

Saved by the Helmet Club

MOTORCYCLE OHIO OPERATIONS MANUAL



**OHIO DEPARTMENT
OF PUBLIC SAFETY**
EDUCATION • SERVICE • PROTECTION



1-800-83RIDER

INTRODUCTION

“Saved by the Helmet” Club

The purpose of the “Saved by the Helmet” Club is to increase public awareness about the life-saving value of motorcycle helmets by publicly recognizing individuals who survive serious traffic crashes while wearing a helmet.

Local law enforcement officials and other officials, such as local safety council personnel, hospital personnel, local dealers and Motorcycle Ohio (MO) instructors, are responsible for developing membership in the club, and honoring individuals they select in local ceremonies. Award materials will be supplied by the Ohio Department of Public Safety. Persons selected will be encouraged to share their experiences with others. For example, these individuals can be featured in statewide radio and television public service announcements, appear on news programs, and be highlighted in company newsletters. Selected members of the club may be asked to participate in the Motorcycle Ohio Speaker’s Bureau.

Local law enforcement and other agencies can dramatically illustrate the benefits of helmet use by participating in the “Saved by the Helmet” Club. In turn, it is hoped that voluntary helmet usage will increase.

MEMBERSHIP

Who Qualifies

Persons involved in a crash not longer than one year prior can be considered. The crashes must be verifiable through state records. Candidates for membership can be proposed either by the investigating officer or by someone with knowledge of the crash. We discourage consideration of persons cited for serious offenses like driving under the influence or those who survived when another individual was killed.

The most important point is that regardless of the circumstances surrounding the crash, a person is more likely to survive a crash while wearing a helmet.

How Members will be Recognized

All law enforcement agencies and other agencies investigating crashes are invited to participate in this program. The agency responsible for the crash investigation or for nominating the candidate will present “Saved by the Helmet” certificates and lapel pins to the selected members. MO will supply these items to each participating agency. The signature of the agency’s commanding officer or other official can be placed on the certificate beneath the signatures of MO State Coordinator and the Ohio Department of Public Safety Director. Presentations can be scheduled in any location that is appropriate.

OBTAINING NEWS MEDIA COVERAGE

To increase public awareness of this campaign and the reasons behind it, obtaining press coverage of the awards is desirable. A news release describing each new club member, the circumstances of the crash and the story of the club itself may be mailed to the newspapers serving your community each time a new member is selected (REFER TO SAMPLE). Photos can be included if available.

You may want to personally contact the editors of your daily and weekly newspapers to discuss the program and suggest supportive editorials. Media attention to this aspect of your public service program can multiply the effects of your other activities and generate positive support.

If it is appropriate, the presentation itself can be a media event. In this case, a media advisory is mailed to the local news organizations informing them of the date, time, place and particulars of the occasion (REFER TO SAMPLE). This is mailed several days in advance of the event. At the event, news releases are distributed and time is allotted for photos and interviews.

You may also want to send the person's employer a letter from the department's commanding officer or other agency official recognizing the good judgment of wearing a helmet. A sample letter has been provided.

For more information contact:

MOTORCYCLE OHIO
P.O. BOX 182081
COLUMBUS, OH 43218-2081
1-800-83-RIDER

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MOTORCYCLE OHIO



“SAVED BY THE HELMET” CLUB NOMINATION FORM

The following individual has been nominated for a “Saved by the Helmet” award, and approved by our agency.

NAME		PHONE ()	
ADDRESS	CITY	STATE	ZIP CODE
Date and circumstances of crash:			
The award will be presented:			
BY	AGENCY	PHONE ()	
DATE & TIME OF PRESENTATION	LOCATION		

Please return this form to:

MOTORCYCLE OHIO
P.O. BOX 182081
COLUMBUS, OH 43218-2081

(PREPARE ON YOUR LETTERHEAD)

Sample News Media Advisory

- WHAT: Award Presentation to latest member of the “Saved by the Helmet” Club
- WHEN: (Give day, month, date, time)
- WHERE: Local resident, _____, will be honored after escaping serious head injury in a recent motorcycle crash by wearing a helmet. Presentations of “Saved by the Helmet” certificate and lapel pin will be made by _____(name)_____.
- OTHER DETAILS: Press packets will be available containing background information on the “Saved by the Helmet” Club and a news release on the honoree. Time will be allotted for photos and interviews if desired.

(PREPARE ON YOUR LETTERHEAD)

Sample News Release

(city name) _____, OHIO—A local resident, (name) _____, recently became a member of the “Saved by the Helmet” Club after he/she escaped serious head injury in a traffic crash by wearing a motorcycle helmet.

(name) _____ said (name) _____ was named to the club as a result of an investigation of his/her crash on (date and location) _____.

According to the officer at the scene, the crash occurred when (give details) _____

_____ said (name) _____’s helmet prevented him/her from sustaining serious head injury. The forces involved in such a crash most likely would have resulted in serious or fatal injury, he noted.

“We are recognizing (name) _____ for his/her good judgment in wearing a helmet, in hopes that all other Ohio motorcyclists and their passengers will follow his/her example, “(name) _____ said. “(name) _____ is living proof that motorcycle helmets save lives.”

In a presentation at (location), (name) _____ was honored with a certificate and lapel pin affixed with the words, “Saved by the Helmet.”

Members are nominated by investigating officers or others with knowledge of a crash who can state that the individual’s use of a motorcycle helmet prevented serious or fatal injury.

The Ohio Department of Public Safety figures show that nearly 55% of last year’s Ohio motorcycle fatalities could have been avoided had helmets been used in every crash.

For more information contact:

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P.O. BOX 182081
COLUMBUS, OH 43218-2081
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(PREPARE ON YOUR LETTERHEAD)

Sample Letter to Employer

Dear:

The (police department, safety council, hospital, etc.) _____ currently participates in a program coordinated by Motorcycle Ohio to recognize individuals who escape serious head injury in a motorcycle crash by wearing a helmet. One of your employees, (name) _____, was recently involved in a crash this (department, agency, division) _____ investigated, and we determined a helmet did indeed (save his/her life, prevent serious injury) _____.

Consequently, on (date) _____ at (time) _____, (name) _____ will be named to the "Saved by the Helmet" Club in a ceremony at (location of ceremony) _____. Because the purpose of the club is to increase awareness of the lifesaving benefits of wearing motorcycle helmets, I hope you will be able to participate or highlight this event in a company publication.

In this particular case, (name) _____'s helmet prevented him/her from sustaining serious head injuries. The crash forces involved in this crash most likely would have resulted in serious or fatal head injury.

In our presentations, each individual is honored with a certificate signed by myself and the Department of Public Safety Director, along with a lapel pin. Both items indicate the person was "Saved by the Helmet."

I hope you will take the time to recognize (name) _____ for his/her good judgment in wearing a motorcycle helmet. He/she is living proof that helmets save lives. If you are interested in developing a motorcycle safety program for your company, please contact Motorcycle Ohio at 1-800-83-RIDER, for further information or visit www.motorcycle.ohio.gov.

Sincerely,

(Name)

(Title)





1-800-83RIDER

www.motorcycle.ohio.gov



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HENRY GUZMÁN, DIRECTOR
TED STRICKLAND, GOVERNOR

WWW.PUBLICSAFETY.OHIO.GOV

Ohio Department of Public Safety
1970 West Broad Street
Columbus, Ohio 43223
614-466-2550

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