

# Integrated Helmet Campaign 'Wear & Lock' - pilots





# Integrated Helmet Campaign an industry initiative








## Helmet wearing in Europe some facts

- 'concerns on proper helmet use and need for awareness campaigns'  
- 'head injuries contribute to around 75% of deaths among motorized two-wheeler users'  World Health Organization
- 'authorities should make sure that only type-approved crash helmets are used and that they are properly restrained' 



## Helmet wearing in Europe more facts

- 'use of crash helmet reduces the incidence of fatal head injuries by 50%' 
- '9.1% of ejected rider helmets during crashes' 
- 'not properly adjusted or fastened helmets'
  - moped riders: France: 37%, Netherlands: 25%, Spain 18%, Germany 17%
  - Motorcycle riders: Spain 10%, Italy 7%, France 6% 





## Helmet wearing in Europe

Regions where correct helmet wearing needs particular attention



 *ACEM Integrated Helmet Campaign Pilot Regions*



## Safety Plan for Action 2004 Helmet Wearing Action

- 'ACEM is ready to support public awareness and educational campaigns to emphasise the importance of using the (ECE approved) helmet and helmet retention system properly for head protection and in order to avoid losing the helmet during an accident'.





## Integrated Helmet Campaign Objectives

With regards to correct helmet wearing:

- Increase the riders' awareness and knowledge
- Improve the attitudes
- Change the behaviour
- Reduce fatalities and mitigate injuries



## Integrated Helmet Campaign Key messages

- Always **wear** a helmet
- Always **lock** the helmet's chinstrap
- And:
  - Always choose **EC Type Approved** helmets
  - Always use a proper **size** helmet
  - Never take a **passenger** without a helmet.





## Integrated Helmet Campaign Implementation

- April 2007
  - 0 - Measurement
  - Start in Road Safety Week
- May/June 2007
  - 1 - Measurement
- September 2007
  - Possible repetition for beginning of school year
- November 2007
  - Evaluation report



## Integrated Helmet Campaign 3 pilots

- Set up partnership with:
  - *Enforcement and monitoring*; Authorities & police;
  - *Education*; Schools;
  - *Awareness*; Local authorities;
  - *Information*; Dealer organisations;
- Exchange of best practices between



Spain  
*National*



Netherlands  
*National*



Italy  
*Sicily*





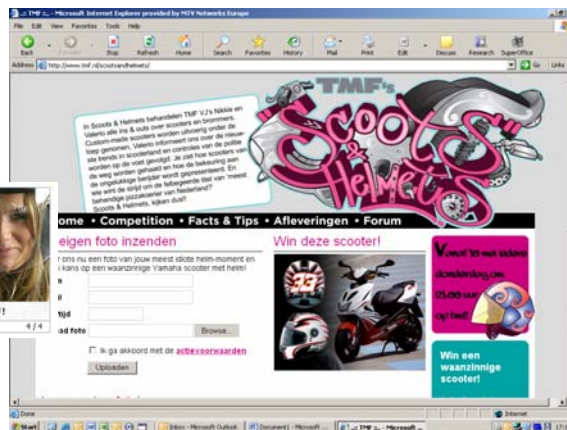
## Integrated Helmet Campaign The Netherlands



- National campaign aimed at youngsters
- Special attention to
  - Proper fit
  - CE approved helmet
- TV broadcasts, prize schemes, dealer info ...
- Increased enforcement and monitoring by police

