Safety Comm. 1000 South Cherry St., MS/PD-11 Olympia, WA 98504 Phone: 206-753-6197 Fax: 206-586-6489</p>
<p>West Virginia Gov. Gaston Caperton III (D) State Capitol, Charleston 25305 Phone: 304-348-2000</p>	<p>James M. Albert Governor's Rep. for Highway Safety West Virginia Development Office 1204 Kanawha Boulevard, East Charleston, WV 25301 Phone: 304-558-8814 Fax: 304-558-0391</p>	<p>James R. Grate Highway Safety Coordinator WV Development Office 1204 Kanawha Boulevard, East Charleston, WV 25301 Phone: 304-558-8814 Fax: 304-558-0391</p>
<p>Wisconsin Gov. Tommy G. Thompson (R) State Capitol, Madison 53702 Phone: 608-266-1212</p>	<p>Charles Thompson, Secretary WI Dept. of Transportation Hill Farms State Ofc. Bldg., #120B 4802 Sheboygan Avenue P.O. Box 7910 Madison, WI 53707-7910 Phone: 608-266-1113 Fax: 608-266-9912</p>	<p>David Manning, Director Office of Transportation Safety Hill Farms State Ofc. Bldg., #809 4208 Sheboygan Avenue P.O. Box 7910 Madison, WI 53707-7910 Phone: 608/267-3710 Fax: 608/267-0441</p>
<p>Wyoming Gov. Mike Sullivan (D) State Capitol, Cheyenne 82002 Phone: 307/777-7434</p>	<p>Donald G. Pruter State Hwy. Safety Engineer Highway Safety Program, DOT P.O. Box 1708 Cheyenne, WY 82002-9019 Phone: (307) 777-4450 Fax: (307) 777-4250</p>	<p>SAME</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>American Samoa Gov. A. P. Latali Government House, Pago Pago 96799 Phone: 011-684-633-4116</p>	<p>Tuilefano Vaela'a Commissioner of Public Safety Governor's Representative American Samoa Government P.O. Box 1086 Pago Pago, AS 96799 Phone: 011-684-633-1111 Fax: 011-684-633-2979</p>	<p>Po'oai Ripley Highway Safety Coordinator Office of Highway Safety Government of American Samoa Pago Pago, AS 96799 Phone: 011-684-699-9199</p>
<p>Guam Gov. Joseph Ada (R) Executive Chambers, Agana 96910 Phone: 011-671-472-8931</p>	<p>Benigno Palomo, Director Department of Public Works Governor's Hwy Safety Rep. P.O. Box 2950 Agana, GU 96921 Phone: 011-0671-646-3101 Operator Assisted Calls: 01-671-646-3101 Fax: 671-649-6178</p>	<p>Teresita B. Santos Highway Safety Coordinator Department of Public Works, OHS P.O. Box 2950 Agana, GU 96910 Phone: 011-671-646-3211 Operator Assisted Calls: 01-671-646-3211</p>
<p>Commonwealth of The Northern Marina Islands Gov. Lorenzo I.DeLeon Guerreo Capitol Hill, Saipan 96950</p>	<p>Gregorio M. Camacho, Dir. Department of Public Safety Commonwealth of No.Mariana Isl. Saipan, CM 96950 Phone: 011-670-234-8536 Fax: 011-670-8531</p>	<p>Priscilla Muna Highway Safety Coordinator Office of Highway Safety Commonwealth of No.Mariana Isl. Saipan, CM 96950 Phone: 011-670-234-6021</p>
<p>Puerto Rico Gov. Pedro Rossello La Fortaleza, San Juan 00901</p>	<p>Dr. Hermenegildo Ortiz-Quinones Governor's Rep. for Highway Safety Sec. of Transp. & Public Works Box 41269, Minillas Station Santurce, PR 00940 Phone: 809-726-6670</p>	<p>Ms. Lenidas Ramirez Executive Director Traffic Safety Commission Box 41289 , Minillas Station Santurce, PR 00940 Phone: 809-723-3590 Fax: 809-727-0486</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p>Virgin Islands Gov. Alexander A. Farrelly (D) Government House, Charlotte Amalie, St. Thomas 00801 Phone: 809-774-0001</p>	<p>Enrique Richards Governor's Representative VI Office of Highway Safety Lagoon Street Complex, Fredriksted St. Croix, VI 00840 Phone: 809-776-5820 Fax: 809-772-2626</p>	<p>SAME</p>
<p>Indian Nations</p>	<p>Dr. Eddie F. Brown Assistant Sec., Indian Affairs U.S. Department of the Interior Mail Stop 4140 1849 C Street, NW Washington, DC 20240 Phone: 202-208-7163 Fax: 202-208-6334</p>	<p>Charles L. Jaynes Program Administrator Bureau of Indian Affairs Indian Hwy. Safety Program *P.O. Box 2006 Albuquerque, NM 87103 Phone: 505-766-2863 Fax: 505-766-3247</p>

*/mailing address



APPENDIX D

DIRECTORY OF NATIONAL ORGANIZATIONS

American Academy of Pediatrics
141 NW Point Blvd.
P.O. Box 972
Elk Grove Village, IL 60009

Contact: Mary C. Sorrentino
708-981-7933

American Safety & Health
Promotions
480 E. Rio Rd.
Charlottesville, VA 22901

Contact: Douglas Olson
804-977-2929

Bell Helmets Inc.
15301 Shoemaker Ave.
Norwalk, CA 90650

Contact: Christa Shermer
213-921-9451

Bike Helmet & Safety Awareness
National SAFE KIDS Campaign
111 N. Michigan Ave. NW
Washington, DC 20010-2970

Contact: Angela Mickalide
202-939-4993

Bicycle Federation of America
1818 R St. NW
Washington, DC 20009

Contact: Bill Wilkinson
202-332-6986

Bicycle Federation of America,
MT Office
P.O. Box 8315
Missoula, MT 59807-8315

Contact: Linda Tracy
406-543-8113

Bicycle Helmet Safety Inst.
4611 Seventh St., South
Arlington, VA 22204-1419

Contact: Randy Swart
703-486-0100

Bicycle Helmets
American Re-Insurance Company
555 College Road East
Princeton, NJ 08542

Contact: Terese Rosenthal

Bicycle Safety Campaign
c/o American Academy of
Pediatrics/Sandoz
Pharmaceuticals
141 NW Point Blvd
Elk Grove Village, IL 60009

Contact: Bill Boyle, M.D.
708-228-5005

Bikecentennial
P.O. Box 8308
Missoula, MT 59807

Contact: John Williams
406-721-1776

Bike Helmet Materials
American Automobile
Association
1000 AAA Drive
Heathrow, FL 32746-5063

Contact: Dean Childs
407-444-7000

Consumer Federation of America
1424 16th Street, N.W.
Washington, DC 20036

Contact: Mary Ellen Fise
202-387-6121

US Consumer Product Safety
Commission
Bicycle Safety
Office of Program Management
5401 Westbard Avenue
Bethesda, MD 20207

Contact: Elaine Tyrrell
301-492-6554

Giros 4 Heroes, Grow with Giro
Giro Sport Design
2880 Research Park Dr.
Soquel, CA 95073

Contact: Katrin Tobin
800-969-4476

Head Smart
Children's Bicycle Helmet
Coalition
County Health Department
310 West Poplar
Walla Walla, WA 99362

HeadSmart
National Head Injury
Foundation, Suite 812
1140 Connecticut Ave. NW
Washington, DC 20036

Contact: Mary Reitter
202-296-6443

League of American Wheelmen
190 W Ostend St., Suite 120
Baltimore, MD 21230

Contact: Susie Jones
301-539-3399

National Association of School
Nurses
P.O. Box 1300
Scarborough, ME 04074

Contact: Beverly Farquahar
207-883-2117

National Highway Traffic
Safety Administration
Bicycle Safety, NTS-23
400 7th St., S.W.
Washington, DC 20590

Contact: Leslie Heffner
202-366-2761

National Youth Sports
Foundation for Prevention of
Athletic Injuries
10 Meredith Circle
Needham, MA 02192

Contact: Rita Glassman
617-449-2499

National PTA
700 N. Rush Street
Chicago, IL 60611-2571

Contact: Robert Kociolek
312-787-0977

Pierce County Medical
Blue Shield
1114 Broadway Plaza
Tacoma, WA 98402

Contact: Jennifer Sears
206-597-6522

President's Council on
Physical Fitness & Sports
450 5th St., NW
Washington, DC 20001

Ride Safe Program
1944 Hampton Dr.
Wheaton, IL 60187

Contact: Mary Beth Luhrsen
800-285-RIDE

Seattle Bike/Helmet UP
Seattle Bike Supply
1709 E. Del Amo Blvd.
Carson, CA 90746

Contact: Richard Wittenburg
310-604-6036

Sell A Bike, Save A Life
Community Traffic Safety
Program
Department of Motor Vehicles
3551 Buckner Blvd.
Virginia Beach, VA 23456

Contact: Laura B. Beach
804-363-3929

Shinn & Associates
2853 W. Jolly
Okemos, MI 48864

Contact: David Shinn
517-332-0211

Snell B-90 Standard
Snell Memorial Foundation
P.O. Box 493
St. James, NY 11780

Contact: Edward Becker
516-862-6440

APPENDIX E

DIRECTORY OF PROMOTIONS

INTRODUCTION

This directory summarizes responses to a survey of bicycle helmet promotions conducted by the Bicycle Federation of America in June 1991. A copy of the survey is presented in Appendix F. No attempt was made to survey every helmet promotion in the United States, but rather to draw contacts from a broad spectrum of fields to create a representative sample.

