Wear a Helmet.
Every Ride.
Every Day.

Outcome
I want to reduce the number of head injuries by helping create a positive culture that wants to wear riding helmets.

Audience
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.
No correlation between skill level and the possibility of a horse related injury.
Helmets need a rim
Seems to be more concern for the cleanliness of horse facilities than the safety of riders.
Airbag for your brain.
Laws change behavior faster than just safety campaigns
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

Name

Age

Sex

Do you own or lease a horse (mule)?

☐ Yes ☐ No

Where does your horse live?

☐ With me ☐ Boarded ☐ No horse

Do you conduct any (for hire) or commercial activities with your horse?

☐ Yes ☐ No

What “style” do you ride? (check all that apply)

☐ English ☐ Western ☐ Pleasure ☐ Trail

Do you, or have you competed on horseback? (check all that apply)

☐ Endurance ☐ Bronco ☐ Barrel

☐ Dressage ☐ Racing ☐ Cross / Country

Do you wear a riding helmet? (check all that apply)

☐ All rides ☐ Some rides

Is your helmet ANSI Certified?

☐ Yes ☐ No

Do your wear a helmet whenever you are around horses?

☐ Yes ☐ No ☐ While competing

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) ☐ Cracked rib (s) ☐ Bone break

☐ Concussion ☐ Puncture wound ☐ Internal bleeding

☐ Jaw damage (incl. teeth)
Has a horse injury every put you in the hospital or ER?
☐ Yes  ☐ No

If you wear other safety equipment, how often?
☐ Sometimes  ☐ Only when competing  ☐ Rarely

Have you ever used a horseback simulator?
☐ Yes  ☐ No

Do you wear other safety equipment?
☐ Foam vest  ☐ Chaps  ☐ Inflatable vest
☐ Neck collar  ☐ Gloves

Please indicate equine activities and events that you attend. (check all that apply)
☐ Riding club  ☐ County fair  ☐ Rodeo
☐ Equine expos  ☐ State fair  ☐ Breed specific club  ☐ What breed(s)
☐ 4H  ☐ FFA

Suggestions for additional questions?

Can you suggest anyone else who might need have input on this project?

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 or Art University of San Francisco.
Interview Questions

Tell me your opinions about helmets and horse back riding.

Follow up
What would it take to convince you to wear a helmet?

Do you know someone that has been hurt?

Is there any circumstance that you would wear a helmet?
Can you think of an ad or poster that has changed your mind before or at least caused you to investigate it further?

**Follow up**

What was the one thing that sticks out in your mind about it?