

2018 Texas Statewide Motorcycle Safety Forum



“Working Together for Rider Safety”

2018 Texas Motorcycle Safety Forum

How to Reduce Drinking and Riding Group Activity Discussion & Recap



Messaging

- Personal accountability
 - Effects of BAC
 - Vulnerability as a rider
- Brotherhood – Look out for each other
- Culture variations – Alternate bike run stop points
 - “One & Done”
- Media
 - Social media
 - TV
 - Billboards
 - Materials for clubs
 - Signs in bars
 - Curriculum (Basic Riders Course)

Culture

- Current drinking culture
 - Social model, Peer Pressure to drink, Bikes and Bars just “go together”
 - Bars offer a positive atmosphere
- Current drinking culture
- How to Change Drinking Culture
 - Designated driver, trailers to get back home, take rider’s keys away
- Education
 - Social media, partner with bars, chapter meetings, fund ABATE MSEP, motorists through driver education training
- Regulate alcohol
- Encourage bike nights without alcohol

State Efforts

- Curriculum is focused on impairment (MSF)
- Rider involved with alcohol related crash
- Consider component of alcohol related education for all motorcycle classes
- May Motorcycle Awareness Month
- More PSAs
- Add rider training to PSAs
- Add endorsement on license showing MSF certified course
- Address Impaired Riding in May
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 - Outreach event
 - Impaired riding event
 - Enforcement of STEP program
- Address groups; becomes culture based because of peer pressure
- Add motorcycle impaired riding to impaired driving

Club & Organization Efforts

MOTTO: You have the RESPONSIBILITY to yourself and your club/community and it starts with yourself

- Convey to membership-no drink (peer pressure)/support members who choose not to drink
- Leadership needs to “walk the walk”
- Establish club fines and/or removal from club
- Establish/Continue policy of no drinking among prospects; they are on duty – you do not drink on the job.
- Address the root cause of excessive drinking
- Encourage family appropriate events/establishments that don't serve alcohol

Wrap up



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