Surveys were mailed to Bicycle Federation of America contacts, Pro Bike Directory listings, participants of Pro Bike 90 helmet seminar and conference workshop, Governor's Highway Traffic Safety Representatives, and the NHTSA Regional Offices. Surveys also were mailed to contacts identified by the National Safe Kids Campaign (state and local coalitions), the American Academy of Pediatrics (mini-grant recipients), and the Centers for Disease Control (injury control centers, related grant recipients, and selected conference participants). Major bicycle helmet manufacturers, retail distributors, and bulk purchase distributors also provided lists of people and organizations that had contacted them for information.

The list generated from these various sources was culled of its many duplicates to create a mailing list of 735 entries. It should be noted, however, that many organizations were represented by multiple entries, but with different contact people or in some cases, different addresses. Some of the entries for larger organizations or government agencies had as many as eight different contact people. From the 735 listings, approximately 550 separate organizations and non-affiliated individuals received the survey. Twenty-one of the surveys were returned because of bad addresses.

Some form of response was received from 263 individuals, representing 40 States, the District of Columbia, and Guam. Of these, 32 reported they had no information to share at the time. Most stated that they intended to conduct some form of helmet promotion in the future, but had not yet begun any activities. Of the 231 remaining responses, four were supplemental responses by a second person involved in the same promotion, and five specifically requested not to be included in the directory. The directory that follows thus contains 222 listings.

HOW TO USE THE DIRECTORY

Entries are presented in alphabetical order, first by state, then by city within the state. Each entry includes mailing address, contact information, if available, and some summary details about the promotion. Summary information on target audience, strategy, coalition, and evaluation are coded as follows:

Target Audience: Kids: Children 12 and under
Parents: Parents
Teens: 13 to 19 year olds
College Students: College students
Adults: Adults
All ages: All ages
NA: Information not available

Strategy: PI&E: Awareness and knowledge of head injury and use of bicycle helmets through public information and education efforts

Distribution: Helmet distribution efforts, discount coupons, bulk purchasing programs

Use: Activities to promote helmet use

Aid: Provides information and other support for other promotions

NA: Information not available

Coalition: Yes: Used or uses at least one additional organization

No: Lead organization or individual only

NA: Information not available

Evaluation: None: None indicated or no information provided

Limited: Limited evaluation or limited information provided

Comprehensive: Comprehensive evaluation either extensively documented or more than one measure used

NA: Information not available

DIRECTORY

ALABAMA

Safe Kids Bicycle Helmet
Promotion
SE Child Safety Institute
Children's Hospital of AL
1600 7th Ave. South
Birmingham, AL 35233

205-939-9720
Contact: Dr. William D. King

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Department of Education
50 N. Ripley St.
Gordon Person Bldg., Room 3339
Montgomery, AL 36130-3901

205-242-8013
Contact: C. Wayland Blake

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: None

ALASKA

SAFE KIDS
Providence Hospital
Box 19-6604
Anchorage, AK 99519-6604

Contact: Joan Diamond

Target: Kids
Strategy: PI&E, Distribution,
Use, Aid
Coalition: Yes
Funding: NA
Project Length: 3-12 months
Geographic Area: State, Local
Evaluation: Limited

Earth Day 1990, 1991
Alaska Head Injury Association
Box 84127
Fairbanks, AK 99708

907-452-4761
Contact: Nicole McCullough

Target: All ages
Strategy: Distribution
Coalition: No
Funding: Less than \$500/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Comprehensive

ARIZONA

Helmet Your Head
Glendale American School
8530 N 55th Ave
Glendale, AZ 85302

Contact: Carolyn Ewing, R.N.

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: None

Bike Rodeo - SAFE KIDS
Campaign
Yavapai County Health Dept.
930 Division St
Prescott, AZ 86301

Contact: Luana Marigold

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: NA
Length: 1-3 months
Geographic Area: County
Evaluation: Limited

Bicycle Safety Course
AZ State University
Department of Public Safety
628 E. Apache
Tempe, AZ 85287

602-965-8035

Contact: Sgt. William Wright

Target: College students
Strategy: PI&E, Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

CALIFORNIA

Helmet Program
Indian Health, Inc.
11555 1/2 Potrero Rd
Banning, CA 92220

Contact: Luis Tellez

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: None

Seattle Bike/Helmet UP
Seattle Bike Supply
1709 E. Del Amo Blvd.
Carson, CA 90746

310-604-6036

Contact: Richard Wittenburg

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind only
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Health Education Dept.
CareAmerica Health Plan
20520 Norhoff
Chatsworth, CA 91311

Contact: Erika Frand

Target: All ages
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Limited

Butte County Heath Dept.
Health Education Dept.
695 Oleander Avenue
Chico, CA 95926

916-891-2768

Contact: Byron Brace

Target: All ages
Strategy: PI&E
Coalition: No
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: County
Evaluation: None

HEADS UP Bicycle Helmet &
Safety Program
253 Cohasset Road
Chico, CA 95926

916-895-3333
Contact: Jeff Lobosky, M.D.

Target: Kids, Parents
Strategy: PI&E, Parents, Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: County
Evaluation: None

Keep Ahead
Davis Bike Safety Promoters
1004 Anderson Rd.
Davis, CA 95616

Contact: Hellen Mussen

Target: Kids, Parents
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

North County Pediatric Medical
Group
1001 E. Grand Ave.
Escondido, CA 92025

619-746-2641
Contact: Thomas E. Page, M.D.

Target: Kids
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Limited

Solono County Bicycle Safety
Campaign
Head Injury Prevention, Inc.
PO Box Z
Fairfield, CA 94533

707-422-1040
Contact: Marjorie King

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: None

Bicycle Safety Awareness
Program
City of Irvine
1 Civic Center Plaza
P.O. Box 19575
Irvine, CA 92713

714-854-8144
Contact: Bill Sellin

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

Bicycle Helmet Interest Group
City of Irvine
1 Civic Center Plaza
P.O. Box 19575
Irvine, CA 92713

714-724-6227
Contact: Katherine Lyon

(listing continued next page)

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

Traffic Safety
Los Angeles Police Department
4125 S. Crenshaw Blvd.
Los Angeles, CA 90008

213-485-7742
Contact: Forrest Wilkins

Target: Kids
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bell Helmets Inc.
15301 Shoemaker Ave.
Norwalk, CA 90650

213-921-9451
Contact: Christa Shermer

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Comprehensive

Bike Safety in Elementary
Schools
Maidu Cyclists
1828 Woodacre
Roseville, CA 95661

Contact: Dave Scott

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 3-12 months
Geographic Area: Local
Evaluation: Limited

High Risk Minority & Youth
Project
Injury Prevention Program
Monterey County Health Dept.
955 Blanco Circle, Suite D
Salinas, CA 93901

408-755-4538
Contact: Diana Jacobson

Target: Kids, all adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: County
Evaluation: None

San Diego City Bicycle Program
1010 Second Avenue
M.S. 644
San Diego, CA 92101

619-533-3029
Contact: Michael E. Jackson

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Center for Childhood Injury
Prevention
San Diego State University
6505 Alvarado Rd., Suite 205
San Diego, CA 92120

619-594-3691
Contact: Sylvia Micik, M.D.

