Western Riders would like helmets to be more customizable or at least have more style. Create ways for riders to learn about and use well maintained certified helmets. Generate interest in wearing helmets by creating a “stick it” campaign that highlights a rider’s interest in breeds, love of horses and award certifications. Create mobile environmental installation to bring the safety message to riders. Large graphic posters that use text and infographics.

- Show parts of a helmet,
- Certification location
- Reasons for replacement
- Create brochures that show sharing locations.
- Create helmet share locations at local riding facilities and equine or feed store locations.

There is some confusion about what certified helmets are, and why riders should care. Create mobile environmental installation to bring the safety message to riders. 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.

Western Riders often gather at rodeos and equine expos, so these are good places to reach them with design. Create mobile environmental installation to bring the safety message to riders. Create environmental display that can be quickly assembled, or moved and can be scaled to available space.

- Show parts of a helmet,
- Certification location
- Reasons for replacement
- Create brochures that show sharing locations.
- Create helmet share locations at local riding facilities and equine or feed store locations.

Statistics and facts don’t necessarily convince this audience that everyday rides are dangerous. The information needs to be made personal in some way. Create mobile environmental installation to bring the safety message to riders. 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.
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Games can be used as a tool to make the danger real and is also the most effective “visual” delivery for millennials. 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.