

**BP1: Training and Awareness**

<b>Reference:</b> BP1 012	<b>Title of Project:</b>	<b>Lucky 13. ACEM Rider safety cartoons</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.acem.eu/cartoon/">http://www.acem.eu/cartoon/</a>

**Brief Description of Project:**

Sponsored by ACEM (the motorcycle industry in Europe) this series of 13 comic strip cartoons is intended to provide advice for riders in dealing with infrastructure causes of collisions as identified in the MAIDS in-depth study <http://www.maids-study.eu>

**LUCKY 13 HOW TO AVOID PROBLEMS AT JUNCTIONS**

...AROUND 80% OF ALL MOTORCYCLE ACCIDENTS HAPPEN AT JUNCTIONS WHERE THE MOTORCYCLE HAS RIGHT OF WAY...

...SO TO AVOID THEM FIRST OF ALL WE HAVE TO SEE THE JUNCTION. LOOK FOR WARNING SIGNS AND ROAD SIGNS. OTHER CLUES ARE DIRECTION SIGNS AND TRAFFIC SIGNALS...

...AT NIGHT LOOK FOR ILLUMINATED SIGNS AND BOLLARDS

...ALSO WATCH THE ROAD SURFACE. YOU MAY HAVE TO BRAKE OR SWERVE AHEAD! IF YOU SEE SIGNAGES THE JUNCTION MIGHT BE DECEPTIVE...

...STAY YOURSELF WHERE YOU CAN BE SEEN AND TRY TO MAKE EYE CONTACT WITH OTHER ROADERS AS MUCH AS POSSIBLE...

SOME JUNCTIONS, FOR EXAMPLE ROUNDABOUTS AND FLYOVERS, OBSTRUCT YOUR VIEW. THE LINE OF SIGHT IS COMPLETELY BLOCKED. THE IDEA IS TO RIDE TOWARD THEM. THEY CAN BE SEEN PROBABLY BUT BEWARE THAT IT DOESN'T ALWAYS WORK. SOME TRUCKS WILL KILL YOU WHEN THEY CAN'T SEE CLEARLY. SO IT'S BEST TO STOP YOURSELF. GET IN CASE!

...NOT TOO ABRUPTLY OF COURSE...

...TRY TO GET YOURSELF IN A POSITION THAT GIVES THE BEST VIEW AT THE JUNCTION AND CROSSING IT SAFELY...

CONGRATULATIONS! YOU DID IT! YOU'VE SUCCESSFULLY AVOIDED ALL PROBLEMS AT THE JUNCTION!

NEXT TIME TRY TO KEEP YOUR HANDS ON THE HANDLEBARS AT ALL TIMES...

**CRASH**

25 000  
www.acem.eu

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	<p>Accidents caused by the infrastructure account for 8% of the total according to MAIDS. Poor conditions of many European roads and the fact that PTWs specific needs are still often neglected in road engineering are reasons for this situation. As it will never be possible to have perfect conditions on all roads, rider behaviour in addressing each situation plays a major role in PTW safety. By providing more information on the main causes of collisions, this safety campaign aims to help riders to make better choices and contribute to improve their own safety.</p> <p>Some of the tips deal with other factors such as other road user behaviour and loss of control.</p> <p>It is not clear how the comic strips will be distributed. There is a download facility on the website and the news release indicates a partnership with motorcycle instructors.</p>
<b>Monitoring Data:</b>	The campaign is based on casualty data analysis but there does not appear to be any provision for monitoring the effectiveness of the campaign.
<b>Results:</b>	The campaign, launched in October 2008, has only issued one of the 13 comic strips to date. It is too early for any conclusive results and the monitoring strategy is not clear.
<b>Key Effective Conclusions:</b>	As the campaign is based on the main causes of PTW collisions identified in the well regarded MAIDS study, there is the potential for a contribution to a reduction in casualties. Issues of distribution and monitoring are not clear at this stage.
<b>Projects for Comparison:</b>	Barebones (BP1 009). 'Dangerous Games' website. 'Young Biker.Net' website.
<b>Justification:</b>	<p>Although the campaign is at an early stage, by providing advice to riders specifically linked to avoiding the most common causes of collisions there is potential to reduce collisions/casualties. Much will depend on the method of distribution.</p> <p>This project appears to address the eSUM objective for WP3, BP1 by offering the potential for reducing urban PTW casualties through rider training/behaviour change.</p>