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Region
Evaluation: Comprehensive

Bicycle Planning & Safety
County Regional Trans. Comm.
701 Ocean St., Rm. 406-B
Santa Cruz, CA 95060-4071

408-425-2951
Contact: Jack Witthaus

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: Region, Co.
Evaluation: None

Giros 4 Heroes, Grow with Giro
Giro Sport Design
2880 Research Park Dr.
Soquel, CA 95073

800-969-4476
Contact: Katrin Tobin

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: None

Safe Moves
21745 Ulmus Dr.
Woodland Hills, CA 91364

818-887-4064
Contact: Pat Hines

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Limited

COLORADO

Bike Safety Poster Contest,
Helmet Survey
SAFE KIDS Coalition
Department of Health
4210 East 11th Avenue
Denver, CO 80220

303-331-8367
Contact: Dominique Fauble, MPA

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Golden Bicycle Helmet Project
Self Propulsion, Inc.
1212 Washington
Golden, CO 80401

303-278-3290
Contact: Portia Masterson

(listing continued next page)

Target: Kids, Parents
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: NA
Project Length: 1-3 mo's/yr
Geographic Area: Local
Evaluation: None

Contact: Linda E. Bireley

Target: All ages
Strategy: PI&E, Use
Coalition: Yes
Funding: Part of bike program
Project Length: 1-3 months
Geographic Area: Region
Evaluation: None

CONNECTICUT

Bike Safety Rodeo
Greenwich Safe Kids Coalition
189 Mason St.
Greenwich, CT 06830

203-869-0200
Contact: Peter J. Fliehl

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Reducing Child Injury Thru
Bike Helmets
Dunlap & Associates, Inc.
17 Washington Street
Norwalk, CT 06854

203-866-8464
Contact: Richard D. Blomberg

Target: Kids
Strategy: PI&E, Distribution,
Use, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

Bicycle Helmet Campaign
Childhood Injury Prevention
Center
80 Seymour St.
Hartford, CT 06115

203-524-3003
Contact: Mary Braddock, M.D.

Target: Kids
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Comprehensive

DELAWARE

1991 Helmet Promo Week/Month
Delmarva Wheelmen
Wheel Easy Bicycle Store
1404 Forrest Ave.
Dover, DE 19901

302-734-4994
Contact: Howard D. Smith

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Limited

GEAR '90
Coalition of CT Bicyclists
P.O. Box 121
Middletown, CT 06457

Bicycle Safety Ed. Program
Univ. of DE - Coop. Extension
R.D. 2, Box 48
Georgetown, DE 19947

302-856-7303
Contact: Ron Jester

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1-3 months
Geographic Area: Region, St.
Evaluation: Limited

Helmet Use Promotion
White Clay Bike Club
49 Marsh Woods Lane
Wilmington, DE 19810

Contact: Don Carbaugh

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

DISTRICT OF COLUMBIA

HeadSmart
National Head Injury
Foundation, Suite 812
1140 Connecticut Ave. NW
Washington, DC 20036

202-296-6443
Contact: Mary Reitter

Target: Kids
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

President's Council on
Physical Fitness & Sports
450 5th St., NW
Washington, DC 20001

Target: All ages
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: NA
Geographic Area: Nation
Evaluation: None

Consumer Federation of America
1424 16th Street, N.W.
Washington, DC 20036

202-387-6121
Contact: Mary Ellen Fise

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: None

Department of Public Works
2000 14th St NW, 7th floor
Washington, DC 20009

202-939-8016

Target: Parents
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bike Helmet & Safety Awareness
National SAFE KIDS Campaign
111 N. Michigan Ave. NW
Washington, DC 20010-2970

202-939-4993
Contact: Angela Mickalide

Target: Kids, Parents
Strategy: PI&E, Distribution,
Use, Aid

Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Comprehensive

Bicycle Federation of America
1818 R St. NW
Washington, DC 20009

202-332-6986
Contact: Bill Wilkinson

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

FLORIDA

Bicycle Advisory Committee
County Metro. Planning Org.
14 S. Fort Harrison Avenue
Clearwater, FL 34616

813-462-4751
Contact: Kay Medwick

Target: Kids, Adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Co., Local
Evaluation: Limited

Bike Helmet Materials
American Automobile
Association
1000 AAA Drive
Heathrow, FL 32746-5063

407-444-7000
Contact: Dean Childs

Target: Kids
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: None

Miami Children's Hospital
6125 SW 31st St
Miami, FL 33155

305-666-6511, ext 2516
Contact: Brian Hannigan, R.N.

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Limited

Dade County Public Schools
1450 Northeast Second Ave #904
Miami, FL 33132

305-995-1986
Contact: Bill Harris

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: NA
Geographic Area: Local
Evaluation: Limited

Reducing Child Injury Thru
Bike Helmets
W. FL Reg. Planning Council
P.O. Box 486
Pensacola, FL 32593-0486

904-444-8910
Contact: Tim Bustos

Target: All ages
Strategy: PI&E, Distribution,
Use, Aid

Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Comprehensive

Safe Kids on the Block
Think First - Northwest Fl
8383 N. Davis Hwy
Pensacola, FL 32514

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: None

Helmet Promotion Week
Orlando Area Bic./Ped. Program
1011 Wymore Rd., Suite 105
Winter Park, FL 32789

407-623-1075
Contact: Thomas Cerny

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 1-3 months
Geographic Area: Region
Evaluation: None

GEORGIA

SAFE KIDS of Georgia
Egleston Children's Hospital
1405 Clifton Rd. NE
Atlanta, GA 30322-1101

Target: All ages
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: 3-12 months
Geographic Area: State
Evaluation: None

Safe Kids of Dekalb
DeKalb County Board of Health
3651 Market St.
Clarkston, GA 30021

404-292-1979
Contact: Rema Afifi

Target: Kids, Parents
Strategy: NA
Coalition: Yes
Funding: NA
Project Length: NA
Geographic Area: County
Evaluation: None

Study of Bicycle Helmet
Ownership & Usage Among
Elementary School Children
3666 Heatherwood Dr.
Marietta, GA 30066

Contact: Laura Searcy

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: Less than \$500/yr.
Project Length: 3-12 months
Geographic Area: Local
Evaluation: Comprehensive

Chatham County Public Health
Department
Injury Prevention Program
P.O. Box 14257
Savannah, GA 31416-1257

912-356-2160
Contact: Mary Y. Smith

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: County
Evaluation: None

GUAM

Office of Highway Safety
P.O. Box 2950
Agana, GUAM 96910

Contact: Annie Santos

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

ILLINOIS

McLean Chapter - American Red
Cross
One Westport Court
Bloomington, IL 61704

309-662-0500
Contact: Becky Barnes

Target: All ages
Strategy: PI&E, Distribution
Coalition: No
Funding: in-kind & volunteers
Project Length: 1-3 months
Geographic Area: County
Evaluation: None

National PTA
700 N. Rush Street
Chicago, IL 60611-2571

312-787-0977
Contact: Robert Kociolek

Target: Kids, Parents
Strategy: PI&E, Aid
Coalition: No
Funding: NA
Project Length: NA
Geographic Area: Nation
Evaluation: None

American Academy of Pediatrics
141 NW Point Blvd.
P.O. Box 972
Elk Grove Village, IL 60009

708-981-7933
Contact: Mary C. Sorrentino

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Bicycle Safety Campaign
Minigrants
American Academy of
Pediatrics, c/o AAP/Sandoz
Pharmaceuticals
141 NW Point Blvd
Elk Grove Village, IL 60009

708-228-5005
Contact: Bill Boyle, M.D.

(listing continued next page)

Target: Adults
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Comprehensive

Bike Safety Clinic
Gulfview Hills Women's Club
Youth Affairs
5701 South Monroe
Hinsdale, IL 60521

Contact: Mary Jane Stitt

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: Less than \$500/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Limited

Bike Safety Helmet Promotion
Heather Stewart Memorial
Foundation
14028 Pawnee Lane
Lockport, IL 60441

Contact: Roy Stewart

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

IL League of American Wheelmen
2801 Morcambe Bay Dr.
New Lenox, IL 60451

Contact: William R. Lang

Target: Adults
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 3-12 months
Geographic Area: Local
Evaluation: None

Ride Safe Program
1944 Hampton Dr.
Wheaton, IL 60187

800-285-RIDE
Contact: Mary Beth Luhrsen

Target: All ages
Strategy: PI&E, Distribution,
Use, Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

INDIANA

SAFE KIDS Coalition
Riley Kiwanis Trauma Life
Center, Riley Hospital
702 Barnhill Drive
Indianapolis, IN 46202

Contact: Judy Doll

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$501 - \$1000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bicycle Helmet Campaign
IN Chpt. Amer. Acad. of Ped.
Methodist Hospital of Indiana
1701 N. Senate Ave.
Indianapolis, IN 46202

Contact: Charlene Graves, M.D.

