Wear a Helmet Every Day. For Every Ride.

Lewis Franklin
People do not seem to understand, the short quick rides are more likely to go wrong.

72% of injuries were near or on the owner’s property National Electronic Injury Surveillance System (NEISS 2015).
Both experienced and inexperienced riders get hurt so wearing a helmet applies to all riders.

Injury likelihood increases with the number of years spent on horseback (NEISS 2015).
There is some confusion about what certified helmets are, and why riders should care.

15% of survey respondents in a survey conducted March 2017.
Some riders do not know that a helmet needs to be replaced after impact, and after 5 years of use.

Helmets need to be replaced after impact or after 5 years. *Equestrian Safety* Booklet Washington State University.
There is a moral responsibility for equine facilities to ensure the safety of their clients.

Equine Inherent Risk Law (Oregon ORS 30.687) is used by facilities to right off the responsibility for rider injury. Releases and local rules acquired from local fairgrounds and equine facilities February 2017.
Laws change behavior faster than safety campaigns, efforts to change helmet wearing behavior should include a focus on changing laws.

Western Riders often gather at rodeos and equine expos, so these are good places to reach them with design.

Quantitative survey conducted March 2017
In my conversations about unrelated topics I have come to realize that many people do not care about facts and statistics and so you must impact them on their level.

Statistics and facts don’t necessarily convince this audience that everyday rides are dangerous. The information needs be made personal in some way.
Wearing a helmet helps inexperienced riders feel more comfortable riding.
Graphic stories and imagery have an impact on rider behavior

“That image is very vivid in my mind, someone may have been just sharing their story, but it was a very good teaching aid.” Interviews conducted March 2017
Western Riders would like helmets to be more customizable or at least have more style.

“Interchangeable designs! More interesting and creative styling.“
Interviews conducted March 2017
There seems to be a misconception that somehow the adult brain is less fragile than a child's. Developing brains are more fragile, but the brain itself is a fragile organ regardless of age.

“Children are so fragile. We all are!” Interviews conducted March 2017
There does not seem to be any collective effort to make helmets a common item at western style riding events.
Riders need reminding about the unpredictability of a 1200 lb. animal at the bottom of the food chain.

“Never seemed smart to leave your brain vulnerable while riding a 1,200 lb animal that could kill you with one kick.” Interviews conducted March 2017
Males seem to be a very small percentage of active horse riders.

3% of respondents. Quantitative survey conducted March 2017
People who develop the habit of wearing helmets seem to continue usage, so the “habit” needs to be developed in those that do not wear helmets.

“Helmets were initially required and then became a habit.”

Interviews conducted March 2017
Some people cannot afford the cost of a certified helmet, but might be more likely to wear one if it was available or provided at a discounted cost.

“If helmets were better and cheaper helmets maybe I would wear one.”

Interviews conducted March 2017
Young riders need an example, someone to look up to and create a “coolness” about wearing riding helmets.

“Fallon Taylor changed the way rodeo viewed wearing a helmet.”
Interviews conducted March 2017
**Deliverables Strategy Chart**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Outcome</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wear a helmet every day for every ride</td>
<td>Reduce horse rider head injuries by fostering a positive culture around wearing a helmet for every ride, every day.</td>
<td>Young Western Style riders 18–35 All experience levels Rides very frequently Likely to keep their horse or rent from a facility</td>
</tr>
</tbody>
</table>

**Insights & Information**

- Western Riders would like helmets to be more customizable or at least have more style.
- There is some confusion about what certified helmets are, and why riders should care.
- Western Riders often gather at rodeos and equine expos, so these are good places to reach them with design.
- Statistics and facts don’t necessarily convince this audience that everyday rides are dangerous. The information needs to be made personal in some way.

**Strategies**

- Create stickers and flexible covers for helmets
- Informative posters and helmet share stations.
- Create mobile environmental installation to bring safety message to riders.
- Games are a common form of entertainment and learning in the target audience.

**Materials & Descriptions**

- Generate interest in wearing helmets by creating a “stick it” campaign that highlights a riders interest in breeds, love of horses and award certifications
  - POP display for stickers
  - Removable stickers
    - Breeds
    - Years riding
    - Participation
    - Personalize
  - Posters advertising stickers
- Create customizable helmet covers for breathable shade and customization.
  - Packaging
  - Sponsorships
  - Teams
- Large graphic posters that use text and infographics.
  - Show parts of a helmet,
  - Certification location
  - Reasons for replacement
- Organize a campaign to create helmet share locations with manufacturers and riders wishing to donate helmets.
  - Create brochures that show sharing locations.
- Create environmental display that can be quickly assembled, or moved and can be scaled to available space.
  - Large visual displays similar to what corporations have at large job fairs and trade shows.
  - Can fit into small van.
  - Back light displays.
  - Integrate full-size horse simulator.
- A reflex game for cellphones and tablets that uses a mini riding simulator.
  - Horse reaction is the basis for the reflex activity.
  - Different riding environments.
  - When you fall or are hurt, game shows real wounds.
  - Horse can be wounded in game, also showing real wounds.
  - Links to stories and videos on the web site of real riders.
  - Has a link to the website to share players own stories and video.