

# Ideas to Promote Bicycle Safety

*Don't reinvent the wheel; select or build on an idea from those below and use existing educational materials from the National Highway Traffic Safety Administration (NHTSA) at: [www.nhtsa.gov/Bicycles](http://www.nhtsa.gov/Bicycles), state or local bicycle coalitions or from the League of American Bicyclists to reinforce safety messages before, during and after your events.*

1. Organize a bike helmet discount or giveaway for younger kids, youth and parents. Make sure to teach proper fit and use.
2. Hold a helmet-use challenge at school, between schools, or between competing groups in the community.
3. Work with law enforcement agencies to encourage enforcement of bicycle traffic laws.
4. Conduct helmet-use observation studies and report your findings.
5. Organize a bike ride for your school or community. Include a discussion and safety education materials on rules for safe riding before the ride.
6. Encourage local bike retailers to promote helmet use for everyone.
7. Recruit bicycle crash survivors or motorists involved in a bicycle crash to speak at school assemblies, community or faith-based events, etc.
8. Organize a bike path clean-up day. Use this opportunity to reinforce safe riding and safe driving around bicyclists using existing resources.
9. Work with local pediatricians, family practice centers or clinics to counsel families to use bicycle helmets every ride.
10. Sponsor bicycle day, week, or month to get your community out riding bicycles for fun or to encourage replacing short car trips with a bike trip. The more bicyclists seen on a routine basis, the more motorists will expect to look for, and see bicycle riders. Replacing short trips by bike can impact traffic congestion and have an environmental impact. Encourage everyone to be a role model for safe behaviors as bicyclists and as motorists around bicyclists. Promote helmet use, shared courtesy and the rules of the road for bicyclists and drivers.



11. Sponsor or organize community training for identified groups on how to properly fit a bicycle helmet, i.e. employees of bicycle shops or where bicycles are sold, students and adults in after school programs or summer camps, youth and leaders of clubs like boy scouts, 4H, school bike clubs, etc.
12. Develop a "Share the Road" campaign to educate the community on what it means and what behavior is expected between bicyclists and motorists.
13. Start a community bicycle recycling program. Teach youth to repair or rebuild donated bicycles. Work with local law enforcement to rebuild stolen bicycles and donate them to families or youth in need.
14. Create a bicycle club for children, youth, adults, and/or families in the community, schools, after school programs or faith based settings.
15. Conduct a helmet use and bicycle attitudinal study. Ask community members of all ages what they think about bicycling conditions, helmet use, and other bicycle safety-related issues. Use the information you collect to build your bicycle safety program.
16. Work with youth and adult sports league team members to promote bicycle helmet use.
17. Sponsor a bike safety night at a community baseball or soccer game.
18. Seek opportunities to reach adults on adopting safe behaviors when riding.
19. Seek opportunities to reach adults on driving safely around those bicycling.
20. Initiate a school or community helmet incentive program for kids or youth providing rewards for wearing helmets. Think of how this should be varied based on programs for elementary or middle-high school ages. Don't forget the behaviors of children need to be reinforced by what they see parents and adults doing.
21. Design a poster featuring local athletes promoting bike helmets.
22. Sponsor a bicycle safety essay contest for varying ages. Publish winners in newsletters or local papers.
23. Solicit free billboard space and post bicycle safety messages.
24. Encourage health and/or car insurance companies and local medical facilities to offer bicycle helmets to clients at no or low cost along with bicycle safety information for bicyclists and motorists.
25. Sponsor a community bike-a-thon; use proceeds to provide bike helmets to riders who can't afford them.
26. Hold a bicycle safety checkpoint at bike paths, recreation areas, or schools. Checkpoints can be used to pull over bicyclists whose helmets are being worn incorrectly and correct the fit, to offer education on the importance of helmet use and the safety rules of the road, or to entice community awareness, involvement and respect for sharing the road with motorists and bicyclists.



27. Pass a bicycle helmet use policy in the school system, local government, and businesses.
28. Assess your community needs for bicycle safety Complete a Bikeability Checklist, see: [www.bicyclinginfo.org/pdf/bikeability\\_checklist.pdf](http://www.bicyclinginfo.org/pdf/bikeability_checklist.pdf)
29. Sponsor a bicycle safety poster contest.
30. Produce a bicycle safety video or public service announcement through a local TV or radio station. Reach out to bicyclists, motorists or both to help keep the roadway safe for all road users, including bicyclists.
31. Conduct a bicycle education program or Cycling Skills Clinic, see: [www.nhtsa.gov/Driving+Safety/Bicycles/CyclingSkillsClinic](http://www.nhtsa.gov/Driving+Safety/Bicycles/CyclingSkillsClinic)
32. Develop a bicycle safety project with youth groups (e.g. Scout badges, 4-H programs, etc.)
33. Work with local retailers to include bicycle safety messages in their stores and as part of their advertisements.
34. Place bicycle safety displays in health clinics, doctors' offices, hospitals, banks, cafeterias, shopping malls, bus stops, libraries and other gathering places in the community.
35. Provide bicycle safety lesson ideas or activities for educators to utilize.
36. Sponsor bicycle maintenance clinics for all riders.
37. Work with fast food restaurants to place bicycle safety messages on tray liners.
38. Provide or sponsor bicycle safety training for those who work with youth and who could reinforce bicycle safety principles, e.g., youth group leaders, recreation department staff, and law enforcement officers, etc.
39. Hold a media event simulating an actual bike crash or near miss to emphasize the importance of how to behave safely as a bicyclist and a motorist around bicyclists.
40. Work with helmet distributors or local retailers to offer helmet discounts or coupons for discounts on helmets for your school or community.
41. Distribute bicycle safety tips through PTA's, PTO's, childcare centers, after-school programs, parent organizations, civic organization or in your local papers.
42. Be a sponsor for a bicycle helmet giveaway program. Provide financial support for bicycle safety equipment giveaways including helmets, retro-reflective gear, or bicycle lights.
43. Educate adults about the importance of being good role models; encourage them to set the example for safe behavior as a bicyclist and as a motorist.