Target: Kids, all adults
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Region, St.
Evaluation: Limited

IOWA

St. Luke's Hospital Auxiliary
810 First Avenue NE
Cedar Rapids, IA 52402

Contact: Marilyn Thomsen

Target: All ages
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

KANSAS

Backroads Bicycling
P.O. Box 372
Clay Center, KS 67432-0372

Contact: Randy W. Wyatt

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

Bicycle Helmet Campaign
SAFE KIDS/Riverside Hospital
2622 W. Central
Wichita, KS 67203-4999

316-946-8690

Contact: Debra Logan

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

KENTUCKY

Bicycle Safety Awareness Week
SAFE KIDS Campaign
PO Box 1864
Ashland, KY

606-327-2077

Contact: Lt. Donald O'Pell

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 3-12 months
Geographic Area: Region
Evaluation: None

Warren County Medical Society
Auxiliary
Bicycle Helmet Safety Program
4879 Smallhouse Rd.
Bowling Green, KY 42104

502-781-1842

Contact: Karen G. Watson

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Limited

LOUISIANA

Safety Council, SW Louisiana
1021 Ryan Street
Lake Charles, LA 70601

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: None

Helmets Are Not to Die For
The Bikesmith Inc.
4716 Freret
New Orleans, LA 70115

504-897-2453
Contact: Bill Port

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

National Safe Helmet Campaign
Holy Name of Jesus
Parent-Teacher Club
938 Lafayette St., Suite 428
New Orleans, LA 70130

Contact: Diane Lyons

Target: Kids
Strategy: PI&E
Coalition: No
Funding: Less than \$500/yr.
Project Length: 3-12 months
Geographic Area: Local
Evaluation: Limited

Governor's Task Force on Bike
Safety
P.O. Box 24937
New Orleans, LA 70184

Contact: Bill Keller
(no other information)

Child Passenger Safety Assoc.
3747 Greenway Place
Shreveport, LA 71105

Contact: Diane Gardsbane

Target: Kids, Parents
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: \$501 - \$1000/yr.
Project Length: 1 day
Geographic Area: Local
Evaluation: Comprehensive

MAINE

National Association of School
Nurses
P.O. Box 1300
Scarborough, ME 04074

207-883-2117
Contact: Beverly Farquahar

Target: NA
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: NA
Geographic Area: Nation
Evaluation: None

Bicycle Safety
ME Coalition for SAFE KIDS
Santa Claus Lake
Temple, ME 04984

(listing continued next page)

Contact: Robert Bull
Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: State
Evaluation: None

MARYLAND

League of American Wheelmen
190 W Ostend St., Suite 120
Baltimore, MD 21230

301-539-3399
Contact: Susie Jones

Target: All ages
Strategy: Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: None

Baltimore Bicycling Club
216 Longwood Rd.
Baltimore, MD 21210

301-435-6623
Contact: Robert B. Moore

Target: All ages
Strategy: Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: None

Bike Helmet Project
MD Chpt. Amer. Acad. of Ped.
Johns Hopkins Hospital
Department of Pediatrics
600 N Wolfe St., 144 CMSC
Baltimore, MD 21205

Contact: Modena Wilson, M.D.

Target: Kids, Parents
Strategy: PI&E, Aid
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

Shepherd Pratt Hospital
6501 N Charles Street
Baltimore, MD 21204

Contact: Kay Lambert

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: No
Funding: NA
Project Length: 1-3 months
Geographic Area: Region
Evaluation: None

Injury Prevention & Control
Department of Health & Mental
Hygiene, Room 304A
201 West Preston Street
Baltimore, MD 21201

301-225-5780
Contact: Ellen Schmidt
Lynn Khoo

Target: Kids, Teens
Strategy: PI&E, Use
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County, St.
Evaluation: Limited

Bicycle Safety Leaflet
US Consumer Product Safety
Commission
Office of Program Management
5401 Westbard Avenue
Bethesda, MD 20207

301-492-6554

Contact: Elaine Tyrrell

Target: Kids, Parents, Teens
Strategy: PI&E, Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

SAFE KIDS Coalition
Montgomery County Health Dept.
401 Hungerford Dr., #700
Rockville, MD 20850

301-217-7269

Contact: Kathy Wood

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Safety Awareness
Baltimore Bicycling Club
7954 Quarterfield Rd.
Severn, MD 21144-2125

301-969-4717

Contact: John T. Overstreet

Target: All ages
Strategy: PI&E
Coalition: No
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: St., Local
Evaluation: None

Bike Rides
American Lung Association
1840 York Rd
Timonium, MD 21093

301-492-2120

Contact: Theresa Dent

Target: Parents
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: 3-12 months
Geographic Area: St., County
Evaluation: None

MASSACHUSETTS

Department of Public Health,
SCIPP
150 Tremont St, 3rd Floor
Boston, MA 02111

617-727-1246

Contact: Diane Butkus

Target: All ages
Strategy: PI&E, Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Marlborough Bicycle Rodeo
Saving Lives Program
City Hall
140 Main Street
Marlborough, MA 01752

508-460-3764
Contact: Alison Hartt

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1 day/yr.
Geographic Area: Local
Evaluation: Limited

National Youth Sports
Foundation for Prevention of
Athletic Injuries
10 Meredith Circle
Needham, MA 02192

617-449-2499
Contact: Rita Glassman

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: None

Helmet Rebate Program
Charles River Wheelmen
19 Chase Ave.
Newton, MA 02165

617-325-BIKE

Target: Adults
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

Brockton Bike Safety Day
MA Chapter American Academy of
Pediatrics
28 Baltic Avenue
North Easton, MA 02356

508-586-3600, ext 2725
Contact: Paul Schreiber, M.D.

Target: Kids, all adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bicycle Safety Campaign
Saving Lives Program
City Hall
210 Main Street
Northampton, MA 01060

413-586-6950, ext 288
Contact: Wendy Foxmyn

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Project Head First
Head First Promotions
2 Grant Street
P.O. Box 1746
Plainville, MA 02762

508-695-0353
Contact: George Brown

(listing continued next page)

Target: Kids
Strategy: PI&E, Aid
Coalition: Yes
Funding: NA
Project Length: NA
Geographic Area: Local
Evaluation: None

Polar Bear Club
Hatherly School
72 Ann Vinal Road
Scituate, MA 02066

617-545-6790
Contact: Martin Grassie,
Robert Platka

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

Wampanatuck Schools
266 Tilden Rd
Scituate, MA 02066

617-545-1651
Contact: Jay Brabazon

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$501 - \$1000/yr.
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Limited

Bicycle Safety Programs
Scituate Public Schools
72 Ann Vinal Rd.
Scituate, MA 02066

618-545-6790
Contact: Martin Grassie
Robert Platka

Target: Kids, all adults
Strategy: PI&E, Use, Aid
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bike Helmet Promotion
Baystate Medical Center
Trauma Service
759 Chestnut Street
Springfield, MA 01199

413-784-5167
Contact: Mary Cushman R.N.

Target: Adults
Strategy: PI&E, Use
Coalition: No
Funding: NA
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Limited

MICHIGAN

SAFE KIDS
Children's Hospital of MI
Parent-Patient Education
3901 Beaubien Blvd.
Detroit, MI 48201

313-745-5658
Contact: Patricia A. Vranesich

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Limited

Bicycle Driver Ed. Program Co.
Intermediate School District
6700 Brown Lake Rd
Jackson, MI 49201

517-787-2800
Contact: Lisa Scott

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 3-12 months
Geographic Area: County
Evaluation: Limited

Reduce Head Injury to Kids
MI Department of Public Health
Health Surveillance Section
3423 N. Logan
Lansing, MI 48909

517-335-8398
Contact: Pat Smith
C. Michael Krecek

Target: Parents, Teens
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: 1-3 months
Geographic Area: County
Evaluation: Comprehensive

Shinn & Associates
2853 W. Jolly
Okemos, MI 48864

517-332-0211
Contact: David Shinn

Target: All ages
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Use Your Head, Use Your Helmet
Smith Middle School
5835 Donaldson
Troy, MI 48098

Contact: Stuart Redpath

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 1-3 months
Geographic Area: Local
Evaluation: Comprehensive

MINNESOTA

Bicycle Safety Night
Parent Advisory Committee
Armstrong School
8855 Inwood Avenue South
Cottage Grove, MN 55016

Contact: Penelope Geisler

Target: Kids, all adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 3-12 months
Geographic Area: Local
Evaluation: Limited

1989 Safe Kids Campaign
MN Coalition of Bicyclists
P.O. Box 75452
St. Paul, MN 55175

Contact: Mike Miller

Target: Kids
Strategy: NA
Coalition: Yes
Funding: NA
Project Length: 3-12 months
Geographic Area: State
Evaluation: None

Community Bike Safety Project
Extension Service, Univ. of MN
340 Coffey Hall
1420 Eckles Avenue
St. Paul, MN 55108

612-625-7546
Contact: Sharon Wright

Target: All ages
Strategy: PI&E, Use
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: State, Local
Evaluation: None

MISSOURI

Bicycle Helmets...America's
Choice
Division of Highway Safety
Traffic Safety Program
Suite 111, Parkade Plaza
Columbia, MO 65203

314-449-1360
Contact: Sharon L. Adams

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Co., Local
Evaluation: Comprehensive

Bicycle Helmet Coupon Program
Community Action Safety Effort
1147 S Glenstone
Springfield, MO 65804

417-869-3001
Contact: C. Les Reynolds

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 3-12 months
Geographic Area: Region
Evaluation: Limited

MONTANA

Bike Rodeo
Community Crime/SAFE KIDS
151 Norris Court
Billings, MT 59105

Contact: Pam Connolly

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: None

Bikecentennial
P.O. Box 8308
Missoula, MT 59807

406-721-1776
Contact: John Williams

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Bicycle Program
City of Missoula
435 Ryman
Missoula, MT 59802

