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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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## 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," DiGuseppi 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," DiGuseppi 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 program'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**

<b>GOVERNOR</b>	<b>GOV'S REPRESENTATIVE</b>	<b>COORDINATOR</b>
<p><b>Alabama</b> Gov. Harold Guy Hunt (R) State House Montgomery, AL 36130 Phone: 205/261-3592</p>	<p>Gene Anderson Dept. of Econ. &amp; 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. &amp; Comm. Affairs *P.O.Box 5690, 401 Adams Ave. Montgomery, AL 36103-5690 Phone: 205/242-5897 Fax: 205/242-5515</p>
<p><b>Alaska</b> 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 1112000, 450 Whittier St. Juneau, AK 99811 Phone: 907/465-4322 Fax: 907/465-4362</p>	<p align="center">SAME</p>
<p><b>Arizona</b> 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><b>Arkansas</b> Gov. Jim Guy Tucker (D ) State Capitol Little Rock, AR 72201 Phone: 501/371-2345</p>	<p>Maurice Smith, Director AR State Hwy &amp; 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 &amp; Trans Dept. *P.O.Box 226 Little Rock, AR 72209 Phone: 501/569-2231 Fax: 501/455-1978</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>California</b> Gov. Pete Wilson (R) State Capitol, Sacramento 95814 Phone: 916-445-2841	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	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
<b>Colorado</b> Gov. Roy Romer (D) State Capitol, Denver 80203 Phone: 303-866-2471	Dwight M. Bower, Exec. Director Colorado Dept. of Transportation 4201 East Arkansas Ave. Denver, CO 80222 Phone: 303-757-9201 Fax: 303-757-9153	John Conger, Director Office of Transportation Safety Colo. DOT 4201 E. Arkansas Ave. Denver, CO 80222 Phone: 303-757-9440 Fax: 303-757-9439
<b>Connecticut</b> Gov. Lowell P. Weicker, Jr. (I) State Capitol, Hartford 06106 Phone: 203-566-4840	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 style="text-align: center;">SAME</p>
<b>Delaware</b> Gov. Tom Carper (D) Legislative Hall, Dover 19901 Phone: 302-736-4101	Colonel Clifford M. Graviet Delaware State Police P.O. Box 430 Dover, DE 19901 Phone: 302-739-5911 Fax: 302-739-5966	Lt. Paul Stafford, Director Delaware State Police P. O. Box 430 Dover, DE 19901 Phone: 302-739-5613 Fax: 302-739-5995

<b>GOVERNOR</b>	<b>GOV'S REPRESENTATIVE</b>	<b>COORDINATOR</b>
<b>District of Columbia</b> Mayor Sharon Pratt-Kelly (D) Suite 520, District Building Washington DC 20004 Phone: 202/727-6319	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	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
<b>Florida</b> Gov. Lawton Chiles (D) State Capitol, Tallahassee 32399 Phone: 904-488-2272	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	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)
<b>Georgia</b> Gov. Zell Miller (D) State Capitol, Atlanta 30334 Phone: 404-656-1776	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	SAME

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GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p><b>Hawaii</b>  Gov. John Waihee III (D)  State Capitol, Honolulu 96813  Phone: 808-548-5420</p>	<p>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</p>	<p>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</p>
<p><b>Idaho</b>  Gov. Cecil D. Andrus (D)  State Capitol, Boise 83720  Phone: 208-334-2547</p>	<p>Marc Johnson  Governor's Hwy. Safety Rep.  Governor's Office  State House Mail  Boise, ID 83720  Phone: 208-334-2100  Fax: 208-334-3858</p>	<p>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</p>
<p><b>Illinois</b>  Gov. Jim Edgar (R)  State Capitol, Springfield 62706  Phone: 217-782-6830</p>	<p>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</p>	<p>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</p>
<p><b>Indiana</b>  Gov. Evan Bayh (D)  State House, Indianapolis 46204  Phone: 317-232-4567</p>	<p>Bobby Small  Governor's Representative  for Highway Safety  Room 206, State House  Indianapolis, IN 46204  Phone: 317-232-2588  Fax: 317-232-3443</p>	<p>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</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>Iowa</b> Gov. Terry E. Branstad (R) State Capitol, Des Moines 50319 Phone: 515-281-5211	Paul H. Wieck, II, Commissioner Iowa Dept. of Public Safety Wallace State Office Building Des Moines, IA 50319 Phone: 515-281-5104	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
<b>Kansas</b> Gov. Joan Finney (D) State Capitol Bldg., Topeka KS 66603 Phone: 913-296-3232	Michael Johnston, Secretary Department of Transportation Docking St. Bldg., 7th Floor Topeka, KS 66612-1568 Phone: 913-296-3461	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
<b>Kentucky</b> Gov. Brereton C. Jones (D) State Capitol, Frankfort 40601 Phone: 502-564-2611	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	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
<b>Louisiana</b> Gov. Edwin Edwards (D) P.O. Box 94004, Baton Rouge 70804 Phone: 504-342-7015	Bette S. Theis, Exec. Dir. Highway Safety Commission P.O. Box 66336 Baton Rouge, LA 70896 Phone: 504-925-6991 Fax: 504-925-6846	Sue Dixon, Asst. Director Highway Safety Commission P.O. Box 66336 Baton Rouge, LA 70896 Phone: 504-925-6846 Fax: 504-922-0083

