Audience(s)
Helmets are normally required for those under 18 and so we need to convince riders approaching that age that they should continue wearing their helmets as they become legal adults. Those past that age who are competing but do not wear a helmet unless in competition, and rodeo riders need to understand how simple it is to mediate the risk of head injury.

- Young adult who has just aged out from the mandatory helmet laws.
- New young adult rider who is inexperienced and not required to wear a helmet.
- Older person who hasn’t gotten into the habit of wearing a helmet.
- Western style riders, including eventers who only occasionally wear helmets.

Topic
Riding horseback is statistically 20 times more dangerous than riding a motorcycle. Despite the dangers many riders will not wear a helmet unless it is required by the association conducting the event or the rules of the facility they use.

Outcome
Horseback riders need to move past the stigma associated with wearing helmets. Wearing a helmet or other equine safety equipment needs to be as automatic to mounting a horse as seat belts are in a car or wearing a bicycle helmet when peddling.

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
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

Brainline.org
Equestrian Safety

EQUUS
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
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.

There has to be a way to balance safety and comfort.

How can we convince the legislature to create laws requiring helmets (could we make helmet wear the law)

Where are the studies and the technologies from the NFL and NBL?
Balancing comfort with safety
Could we make helmets the law?
Where are the new technologies that we see in NFL helmets?
Wear a Helmet. Every Ride. Every Day.
Survey

Thank you for your assistance in my Master’s project with the Academy of Art University of San Francisco. This survey is to help me get some insight into why some riders wear helmets and why some riders do not. There is no right or wrong answer and I will not be sharing your contact information with anyone. Please be assured your date will be kept in confidence. I have attempted to keep the form short because I know you value your time. If you seem like I left something out, please use the final comments box at the end.

Personal Data

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>County</th>
<th>State</th>
<th>House-hold Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$20,000 - 30,000</td>
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<td>$30,000 - 50,000</td>
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<td>$50,000 - 80,000</td>
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<td></td>
<td></td>
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<td></td>
<td>$80,000 - And up</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Do you own or lease a horse (mule)?</th>
<th>Yes</th>
<th>No</th>
<th>Do not wish to respond</th>
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<tr>
<th>How many horses mules?</th>
<th>1</th>
<th>2 -3</th>
<th>More than 3</th>
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<table>
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<tr>
<th>Where does your horse live?</th>
<th>With me</th>
<th>Boarded</th>
<th>No horse</th>
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<table>
<thead>
<tr>
<th>Do you conduct any (for hire) or commercial activities with your horse?</th>
<th>Yes</th>
<th>No</th>
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<tr>
<th>What “style” do you ride? (check all that apply)</th>
<th>English</th>
<th>Western</th>
<th>Pleasure</th>
<th>Trail</th>
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<tr>
<th>Do you, or have you competed on horseback? (check all that apply)</th>
<th>Endurance</th>
<th>Bronco</th>
<th>Barrel</th>
<th>Cross / Country</th>
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<thead>
<tr>
<th>Do you wear a riding helmet? (check all that apply)</th>
<th>All rides</th>
<th>Some rides</th>
<th>While competing</th>
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<tr>
<th>Is your helmet ANSI Certified?</th>
<th>Yes</th>
<th>No</th>
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<tr>
<th>Do your wear a helmet whenever you are around horses?</th>
<th>Yes</th>
<th>No</th>
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</table>
Have you ever been badly injured by a horse? Please identify the injury. If injured more than once, identify all injuries.

- Traumatic Brain Injury (TBI)
- Concussion
- Bone break
- Cracked rib(s)
- Puncture wound
- Internal bleeding
- Jaw damage (incl. teeth)

Has a horse injury ever put you in the hospital or ER?

- Yes
- No

Do you wear other safety equipment?

- Foam vest
- Inflatable vest
- Chaps
- Gloves
- Neck collar

Where do you tend to gather with other horse lovers? (check all that apply)

- Riding club
- County fair
- State fair
- Equine expos
- Breed specific club
- What breed(s)
- Rode
- What breed(s)

If you will not wear a helmet, what would it take for you to wear one?

Is your helmet ANSI Certified?

- Yes
- No

Please put any suggestions or information not covered in this notes field.

Thank you so much for completing the survey. If you know of others that should be part of the survey please let me know or forward the link to them.

This survey is specifically for Lewis Franklin, Master’s Student in graphic arts with the Academy of Art University of San Francisco.