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406-523-4626

Contact: Mary Cheryl Hall

Target: Kids, Parents
Strategy: PI&E, Distribution,
Use, Aid

Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bicycle Federation
P.O. Box 8315
Missoula, MT 59807-8315

406-543-8113

Contact: Linda Tracy

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

NEBRASKA

Helmets Are Cool Contest
NE Chapter American Academy of
Pediatrics
Foote Building
422 N. Hastings Ave.
Hastings, NE 68901

Contact: Stephanie Butz

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1-3 months
Geographic Area: State
Evaluation: Limited

NEW HAMPSHIRE

Bicycle Helmet Safety Program
25 Ballard Rd.
Derry, NH 03038

Contact: Mary Gilbert

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

"Edubrate"
North Country Ed. Foundation
Box 194
Glen, NH 03838

Contact: Jane Abbott MacDonald

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: No
Funding: NA
Project Length: 1-3 months
Geographic Area: Local
Evaluation: None

Bicycle Helmet/Safety Program
Injury Prevention Center
Maternal & Child Health
Dartmouth Hitchcock Medical
Center
Hanover, NH 03755

603-646-7780

Contact: Mary Ann O'Connor

Target: Kids
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

Chelsea Bike Project
c/o Dartmouth Hitchcock
Medical Center, Fowler House
Hanover, NH 03756

603-646-8819
Contact: Jim Sargent

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Bike Safety Program
Peterborough Elementary School
17 High St
Peterborough, NH 03458

Contact: Jane Anderson

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

NEW JERSEY

Police Bicycle Rodeo
City Police Department
500 Mill Road
Absecon, NJ 08201

Contact: Lee W. Pattison

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: Comprehensive

Hospital & Child Safety Week
Cooper Hosp., Univ. Med. Ctr.
One Cooper Plaza
Camden, NJ 08103

609-342-3107
Contact: Nancy Gerrity Bach

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 1 day
Geographic Area: Local
Evaluation: None

The TRAUMASAUR
Injury Prevention Program
So Jersey Ctr. for Trauma Ed.
3 Cooper Plaza, Suite 411
Camden, NJ 08103

Contact: Jana Ganski

Target: Kids, Parents
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Limited

Children's Day
Burdette Tomlin Mem. Hospital
Route #9 & Stone Harbor Blvd.
Cape May CH, NJ 08210

Contact: Ruth Billett, RN

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: Limited

Cedar Grove Schools
520 Pompton Ave.
Cedar Grove, NJ 07009

Contact: Anne Sweeney

Target: Kids, Parents
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: None

Garden State Therapy
Associates, Inc.
496 N. Kings Hwy #231
Cherry Hill, NJ 08034

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 -3 months
Geographic Area: Local
Evaluation: Limited

Orion Helmets
PTO School Closter
340 Homans Avenue
Closter, NJ 07624

Contact: Alison Limmer

Target: All ages
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

NJ Safety Council
6 Commerce Drive
Cranford, NJ 07016

201-272-7712
Contact: Mary Ann Zaleski

Target: Kids, Parents
Strategy: PI&E
Coalition: No
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Volunteer Project
c/o NJ Safety Council
6 Commerce Dr.
Cranford, NJ 07016

201-272-7712
Contact: Mary Ann Zaleski

Target: Kids, Parents
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: 1 -3 months
Geographic Area: Local
Evaluation: None

Demarest PTA
County Road School
196 County Rd.
Demarest, NJ 07627

Contact: Jane Fried, M.D.

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Essex Fells PTA
Essex Fells School District
102 Hawthorne Rd., P.O. Box 68
Essex Fells, NJ 07021

Contact: Betsy Saksen

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 -3 months
Geographic Area: Local
Evaluation: None

Bicycle Helmet Program
W. Essex Community Health Ser.
122 Clinton Rd.
Fairfield, NJ 07004

Contact: Augie Sabia

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Use Your Head - Be Head Smart
AAA NJ Automobile Club
#1 Hanover Rd.
Florham Park, NJ 07932-1888

Contact: Paul F. Kielblock

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: St., Region
Evaluation: Limited

Glassboro Intermediate School
North Delsea Dr.
Glassboro, NJ 08028

Target: Kids
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: NA
Geographic Area: Local
Evaluation: None

Bike Rodeo
Lawrence Elementary PTO
40 Craven La.
Lawrenceville, NJ 08648

Contact: Pat Scott-Buzi

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: in-kind & volunteers
Project Length: 1 day
Geographic Area: Local
Evaluation: Limited

Bicycle Safety Rodeo 1991
St. Lawrence Rehab Center
2381 Lawrenceville Road
Lawrenceville, NJ 08684

609-896-9500, ext 319
Contact: Bill Marone

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1 day
Geographic Area: Local
Evaluation: Limited

Bike Safety & Helmet Campaign
Madison Health Department
Hartley Dodge Memorial
Kings Road
Madison, NJ 07940

201-593-3059
Contact: Christine Shesler

Target: Kids, Parents, Teens
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 3 - 12 months
Geographic Area: Local
Evaluation: Comprehensive

A Safer Route
Somerset County Association
for Retarded Citizens
141 South Main St.
Manville, NJ 08835

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: No
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Community Bike Helmet &
Training Program
NJ Head Injury Assoc., Inc.
289 High ST.
Metuchen, NJ 08840

908-548-2326
Contact: Prescott Johnson

Target: Kids, Parents
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: 3 - 12 months
Geographic Area: State
Evaluation: Limited

Bicycle Safety Program
Township Police Department
1 King's Highway
Middletown, NJ 07748

201-615-2048
Contact: Thomas S. Pegut

Target: Kids
Strategy: PI&E, Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Primary Unit Programs
Summer Workshop
24 Clairidge Ct.
Montclair, NJ 07042

Contact: Laurie Goodman

Target: Kids, Parents
Strategy: PI&E, Use
Coalition: No
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: Limited

Bike Helmet Program
Home and School Association
North Stanwick Road
Moorestown, NJ 08057

609-235-7351
Contact: Joan Solow

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 3 - 12 months
Geographic Area: Local
Evaluation: Limited

Bicycle Safety Project
Morristown Memorial Hospital
100 Madison Ave.
Morristown, NJ 07962-1956

201-540-5304
Contact: Alison DeMaio

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Estimate
Project Length: 1 -3 months
Geographic Area: Local
Evaluation: Comprehensive

Crash Course in Bicycle Safety
County Highway Traffic Safety
Community
P.O. Box 900
Morristown, NJ 07963-0900

Target: Adults
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: \$1000 - \$5000/yr.
Project Length: 1 day
Geographic Area: County
Evaluation: Limited

Bike Rodeo
Children's Specialized
Hospital
150 New Providence Rd.
Mountainside, NJ 07092-2590

Contact: S. Comey

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Estimate
Project Length: 1 -3 months
Geographic Area: Local
Evaluation: None

Safe Kids/Child Health/4-H
Rutgers Cooperative Extension
4-H Youth Development
P.O. Box 231, Waller Hall
New Brunswick, NJ 08903

908-932-9704
Contact: Frank O'Hara

Target: All ages
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

Safe Rides
Assoc. for Retarded Citizens
1225 South Ave
Plainfield, NJ 07062

201-754-5910
Contact: Barbara Repetti

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Limited

North Blvd. Elementary School
363 Boulevard
Pompton Plains, NJ 07444

Contact: Beth Marshall

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 - 3 months
Geographic Area: Local
Evaluation: None

Bicycle Helmet Ads
American Re-Insurance Company
555 College Road East
Princeton, NJ 08542

Contact: Terese Rosenthal

Target: Parents
Strategy: PI&E
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: 1 - 3 months
Geographic Area: Nation
Evaluation: Limited

Bike Safety School Programs
Township of Randolph
502 Millbrook Avenue
Randolph, NJ 07869

Contact: Craig D. Wolfson

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

PTA
534 Elizabeth
River Vale, NJ 07675

Contact: Linda Rothschild

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Traffic Safety Division
61 Main St.
South River, NJ 08882

908-254-1150
Contact: Sgt. William Schmidt

Target: Kids
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: 1 day
Geographic Area: Local
Evaluation: None

Ocean Co. Traffic Safety Comm.
CN 2191 Hooper Avenue
Toms River, NJ 08754

201-929-2130
Contact: Roden S. Lightbody

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local, Co.
Evaluation: Limited

Department of Transportation
1035 Parkway Ave.
Trenton, NJ 08625

609-530-8048
Contact: William Feldman

Target: All ages
Strategy: PI&E, Aid
Coalition: No
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Office of Prevention
Department of Human Services
222 S. Warren St., CN #700
Trenton, NJ 08625

609-984-3349
Contact: Mary Buchanan

Target: Adults
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: NA
Geographic Area: State
Evaluation: Comprehensive