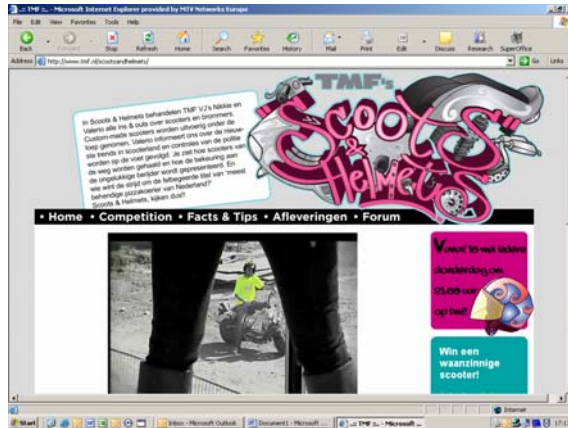


## Integrated Helmet Campaign The Netherlands





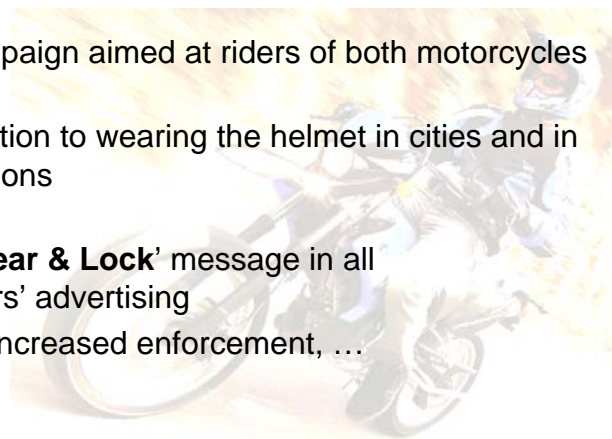
## Integrated Helmet Campaign The Netherlands



## Integrated Helmet Campaign Spain



- National campaign aimed at riders of both motorcycles and mopeds
- Special attention to wearing the helmet in cities and in southern regions
- Common 'Wear & Lock' message in all manufacturers' advertising
- Request for increased enforcement, ...





# Integrated Helmet Campaign Italy, Sicily region



- Regional campaign aimed at riders of both motorcycles and mopeds
- Special attention to younger more vulnerable road users
- Advertisements, TV spots, billboards, multimedia messaging, Classroom education ...
- Increased enforcement and monitoring by police



ANCMA Gruppo caschi  
Ministero dell'Istruzione  
Regione Sicilia



# Integrated Helmet Campaign Italy, Sicily region



**ALLACCIATI ALLA VITA**

USA LA TESTA  
USA IL CASCO

**IL CASCO: IO BUONE REGOLE DA TERRE IN TESTA**

- 1) Indossalo sempre**  
Indossare il casco non solo ti protegge più a lungo, ma soprattutto ti protegge per un'intera vita. Ogni anno il costo medio di un poliziotto di motoristi è superiore a 1000 euro.
- 2) Tenilo attaccato**  
Indossare il casco correttamente ti protegge a tutto campo. Assicurati che il casco sia ben fissato e che il mentoniere sia ben allacciato.
- 3) Scegli solo caschi omologati**  
Un casco omologato è il tuo miglior alleato. Assicurati che il casco sia omologato secondo le norme CE e che sia omologato per la tua categoria di veicolo.
- 4) Non indossare caschi non omologati**  
I caschi non omologati non ti proteggono e possono essere pericolosi per te e per gli altri.
- 5) Scegli la misura giusta**  
Un casco deve essere comodo e sicuro. Assicurati che il casco sia ben fissato e che il mentoniere sia ben allacciato.
- 6) Indossalo correttamente**  
Indossare il casco correttamente ti protegge a tutto campo. Assicurati che il casco sia ben fissato e che il mentoniere sia ben allacciato.
- 7) Fallo indossare anche al passeggero**  
Il passeggero deve indossare il casco per essere protetto.
- 8) Sostituisce in caso di urto**  
Un casco omologato ti protegge in caso di urto.
- 9) Conservalo correttamente**  
Un casco omologato ti protegge a tutto campo. Assicurati che il casco sia ben fissato e che il mentoniere sia ben allacciato.
- 10) Sostituisce periodicamente**  
Un casco omologato ti protegge a tutto campo. Assicurati che il casco sia ben fissato e che il mentoniere sia ben allacciato.





## Integrated Helmet Campaign Italy, Sicily region



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## Integrated Helmet Campaign Summary

- An **industry initiative** with public-private cooperation
- Awareness raising with **enforcement** is crucial
- Implementation in **3 countries/regions**
- **Validation** with pre- and post-measurement
- **Significant** fatality and injury **reduction potential**
- An expected safety improvement on the **short term**
- **Special attention to youngsters**



### ACEM – The Motorcycle Industry in Europe

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