

Bicycle Safety Rodeo

Learn How to Stay on the Road . . . and Out of the Hospital

Every year, hundreds of bicyclists lose their lives in bicycle-motor vehicle accidents. Emergency departments see thousands more who have been injured. Use of bicycle helmets can reduce deaths and injuries. A Bicycle Safety Rodeo is an exciting, fun, and educational event for young people and adults alike. The program offers bicycling safety tips, tests participants' bicycling skills, inspects and registers bicycles, and performs minor repairs. It is also an ideal opportunity to acquaint participants with your EMS System.

How to put on the program

1. Select a Saturday and find a location that is central to all parts of town – one that is accessible by bike. You may choose to work with your public or community relations department on the event, or gather a steering committee to help you. Make sure the location that you choose has plenty of parking.
2. Ask for help from local bicycle shops or from members of local bicycle clubs to handle the safety inspections and repairs. It takes at least four experienced mechanics to handle 50 bicycles a day. Bike shop owners might be willing to participate if replacement parts used during the program are purchased from their shops. Minor repair parts will range from \$10-\$15 per bike, so you may want to get financial assistance from sponsors or local civic organizations, like Veterans of Foreign Wars, American Legion, Lions Club, Elks Club, or Rotary. These organizations have in their charters to help provide community outreach – many will assist in these events.
3. Decide in advance how much in repairs you're willing to have mechanics do. Some bikes are beyond repair or repairs are very costly. The most common problems are flat tires, worn, brake pads, broken spokes, loose handle bars, missing pedals, broken chains, wobbly wheels, loose nuts and screws, and unwrapped handlebars. Also you will see broken or rusted cables, missing handle bar grips, derailleurs out of adjustment, loose seats, rusty chains, brakes not adjusted, hub cones out of adjustment, missing coaster brake clips, and loose brake clamps. If you do the inspections before the repairs, you will speed up the process. On the day of the event, post signs telling participants where to go and also where to park.

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4. Organize the clinic for smooth processing of participants and bicycles. Give each bike owner a number as he or she arrives. The waiting area is an excellent place to show films, slide shows, or give safety presentations. Prehospital care personnel can exhibit their equipment, and emergency physicians and nurses can give first aid tips for bicyclists. You can hand out safety literature, decals, and buttons. Representatives from the police department, bicycle dealers, or bicycle clubs can offer traffic safety tips. Encourage the use of bike helmets at every opportunity.
5. The second part of the Bicycle Safety Rodeo is designed to test bicycling skills. Members of the police department or village public safety officer, the highway patrol, civic groups, or bike clubs can help set up, monitor, and evaluate the tests. The tests are most effective when designed to simulate actual traffic situations. EMS personnel can follow up with a presentation on what to do in case a bicycling accident requires emergency care.
6. If laws permit, conduct a bicycle and helmet raffle to encourage participation. Raffle tickets can be sold at shopping area, fairs, community events, civic group meetings, grocery stores, and other locations. The ticket books should advertise the sponsoring organization, purpose of the raffle, and the date and location of the Bicycle Safety Rodeo.
7. Recruit enough people to help with all aspects of the program. Include EMS personnel to staff ambulance tours, bicycle safety speakers, mechanics, auxiliary members and volunteers to sell raffle tickets, and EMS personnel to demonstrate equipment, answer questions, and distribute information.

Bicycle Lovers Unite!

This is a big event, and you will need all the enthusiastic help you can find. Don't ignore these sources of bicycle aficionados. They may be able to offer additional materials and suggestions on bicycle safety

- Police Departments
- Troopers
- Bicycle Dealers
- Bicycle Clubs
- Parks and Recreation Departments
- Civic Clubs
- Boy Scouts, Girl Scouts, 4H
- Schools
- Churches and Synagogues
- Youth Groups

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Contact these national bicycling organizations 4-6 weeks in advance of your Bicycle Safety Rodeo for additional guidance in planning the event and for literature to distribute.

1. Alaska Safe Kids, Providence Medical Center, Anchorage, Alaska (907) 261-3194
2. USA Cycling at <http://www.usacycling.org/>
3. Bicycling Life at <http://www.bicyclinglife.com/SafetySkills/BicycleRodeo.htm>
4. Documentation Center, Bicycle Helmet Safety Institute (BHSI), Arlington, VA (703) 486-0100.
5. "Use Your Head: Wear a Helmet," League of American Bicyclists, Baltimore, MD, (301) 539-3399.
6. National Highway Traffic Safety Administration, Bicycle Safety, (800) 424-9393, <http://www.nhtsa.dot.gov/> search "bike safety."
7. Bicycle Safety Campaign, American Academy of Pediatrics, (708) 228-5005.
8. US Consumer Product Safety Commission, Bicycle Safety, Bethesda, MD, (301) 492-6554.
9. American Automobile Association, Heathrow, FL, (407) 444-7000.

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Sample 30-Second Radio Spot Bicycle Rodeo

(Your Logo)

Bicycle Safety Rodeo

30-Second Announcement

Will your bicycle pass an inspection? If not, you could be asking for trouble. Find out at (your service's name Bicycle Safety Rodeo, Saturday (date)). Bring your bike and get it inspected and repaired. While you're waiting, emergency medical personnel will tell you what to do if you're in an accident and what to expect in an emergency situation. Safety experts will clue you in on how to avoid a bicycle crash. For more information, call (name and telephone number).

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Sample Media Memo Bicycle Safety Rodeo

(Your Logo)

MEDIA MEMO

WHAT: A Bicycle Safety Rodeo, a fun event for any cyclist! The rodeo will feature bicycle inspections, repairs, and safety demonstrations, including how to ride defensively and how to select and maintain a bike. Emergency medical personnel from (sponsoring organizations) will be on hand with first aid information, what to do in case of a bicycle accident, and what to expect in an emergency medical situation.

WHEN: (day, date, and hours)

Where: (address, location)

WHO: Emergency medical personnel from (your service name), along with bike mechanics and safety experts from (list organizations).

WHY: Hundreds of lives are lost every year in bike/automobile collisions and 90% of all bicyclist deaths involve collisions with motor-vehicles. Many factors contribute to these statistics. The Bicycle Safety Rodeo is designed to promote health and safety, and demonstrate advances in emergency medical care.

For additional information call: (name, title, phone number)

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