NEW MEXICO

Helmets & Bikes Together
Public Health Nurses/Clerks
County Health Office
111 Stanford Dr., NE
Albuquerque, NM 87106

Contact: Judy Renner RN, PHW

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

No Helmet/ No Brains
Dona Ana Co. Public Health
715 E. Idaho Street
Las Cruces, NM 88001

505-524-6000
Contact: Paul L. Jewell

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1 - 3 months
Geographic Area: State
Evaluation: None

SAFE KIDS Coalition
Department of Health
1190 St. Francis Drive
Santa Fe, NM 87502

Contact: Donna Dossey

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

Bicycle Safety
Traffic Safety Bureau
P.O. Box 5824
Santa Fe, NM 87504

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

NEW YORK

Bike Helmet Project
Department of Health
Injury Control Program, ESP
Corning Tower, Room #621
Albany, NY 12237

518-473-1143
Contact: Susan Hardman

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Comprehensive

Monroe County Bicycle Helmet
Coalition
Gr's Traffic Safety Committee
S. Swan St. Bldg, Rm 414
Empire State Plaza
Albany, NY 12228

Contact: Mary Jane McGuire

Target: All ages
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: State, Local
Evaluation: Comprehensive

Bicycle Rodeo
Health Care Plan
900 Guaranty Building
Buffalo, NY 14202

Contact: Judson Mead

Target: Kids
Strategy: PI&E, Distribution
Coalition: No
Funding: \$1000 - \$5000/yr.
Project Length: 1 day
Geographic Area: County
Evaluation: Limited

NY League of American Wheelmen
6 Santa Lucia Court
Clifton Park, NY 12065

518-371-7059

Contact: Herb Alfasso

Target: Kids
Strategy: PI&E, Use
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

4-H Bike Safety Ed. Program
Cooperative Extension
Cornell University
328 Riley, Robb Hall
Ithaca, NY 14853

607-255-2498

Contact: Lois Chaplin

Target: Kids
Strategy: PI&E, Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: State, Local
Evaluation: None

Bicycle Helmet Loaner Program
Town of Brookhaven
3233 Rt. 112
Medford, NY 11763

516-451-6480

Contact: Paul Rogalle

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

Bicycle Helmet Safety
Coalition
Rochester Pediatric Society
59 B Monroe Ave.
Pittsford, NY 14534

716-271-1313

Contact: Donald Eldridge, M.D.

(listing continued next page)

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 3 - 12 months
Geographic Area: Co., Region
Evaluation: Comprehensive

Bicycle Helmet Safety Project
NY Chapter American Academy of
Pediatrics
125 Lattimore Rd
Rochester, NY 14620

Contact: Anne Francis, M.D.

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State, Co.
Evaluation: Limited

Snell B-90 Standard
Snell Memorial Foundation
P.O. Box 493
St. James, NY 11780

516-862-6440
Contact: Edward Becker

Target: All ages
Strategy: PI&E, Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Comprehensive

NORTH CAROLINA

Bicycle Helmet Committee
Thoms Hospital
One Rotary Dr.
Asheville, NC 28803

Contact: Nancy Seymour

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 3 - 12 months
Geographic Area: Co., Local
Evaluation: Limited

Charlotte-Mecklenburg Hospital
Authority
P.O. Box 32861
Charlotte, NC 28232-2861

704-355-4034
Contact: Richard Gentsch

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

2nd Annual PD Bike Rodeo
Police Department
300 West Washington St.
Greensboro, NC 27402-3136

919-373-2216
Contact: Tony Aprile

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 1 day/yr
Geographic Area: Local
Evaluation: Limited

Bicycle Safety & Helmet
Promotion Project
County Health Department
1347 Spartanburg Hwy
Hendersonville, NC 28792

Contact: Terri Sparks

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 3 - 12 months
Geographic Area: County
Evaluation: Limited

Local Safe Kids Coalition
Catawba Memorial Hospital
810 Fairgrove Church Rd.
Hickory, NC 28602

704-465-5506
Contact: Janet Moss

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Limited

Kiwanis SAFE KIDS Bike Rodeo
NC Bicycle Committee
Catawba Valley Bicycle Co.
121 Hwy 127 SE
Hickory, NC 28602

704-322-5543
Contact: Cheryl Lackie

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: 1 - 3 months
Geographic Area: County
Evaluation: None

Bicycle Helmet Campaign
Bicycle Program
Department of Transportation
P.O. Box 25201
Raleigh, NC 27611

919-733-2804
Contact: Mary Meletiou

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Comprehensive

Pitt County Bike Helmet
Promotion Project
Maternal & Child Health
Department of Environment,
Health & Natural Resources
P.O. Box 27687
Raleigh, NC 27611-7687

919-733-3816

Target: Kids
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Department of Environment,
Health & Natural Resources
Injury Control, Div. of Health
P.O. Box 27687
Raleigh, NC 27611-7687

919-733-3732
Contact: Diana Grey

(listing continued next page)

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State, Local
Evaluation: Comprehensive

Bicycle Helmet Promotion
County Health Department
P.O. Box 579
Washington, NC 27889

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 - 3 months
Geographic Area: County
Evaluation: None

Happy Helmets To You
County Health Department
2029 South 17th St.
Wilmington, NC 28401

919-251-3200
Contact: Denise Teachey

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Comprehensive

Bicycle Helmet Promotion
County Health Department
Box 457
Yadkinville, NC 27055

Target: Kids, Teens
Strategy: PI&E, Distribution
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1 - 3 months
Geographic Area: County
Evaluation: Comprehensive

OHIO

Cleveland Clinic Foundation
1 Clinic Center
9500 Euclid Ave.
Cleveland, OH 44195-5045

Contact: Michael Macknin, M.D.

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Co., Local
Evaluation: Comprehensive

Bike Program
Central Ohio Pediatric Society
Children's Hospital Trauma
Service
700 Children's Dr.
Columbus, OH 43205

614-461-2512
Contact: Sally Jo Zuspan

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Regional
Evaluation: Comprehensive

Department of Health
Bureau of Environmental Health
246 N High St
PO Box 118
Columbus, OH 43266-0118

614-466-1450
Contact: Michael Moser

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Bicycle Helmet Safety Campaign
OH National Head Injury
Foundation
751 Northwest Blvd.
Columbus, OH 43212

Contact: Suzanne Minnich

Target: Kids
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: 3 - 12 months
Geographic Area: Local
Evaluation: Limited

Lake Metroparks
8668 Kirtland-Chardow Rd.
Kirtland, OH 44094

216-256-2126
Contact: Tom Curtin

Target: All ages
Strategy: PI&E, Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Region, Co.
Evaluation: None

American Youth Hostels -
Toledo Area
6206 Pembridge Dr.
Toledo, OH 43615-2532

419-841-4510
Contact: Paul J. Hanson

Target: All ages
Strategy: PI&E, Use
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Regional
Evaluation: None

OKLAHOMA

Holiday Helmet Sale
Health Department
Injury Epidemiology Division
1000 NE 10th
Oklahoma City, OK 73152

405-271-3430
Contact: Shelli Stidham

Target: All adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 day
Geographic Area: Local
Evaluation: None

Safe Kids Coalition
Children's Hospital of OK
Center for Injury Prevention
P.O. Box 26307
Oklahoma City, OK 73126

405-271-5695
Contact: Martha Collar

(listing continued next page)

Target: Kids, Parents, Teens
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Local, St.
Evaluation: Comprehensive

717-766-1616

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

OREGON

Tough Talk About Saving Your
Life
Emmanuel Hosp. & Health Center
Life Flight Nurses
2801 N. Gantenbein Ave.
Portland, OR 97227

Annual Bicycle Helmet Drive
Harrisburg Bicycle Club
P.O. Box 190
New Cumberland, PA 17070

Contact: Joanne Fairchild

Target: All ages
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Region
Evaluation: Limited

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: St., Local
Evaluation: Comprehensive

PENNSYLVANIA

Traffic Safety Ed. Project
County Health Department
Penn West Office Bldg
907 West Street
Pittsburgh, PA 15221

Bicycle Safety Rodeos
Wayne Memorial Hospital
601 Park St.
Honesdale, PA 18431

412-247-7810
Contact: Janet Valenta

Contact: Ellen Bradbury

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: 1 -3 months
Geographic Area: Region
Evaluation: Comprehensive

Bike Smart
PA American Trauma Society
6706 Carlisle Pike
Mechanicsburg, PA 17055

Bicycle Safety Rodeos
Police Citizen's Council
151 Odette St
Pittsburgh, PA 15227

(listing continued next page)

Contact: Carol Anthony

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 3 - 12 months
Geographic Area: Region
Evaluation: None

Helmets! The Pros Wear Them
Allegheny General Hospital
320 East North Ave.
Pittsburgh, PA 15212-9986

