## **Bicycle Helmet Public Information Campaign**

## **Target** Situation > **Activities** Inputs **Outcomes - Impact Systems Outputs** Funding Three full-time Gather current Special Report Comparing Individuals and **Short-Term** Intermediate Long-Term has been staff members information on Costs of Helmet Safety organizations Bicycle riders Bicycle riders Frequency of received for an and Traumatic Brain Injury aligned with deaths due Volunteers with will become will use deaths due informational to bicycling produced and shared riding bicycles traumatic brain helmets more to bicycling more aware accidents with all local, state, and for recreation campaign to injuries (TBI) of benefits of accidents will frequently national TBI-related and / or encourage Gather current Space and wearing helmet decrease bicyclists to use transportation agencies information about equipment while cycling Rate of helmets rate of TBIs from Fact sheets produced on Journalists and (donated by a Disability and traumatic bicvcle accidents available data concerning publications local nonprofit mainstream brain injuries incidence rates of TBI and covering Gather data agency) from bicvclina iournalists will helmet safety programs disability, about injury accidents will be more aware distributed by local. athletic, and prevention from of bicvcle decline state, and federal elected mainstream use of helmets helmet use officials issues when bicycling Establish national Bicycle helmet Develop press recognition program for and bicvcle kits for media effective helmet safety manufacturers Develop and programs and solicit conducting support use of volunteer "celebrity" to marketing/ public service work in association with public relations announcements this recognition effort campaigns Data Data (PSA) for Data Community-PSAs about people television and based charities benefited by helmet radio Focus groups Focus groups National data safety programs and interested in Attract kev measuring to asses sources bicycle helmet people (including family individual change in helmet use members) experiencing give-away iournalists to awareness and attitude injuries that they consider programs the issue of regarding Individual preventable through the Community traumatic brain helmet use interviews wearing of a helmet while and state injuries from with volunteer Survey of bicycling chapters, and bicycle accidents aroup of TBI-related Contact Governors' the Brain Injury Promote bicvclists consumer Committees for People Association of attention organization Focus with Disabilities America and award to identify new concerning past aroups with recognition to information disability and "journalist awards" and media attention sharing mainstream also coverage (related on helmet use campaigns through press kits) of iournalists campaign implemented helmet safety effects on Individual as a result TBI (including consumer interviews with of project

journalists to

changes in

asses specific

awareness and understanding

activities and

information

sharing

stories)