




BP3: Targeted Enforcement

Reference: BP3 006 / BP1 014	Title of Project:	Integrated Helmet Campaign 'Wear & Lock' (ACEM)
Version: 1	Website:	http://www.acem.eu/cms/index.php
Brief Description of Project:	<div style="display: flex; align-items: center; margin-bottom: 10px;">  <div> <p>The 'Wear & Lock' campaign was launched during the UN Global Road Safety Week in April 2007. The aim of the campaign was to encourage the proper use of helmets and helmet retention systems built on the four major pillars: prevention, education, enforcement and icon-branding. The campaign targeted young riders and involved national members of ACEM as well as national, regional and local stakeholders (local authorities/municipalities, police forces, schools and dealership organisations) in Italy, Spain and the Netherlands.</p> <p>The Wear & Lock campaign had the following objectives:</p> <ol style="list-style-type: none"> 1. Increase rider awareness and knowledge 2. Improve attitude to helmet wearing 3. Change behaviour 4. Reduce fatalities and mitigate injuries. <p>The campaign's key messages were:</p> <ol style="list-style-type: none"> 1. Always wear a helmet 2. Always lock the helmet's chinstrap 3. Always use a EC approved helmet (ECE 25.05) 4. Always use a correctly sized helmet 5. Never take a passenger without a helmet. <p>There were significant differences in approach between partners. For example the lack of monitoring in Spain.</p> <p>The 3 important elements were monitoring, publicity/education and enforcement.</p> </div> </div>	

	Sicily	Netherlands	Spain
Pre-assessment	200 phone interviews of representative riders 1500 questionnaires at schools	202 target group Internet questionnaires out of internet panel of 15.000 QRIUS	NA
Post Assessment	200 phone interviews of representative riders	488 Internet questionnaires (panel of 15000) QRIUS + TMF viewer statistics	Icon-branding in the press: Logo repeats per magazine & readers numbers
Monitoring	Police forces	Police forces	NA
Reach Estimated	Riders remembering campaign: 54.000	Youngsters reached: 950.000	500.000 + 13 magazines
Increase Awareness	+	+	+/0
Change attitudes	+(helmet choice approx 10% improved)	+(approx 6%)	Not measured
Improve Correct Wearing rates	+ Improve approx 4%	Not available yet	Not measured
Improved enforcement	++	++	Longer term
Right Message	++ <i>'Valerio Stafelli'</i> as endorser	++ <i>'Scoots & Helmets'</i> formula	+/0 'icon-branding'
Right media	Billboard ++ Local TV +/0 Dealers + (flyer distribution) Mobile phone +	National TV ++	Specialised press + (icon appears at 51 % of mfrs' advertisements)
Integrated partnership	++	++	0/-

Monitoring Data:

Before data was obtained through questionnaires in Netherlands and Sicily. Information from the MAIDS study and other sources formed the justification of the campaign.

In addition to not using a helmet, incorrect fastening is seen as a major problem in some countries and MAIDS indicates that over 9% of PTW collisions involve the helmet falling from the rider.

PTW riders not correctly fastening helmets

Country	Moped riders	Motorcyclists
France	37%	6%
Spain	18%	10%
Italy	N/A	7%
Netherlands	25%	N/A
Germany	17%	N/A

Data was used to identify problem areas where the correct use of approved helmets is low.



Helmet wearing in Europe

Regions where correct helmet wearing needs particular attention



 ACEM Integrated Helmet Campaign Pilot Regions

Spain, Italy and the Netherlands were selected to act as pilots for a campaign which might be rolled out.

Results:

Italy approximately 10% increase in helmet use.

Netherlands approximately 6% increase in helmet use.

Spain No monitoring of wearing rate.

Key Effective Conclusions:

Although there is no specific casualty/collision based monitoring of this project, research over many years and many locations has clearly established the link between the correct use of an approved helmet and reduced risk of injury.

Given this, an increase in the proportion of riders wearing helmets must reduce the risk of injury.

Wearing rate appears to have been monitored via questionnaire rather than roadside observation. The establishment of before and after observed wearing rates would have provided a much more robust measure of effect.

The increase in wearing rate, although small in context, demonstrates the potential of this type of campaign, linking publicity, education and direct enforcement with the effects closely monitored.

Projects for Comparison:	Romagna helmet campaign (BP1 005 / BP3 001).
Justification:	The lack of direct casualty based monitoring does not detract from the potential of the campaign to increase correct helmet use and thereby reduce the risk of death and injury in a collision. This project has clear potential to contribute to eSUM WP3, BP1 and BP3 objectives by reducing the number and severity of PTW injuries in urban areas through awareness raising and enforcement.