412-323-5183
Contact: DeAnn Aston

Target: Kids, all adults
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

RHODE ISLAND

RI & Providence Plantation
Department of Health
Three Capitol Hill, Room 408
Providence, RI 02908-5097

401-277-2901
Contact: Jackie Ascrizzi

Target: All ages
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: St., Local
Evaluation: Comprehensive

SOUTH CAROLINA

ColumbiAware
Columbia Medical Society
Auxiliary
438 Hampton Trace Lane
Columbia, SC 29209

803-783-2115
Contact: Paddy Bell

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

SOUTH DAKOTA

Police Department
300 Kansas City St.
Rapid City, SD 57701

Contact: Gary Larson

Target: All ages
Strategy: PI&E
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

TEXAS

Safety Education Program
Texas A & M University
Health Education Department
College Station, TX 77843

Target: Kids
Strategy: PI&E
Coalition: No
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Bicycle Safety Program
TX American Automobile Assoc.
3000 Southwest Freeway
Houston, TX 77098

713-524-1851
Contact: Cathy McDonnell

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Region
Evaluation: None

UTAH

PTA
McMillan Elementary School
5900 S. Fashion Blvd.
Murray, UT 84107

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: No
Funding: in-kind & volunteers
Project Length: 1 - 3 months
Geographic Area: Local
Evaluation: Limited

Southern Utah District Health
Department
28 S. 100 E.
P.O. Box 800
Price, UT 84501

801-637-3671
Contact: Georgina Nowak

Target: All ages
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 3 - 12 months
Geographic Area: Local
Evaluation: Comprehensive

UT CYCLE
UT Safety Council
535 South 300 West
Salt Lake City, UT 84101

Contact: Robert Parenti

Target: Kids, Parents
Strategy: PI&E
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local, Co.
Evaluation: None

VERMONT

Bike Rodeo
Police Department
1 South St., P.O. Box 247
Bristol, VT 05443

Contact: Wayne Hunt

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

Bike Helmet Awareness Project
VT Department of Health
Box 70
Burlington, VT 05402

802-863-7330
Contact: Deborah Owen Dameron

Target: Kids, Parents
Strategy: PI&E, Distr., Aids
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Comprehensive

Essex Junction Bicycles
50 Pearl St.
Essex Junction, VT 05452

Contact: Larry Fennel

Target: Kids, Teens
Strategy: PI&E, Distribution
Coalition: No
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

VIRGINIA

Bicycle Helmet Safety Inst.
4611 Seventh St., South
Arlington, VA 22204-1419

703-486-0100
Contact: Randy Swart

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Nat., Inter.
Evaluation: Comprehensive

American Safety & Health
Promotions
480 E. Rio Rd.
Charlottesville, VA 22901

804-977-2929
Contact: Douglas Olson

Target: Kids
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Parks & Recreation Department
P.O. Box 40
Chesterfield, VA 23832

804-742-1623
Contact: Emily Thorp Kimball

Target: All ages
Strategy: PI&E, Distr., Aid
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Co., Local
Evaluation: Comprehensive

Portsmouth Pedals With Pride
Hampton Roads SAFE KIDS
PO Box 1775
Norfolk, VA 23501

804-363-3930
Contact: Magie Haley

Target: Kids, all adults
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 3 - 12 months
Geographic Area: Local
Evaluation: Comprehensive

VA SAFE KIDS & Bike Helmet
Discount Campaign
Department of Health
Division of EMS
1538 E. Parham Rd.
Richmond, VA 23228

Contact: Susan Smith

(listing continued next page)

Target: Kids, Teens
Strategy: PI&E, Distr., Use
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: State
Evaluation: Limited

Richmond Area SAFE KIDS
St. Mary's Hospital
5801 Bremono Rd
Richmond, VA 23233

804-285-2011
Contact: Jan Dalby

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Local
Evaluation: None

Sell A Bike, Save A Life
Community Traffic Safety
Program/DMV
3551 Buckner Blvd.
Virginia Beach, VA 23456

804-363-3929
Contact: Laura B. Beach

Target: Kids, Adults
Strategy: PI&E, Aid
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: Multi-year
Geographic Area: Region, Nat.
Evaluation: Comprehensive

WASHINGTON

Island School
P.O. Box 154
Bainbridge Island, WA 98061

Contact: Marianne Wiley

Target: Kids, Parents
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: 1 - 3 months
Geographic Area: Local
Evaluation: Limited

Helmet Coupon Program
Pro-tec
19039 62nd Ave. S.
Kent, WA 98032

206-251-5001
Contact: Sharon Lund

Target: Kids, Parents
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: State
Evaluation: Comprehensive

Bike Safety/Helmet Promotion
International Bicycle Fund
4887-F Columbia Dr., S.
Seattle, WA 98108

206-767-3927
Contact: David Mozer

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: \$1000 - \$5000/yr.
Project Length: 1 - 3 months
Geographic Area: Local
Evaluation: Limited

Bicycle Helmet Campaign
Harborview Injury Prevention &
Research Center
325 Ninth Ave. ZX-10
Seattle, WA 98104

206-223-3399
Contact: Lisa Rogers

Target: Kids, Parents
Strategy: PI&E, Distribution,
Use, Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: Co., State
Evaluation: Comprehensive

Bike Helmet Campaign
Cascade Bicycle Club
P.O. Box 31299
Seattle, WA 98103

Target: Kids
Strategy: PI&E, Distr., Aid
Coalition: Yes
Funding: NA
Project Length: Multi-year
Geographic Area: County
Evaluation: Comprehensive

Pierce County Medical/
Blue Shield
1114 Broadway Plaza
Tacoma, WA 98402

206-597-6522
Contact: Jennifer Sears

Target: All ages
Strategy: PI&E, Distr., Use
Coalition: No
Funding: NA
Project Length: Multi-year
Geographic Area: Nation
Evaluation: Limited

Bicycle Helmet Coalition
Sharpstein School District PTA
393 South First Ave
Walla Walla, WA 99362

Contact: Becky Walker

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

Head Smart
Children's Bicycle Helmet
Coalition
County Health Department
310 West Poplar
Walla Walla, WA 99362

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: Multi-year
Geographic Area: Local, Nat.
Evaluation: Limited

WISCONSIN

LAW Bicycle Helmet Week
Bay Shore Bicycle Club
P.O. Box 1881
1646 Amy Street
Green Bay, WI 54302

414-337-2194
Contact: Sally Ann Peck

Target: All ages
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Less than \$500/yr.
Project Length: 1 - 3 months
Geographic Area: Local
Evaluation: Limited

Bicycle Helmet Promotion
Office of Trans. Safety
Department of Transportation
P.O. Box 7910, Room 809
Madison, WI 53707

608-267-7520
Contact: Susan Kavulich

Target: All ages
Strategy: PI&E, Aid
Coalition: Yes
Funding: Part of bike program
Project Length: Multi-year
Geographic Area: State
Evaluation: None

Crash Helmet
Dean Medical Center
1313 Fish Hatchery Rd.
Madison, WI 53715

Target: Kids
Strategy: PI&E, Distribution
Coalition: Yes
Funding: Over \$5000/yr.
Project Length: Multi-year
Geographic Area: Co., Local
Evaluation: None

Girl Scouts
1897 Lincoln Street
Whitehall, WI 54773

Contact: Joanne Selkurt

Target: Kids
Strategy: PI&E
Coalition: Yes
Funding: in-kind & volunteers
Project Length: Multi-year
Geographic Area: Local
Evaluation: Limited

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U.S. Department
of Transportation

FEDERAL HIGHWAY ADMINISTRATION
OFFICE OF ENVIRONMENT AND PLANNING
INTERMODAL DIVISION
HEP-50

STATE BICYCLE & PEDESTRIAN COORDINATORS

ALABAMA

William Couch
Bureau of Urban Planning
Alabama State Highway Department
1409 Coliseum Boulevard
Montgomery, AL 36130
205-242-6089; FAX 205-262-7658

CALIFORNIA (f)

Richard L. Blunden
Chief, Office of Bicycle Facilities
California Department of Transportation
1120 N Street, Room 4500
Sacramento, CA 95814
916-653-0036; FAX 916-654-6583

DISTRICT OF COLUMBIA (p)

Gilbert Williams
Bicycle & Pedestrian Coordinator
D.C. Dept of Public Works
2000 14th St, NW, 7th Floor
Washington, DC 20009
202-939-8016; FAX 202-939-7185

ALASKA

Rich Poor
Bicycle Coordinator
Alaska DOT & PF
3132 Channel Drive
Juneau, AK 99811-7898
907-465-6990; FAX 907-465-2460

COLORADO (f)

Nancy (Dutko) Cifelli
Bicycle & Pedestrian Coordinator
Colorado Department of Highways
4201 E. Arkansas Ave., Room 225
Denver, CO 80222
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FLORIDA (f)

