Lewis Franklin  
Background Research  
Wear a Helmet. Every Ride. Every Day.

Successful safety / awareness campaigns
My collection of campaign design work worldwide (restricted to English at this point)
https://www.pinterest.com/blackrabbit1000/great-public-service-campaign-stuff/
The Ad Council
   Seat Belt Safety Campaign / safercar.gov  
   Child Passenger Safety / safercar.gov/therightseat  
   Pollution: Keep America Beautiful – Iron Eyes Cody  
   Wildfire prevention – Smokey the Bear  
   Friends Don’t Let Friends Drive Drunk
Partnership For a Drug-Free America  
   This is your Brain, This is Your Brain on Drugs

Similar movement organizations
Riders4helmets.com
   Ride smart. Always Wear a Helmet!
   International Helmet Awareness Day (last one September 17, 2016)

Riders4Helmets was founded in early 2010 after Olympic dressage rider Courtney King-Dye was seriously injured in a riding accident. King-Dye, who remained in a coma for a month following her accident, was not wearing a helmet at the time of the accident and continues to undergo rehabilitation. The goal of the Riders4Helmets Campaign is to educate equestrians on the benefits of wearing a properly fitted and secured, certified helmet. For more information on the Riders4Helmets campaign, visit riders4helmets.com. You can also follow the campaign at www.facebook.com/riders4helmets , www.instagram.com/riders4helmets and www.twitter.com/riders4helmets.

Snell Foundation (mostly motorcycle but has established equine recently)
http://www.smf.org/  
#whatthehelmet
    Founded by Fallon Taylor, rodeo queen and barrel racer.
    Their pinterest https://www.pinterest.com/kellyoconnor395/whatthehelmet/
During the National Finals Rodeo (NFR) in 2014, Taylor shocked onlookers when she emerged in the third round wearing a helmet. She became the first NFR champion to clutch the title while doing so and now Fallon wears a helmet whenever she rides.
Organizations supporting helmet wear for riders

U.S. Pony Clubs
The Equestrian Medical Safety Association
Riders 4 Helmets
U.S. Equestrian Federation
Charles Owen, helmet manufacturer
National Riding Commission
National Sports Safety Organization
Safe Kids Worldwide
Kids in Danger
The Brain Trauma Foundation
Centers for Health and Public Safety
American Academy of Neurology
Consumer Federation of America
Equestrian magazine Chronicle of the Horse

Forums


http://www.chronofhorse.com/forum/showthread.php?454653-Helmets-Tough&s=95eae05203c062dc99468c217c504e86

Books

Starting & Running Your Own Horse Business, 2nd Edition: Marketing strategies, money-saving tips, and profitable program ideas
McDonald, Mary Ashby

Equine Law & Horse Sense
Fershtman, Julie I.

Equine Liability: What Every Horse Owner Needs to Know
Clark-Dawe, James

Articles

The Horse
Injuries Common Among Experienced Riders, Study Finds
By Erin Ryder Jun 12, 2007 Topics: State & Local Legalities

8 Myths About Horseback Riding Helmets
Written by Chesna on July 12, 2014

Horse and Man
Another GREAT IDEA! A “HELLHAT” combining a COWBOY HAT with a HELMET – and it looks good! The best part: you can make one yourself!!
Thursday, April 14th, 2016 | Filed under Handy Tips, Horse Stories, Tack thoughts

Fox
Helmets and Horses: Why you should consider wearing a helmet
By Eliana Sheriff Mar 09, 2016

Bicycle airbags
http://www.hovding.com/how_hovding_works
Riding Helmet Safety Standards Explained
Just what does the label “ASTM/SEI-certified” on your riding helmet mean?
By Christine Barakat

Think With Your Head About Your Riding Helmet
By Riders4Helmets Sep 2, 2016 Topics:
Safety Horse Industry News

The Legal Equestrian
Congressman Seeks to Make All Riding Helmets ASTM Compliant
April 30, 2014

Besthorsepractices.com
If helmets are no brainers, why don’t we all wear them?
By Maddy, In General, December 11, 2014

The Christen O’Donnell Equestrian Helmet Act
Washington State University Extension Service (4H Youth Development Program).

Where can I find my audience
Country bars
Local equine and riding groups
Sheriff’s posse
Horse shows
County and state fairs
4H
Local rodeo associations
Local off circuit rodeos
Horse track
Local equine centers / facilities
**Insights**

My original insights that are still valid

- One has to get used to wearing a helmet, when switching you have to retrain yourself on dismounting or falling off.
- Many riders feel the wearing of a helmet brings into question your training and the training of your horse.
- It is likely that the waivers that riders sign are keeping insurance companies from loosing money. Insurance companies would have the leverage to force helmet usage.

**New insights for slides**

- We can likely cut horse back deaths from brain injuries by more than half.
- Even in horrible equine accidents a helmet can save your life.
- Because of current regulations jockeys sustain fewer injuries than pleasure riders.
- Looks matter.