

# Changing the Culture of Impaired Riding

*Adopted from "Riders Helping Riders" (2007), NHTSA DOT HS 810 907*

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# Workshop finding: Intervene in Drinking and Riding Choices of Others

## *Separate the drinking from riding*

- Encourage “risky riders” with alternatives
- Distance riders from alcohol while riding
- Enlist support of others (i.e., several voices are better than one)
- If unknown rider, communicate with rider’s friends or event hosts

## *Provide alternatives to drinking*

- Prevent or reduce consumption of alcohol when available
- Host dry events (i.e., alternative activities like riding skills, games etc.)
- Raffle items (meals, stores, MC dealership merchandise) to encourage participation
- Provide anti-drinking education and outreach (i.e., messaging/drunken goggles)
- Provide non-alcoholic beverages

## *Recognize impairment*

- Know and be able to identify mental and physical signs of impairment (i.e., difficulty mounting and dismounting bike, cornering errors, and poor skills handling bike)
- Recognize and detect alcohol and drug odors
- Empty alcohol containers

## *Discourage impaired riding*

- Discuss legal, family, self harm issues
- Protect your bike
- Prevent riders from getting on the bike
- Share safety messages before, during, and after the event
- Promote no alcohol if riding.
- Identify tag-information on the rider (blood type, address, what to do with the bike, who to contact)

## *Prevent impaired riding*

- Address 0.04 as a BAC limit for riders
- Purchase a bike towing policy just in case of impairment
- Use PBT at events to promote impairment awareness
- Restrict alcohol being served at dealer events
- Encourage dry events (i.e., poker runs)
- Support strong messaging (i.e., You are Your Brothers Keeper)
- Explore ignition interlocks for motorcycles