Dan Burden
State Bicycle & Pedestrian Coordinator
Florida Department of Transportation
605 Suwannee Street, MS-82
Tallahassee, FL 32399-0450
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ARIZONA (f)

Steve Hancock
Bicycle & Pedestrian Planner
Transportation Planning Division
Arizona Department of Transportation
206 South 17th Avenue, 340B
Phoenix, AZ 85007
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24 Wolcott Hill Road
Wethersfield, CT 06109
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GEORGIA (f)

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Georgia Department of Transportation
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Atlanta, GA 30334-1002
404-656-5356

ARKANSAS (p)

Steve Weston
Bicycle Coordinator
Planning Division
Highway and Transportation Department
P.O. Box 2261
Little Rock, AR 72203
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DELAWARE (p)

Elizabeth Holloway
Bicycle & Pedestrian Coordinator
Delaware Department of Transportation
P.O. Box 778
Dover, DE 19903
302-739-5618; FAX 302-739-3447

HAWAII (p)

Kenneth Au or Ronald Tsuzuki
Department of Transportation
Highways Division
869 Punchbowl Street
Honolulu, HI 96813
808-548-3258

(f) full time

(p) part time

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Department of Transportation
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Springfield, IL 62764
217-785-2148; FAX 217-524-0989

INDIANA

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Indiana Department of Transportation
100 North Senate Avenue, Room N-730
Indianapolis, IN 46204-2249
317-232-5321; FAX 317-232-0238

IOWA (f)

Nancy Burns
Bicycle Program Coordinator
Iowa Department of Transportation
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Ames, IA 50010
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KANSAS (p)

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Kansas Department of Transportation
2nd Floor, Thacher Bldg
217 SE 4th St.
Topeka, KS 66603
913-296-7448; FAX 913-296-0963
Tom Munz, Bureau of Rail Affairs

KENTUCKY (p)

Dwayne Clemons
Urban Planning Engineer; 11th Floor
Kentucky Department of Transportation
State Office Building, 11th Floor
Frankfort, KY 40622
502-564-7433; FAX 502-564-6640
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LOUISIANA (p)

Mitchell Lopez
Louisiana Department of Transportation
P.O. 94245 Capitol Station
Baton Rouge, LA 70804-9245
504-358-9115; FAX 504-358-9160

MAINE (f)

Margaret Vanderbroek
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Bureau of Planning
Maine Department of Transportation
State House Station 16
Augusta, ME 04333
207-287-3131; FAX 207-287-2896

MARYLAND (f)

Jerry Stadd
Bicycle & Pedestrian Coordinator
Maryland State Highway Administration
707 N. Calvert Street, Room 218
PO Box 717
Baltimore, MD 21203-0717
410-333-1145
TOLL FREE (MD) 1-800-252-8776

MASSACHUSETTS (f)

Josh Lehman
Bicycle-Pedestrian Program Coordinator
Massachusetts Highway Department
10 Park Plaza, Room 4150
Boston, MA 02116-3973
617-973-7329; FAX 617-973-8035

MICHIGAN (f)

Terry Eldred
Non-Motorized Coordinator
Bureau of Transportation Planning
P.O. Box 30050
Lansing, MI 48909
517-373-9049; FAX 517-373-9255

MINNESOTA (f)

Jim Dustrude
State Bicycle Coordinator
Department of Transportation
807 Transportation Building
395 John Ireland Boulevard
St. Paul, MN 55155
612-297-1838; FAX 612-296-3311

MISSISSIPPI (p)

Jim Moak
Transportation Planner
Mississippi State Highway Department
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Jackson, MS 39215-1850
601-944-9142; FAX 601-944-9150

MISSOURI (p)

Barbara Grim, Planning Engineer
Bicycle & Pedestrian Coordinator
MO Highway and Transportation Dept
P.O. Box 270
Jefferson City, MO 65109
314-751-7413; FAX 314-751-6555

MONTANA (p)

Richard Howell
Bicycle & Pedestrian Coordinator
Planning & Programming
Montana Department of Transportation
2701 Prospect Avenue
Helena, MT 59620
406-444-6118; FAX 406-444-7643

STATE BICYCLE & PEDESTRIAN COORDINATORS

NEBRASKA (p)

Dave Schoenmaker
ATTN: Project Development
Nebraska Department of Roads
P.O. Box 94759
Lincoln, NE 68509-4759
402-479-3924; FAX 402-479-4325

NEVADA

Kent L. Cooper
Bicycle & Pedestrian Coordinator
Nevada Department of Transportation
Transportation Planning Division
1263 South Stewart Street
Carson City, NV 89712
702-687-4997

NEW HAMPSHIRE (p)

Stephen Pawlowski
Bicycle Coordinator
NH Department of Transportation
PO Box 483
Concord, NH 03302-0483
603-271-1622; FAX 603-271-3914

NEW JERSEY

William Feldman
Pedestrian & Bicycle Advocate
NJ Department of Transportation
6035 Parkway Avenue
Trenton, NJ 08625
609-530-8062; FAX 609-530-5719

NEW MEXICO (p)

James Kozak
Bicycle Coordinator
NM Highway and Transportation Dept.
P.O. 1149
Santa Fé, NM 87504-1149
505-988-3302

NEW YORK (f)

Jeffrey Olson
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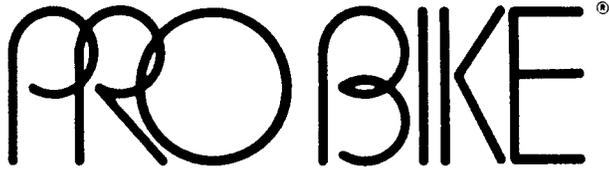
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VIRGIN ISLANDS



BICYCLE FEDERATION OF AMERICA

May 1991

Dear Colleague:

I need your help. The Bicycle Federation of America, working with the National Highway Traffic Safety Administration, is reviewing how bicycle helmet use is being promoted in the United States. This information will help us all benefit from each other's challenges and triumphs and become more effective in reducing the incidence of bicycle-related head injuries. The results of this review will also be used to create a state-by-state directory of bicycle helmet promotions.

To complete this review and the development of the directory, I need more information about your efforts to promote bicycle helmet use. I would appreciate 20 minutes of your time to share your experience by completing the enclosed survey. Even if your promotion was conducted in the past, what you did and how you did it is of value to others. Please provide information where you can. If you do not wish to be included in the directory, please indicate this on your completed survey.

Please complete and return your survey to me no later than Friday, June 21, 1991. For your convenience, I have enclosed a stamped, self-addressed envelope for your reply or you may FAX your completed form to me at 406/543-8113.

Thank you in advance for your help. I will make sure you know when the final report and directory are completed this summer. If you have any questions or comments, please call me. The number noted above is both a voice and FAX line.

Sincerely,

A handwritten signature in black ink that reads "Linda Tracy". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Linda Tracy
Project Manager

enclosure



Review of Bicycle Helmet Promotions

Please complete the survey questions that pertain to your helmet promotion.
Include additional pages and attachments as necessary.

I. Contact Information

Promotion Name: _____

Lead Agency or Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

If there were other organizations involved, please list them.

How much of your time was spent on this promotion? (time/hours)

How many paid staff worked on this promotion? How many volunteers?

II. Promotion Elements

What were your goals and objectives?

When did this promotion begin and how long did it last?

What were your funding sources? (Include in-kind contributions)

What was your promotion's level of funding?

What was your target population?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> 5 to 10 year olds | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Children up to 14 | <input type="checkbox"/> Adults |
| <input type="checkbox"/> 14 to 19 year olds | <input type="checkbox"/> All ages |
| <input type="checkbox"/> College students | <input type="checkbox"/> Other _____ |

What was your target geographic area?

- | | |
|---------------------------------|--|
| <input type="checkbox"/> Nation | <input type="checkbox"/> County |
| <input type="checkbox"/> Region | <input type="checkbox"/> Local community |
| <input type="checkbox"/> State | <input type="checkbox"/> Other _____ |

What were your promotion's strategies and components?

What material did you use to achieve your objectives? (Check as many as apply.)

Brochures

Posters

TV PSA's

Radio PSA's

Press releases

Other _____

Did you create new materials or use existing materials? Please include ordering information and samples if appropriate.

What type and level of media coverage did your promotion receive? (Feature articles, special event coverage, etc.)

What were the results of your promotion and how did you measure them?

What data did you collect? At which stages did you collect this data?

III. Promotion Background

What was the motivation for beginning your promotion?

What were the essential elements you needed to begin?

What factors helped your promotion?

What barriers did you encounter and how did you overcome them?

What advice would you give others just beginning to promote helmet use?

If your organization has a newsletter or other publication of interest to others in the field, please include details here.

Please return your completed survey by Friday, June 21, 1991 to:

Linda Tracy
Bicycle Federation of America
Montana Office
P.O. Box 8315
Missoula, MT 59807-8315
406/543-8113 (Voice/FAX)

Thank you for your help!