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GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>Maine</b> Gov. John R. McKernan, Jr. (R) State House, Augusta 04333 Phone: 207-289-3531	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	SAME
<b>Maryland</b> Gov. William Donald Schaeffer (D) State House, Annapolis 21401 Phone: 410-269-3901	Hal Kassoff, Administrator State Highway Administration 707 N. Calvert St. Baltimore, MD 21203-0717 Phone: 410-333-1111	Dennis R. Atkins, Asst. Director Office of Traffic and Safety 7491 Connelley Dr. Baltimore, MD 21076 Phone: 410/787-7697 Fax: 410/553-6399
<b>Massachusetts</b> Gov. William F. Weld (R) State House, Boston 02133 Phone: 617-727-3600	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	SAME
<b>Michigan</b> Gov. John Engler (R) State Capitol, Lansing 48909 Phone: 517-373-3400	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	SAME

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

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GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>Nebraska</b> Gov. E. Benjamin 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
<b>Nevada</b> 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
<b>New Hampshire</b> 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	<p style="text-align: center;">SAME</p>
<b>New Jersey</b> 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	<p style="text-align: center;">SAME</p>

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GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p><b>New Mexico</b>  Gov. Bruce King (D)  State Capitol, Santa Fe 87503  Phone: 505-827-3000</p>	<p>Louis J. Medrano, Secretary  Highway &amp; 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. &amp; 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><b>New York</b>  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><b>North Carolina</b>  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 style="text-align: center;">SAME</p>
<p><b>North Dakota</b>  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. &amp; 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><b>Ohio</b>  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><b>Oklahoma</b>  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 style="text-align: center;">SAME</p>
<p><b>Oregon</b>  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><b>Pennsylvania</b>  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 &amp; Safety Bldg.  Harrisburg, PA 17120  Phone: 717-787-7350  Fax: 717-783-8217</p>

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>Rhode Island</b> Gov. Bruce Sundlun (D) State House, Providence 02903 Phone: 401-277-2080	Daniel P. Fanning, Director Department of Transportation State Office Building--Smith Street Providence, RI 02903 Phone: 401-277-2481	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
<b>South Carolina</b> Gov. Carroll A. Campbell, Jr. (R) P.O. Box 11369, Columbia 29211 Phone: 803-734-9818	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	SAME
<b>South Dakota</b> Gov. George S. Mickelson (R) State Capitol, Pierre 57501 Phone: 605-773-3212	Jeff Stingley, Secretary Dept. of Commerce & Regulation 910 E. Sioux State Capitol Building Pierre, SD 57501 Phone: 605-773-3178 Fax: 605-773-5369	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
<b>Tennessee</b> Gov. Ned McWherter (D) State Capitol, Nashville 37219 Phone: 615-741-2001	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	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

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p><b>Texas</b>  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><b>Utah</b>  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><b>Vermont</b>  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><b>Virginia</b>  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>

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GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<b>Washington</b> Gov. Mike Lowry (D) Legislative Building, Olympia 98504 Phone: 206-753-6780	Chuck Hayes, Director Wash. Traffic Safety Commission 100 South Cherry Street, MS/PD-11 Olympia, WA 98504 Phone: 206-735-6197 Fax: 206-586-6489	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
<b>West Virginia</b> Gov. Gaston Caperton III (D) State Capitol, Charleston 25305 Phone: 304-348-2000	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	James R. Grate Highway Safety Coordinator WV Development Office 1204 Kanawha Boulevard, East Charleston, WV 25301 Phone: 304-558-8814 Fax: 304-558-0391
<b>Wisconsin</b> Gov. Tommy G. Thompson (R) State Capitol, Madison 53702 Phone: 608-266-1212	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	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
<b>Wyoming</b> Gov. Mike Sullivan (D) State Capitol, Cheyenne 82002 Phone: 307/777-7434	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	SAME

GOVERNOR	GOV'S REPRESENTATIVE	COORDINATOR
<p><b>American Samoa</b>  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><b>Guam</b>  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><b>Commonwealth of The Northern  Marina Islands</b>  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><b>Puerto Rico</b>  Gov. Pedro Rossello  La Fortaleza, San Juan 00901</p>	<p>Dr. Hermenegildo Ortiz-Quinones  Governor's Rep. for Highway Safety  Sec. of Transp. &amp; 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
<b>Virgin Islands</b> Gov. Alexander A. Farrelly (D) Government House, Charlotte Amalie, St. Thomas 00801 Phone: 809-774-0001	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	SAME
<b>Indian Nations</b>	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	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

\*/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

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Bikecentennial  
P.O. Box 8308  
Missoula, MT 59807

Contact: John Williams  
406-721-1776

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

Contact: Dean Childs  
407-444-7000

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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

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

Contact: Katrin Tobin  
800-969-4476

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

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

Contact: Mary Reitter  
202-296-6443

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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

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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

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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

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## 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 Health 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

\*\*\*\*\*

Solano 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

\*\*\*\*\*

Wampatuck 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

(listing continued next page)

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

Contact: Joanne Fairchild

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

\*\*\*\*\*

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

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

\*\*\*\*\*

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

412-247-7810  
Contact: Janet Valenta

**PENNSYLVANIA**

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

Contact: Ellen Bradbury

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

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

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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

# # # # # # # #



U.S. Department  
of Transportation

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

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1

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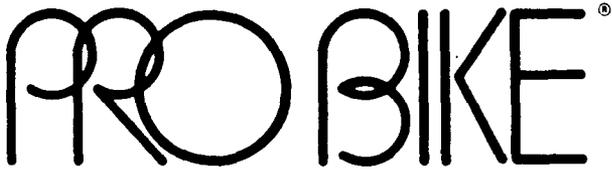
Mr. Kelly Rounds  
Bicycle & Pedestrian Coordinator  
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## AMERICAN SAMOA

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## VIRGIN ISLANDS



BICYCLE FEDERATION OF AMERICA

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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.)

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Brochures      | <input type="checkbox"/> Posters     |
| <input type="checkbox"/> TV PSA's       | <input type="checkbox"/> Radio PSA's |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> 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!*