

Fakta

Att läsa, prata och chatta om motorcyklar är en viktig del av MC-kulturen. Det finns hur mycket som helst för den som vill: MC-tidningar, hemsidor, böcker och annonser.

Motorcyklister påverkas av vettiga budskap.

SMC och MC-Folket har en policy om hur vi skriver om motorcyklar och vilka bilder som publiceras i tidningen. SMC har en trafiksäkerhetspolicy och ett budskap som genomsyrar all verksamhet. SMCs kärnvärden ska också synas i allt vi gör: Ansvar, gemenskap och kärleken till att köra MC.

SMC samlar filmer från andra länder som beskriver körtips och hur man kan undvika olyckor på hemsidan.

Men; samtidigt finns annonser, filmer, bilder och artiklar som visar ett helt annat sätt att köra motorcykel som inte hör hemma på landsväg.

Säkerhetsdialogen är en del av MC-livet i både små klubbar och stora märkesklubbar och mellan enskilda motorcyklister som träffas, främst i samband med kurser.

Motorcyklisterna är inte en homogen grupp men det finns vissa fundamentala likheter som gäller alla som kör på två hjul.

Vad pågår nationellt?

SMC skickade ut MC-visionen till alla SMC-medlemmar i december 2008.

SMC trycker 80 000 ex och skickar ut Full Kontroll i ett förminskat format till alla SMC-medlemmar med MC-Folket i april 2009.

SMC delar ut Full Kontroll till alla som deltar i SMC Schools kurser 2009.

SMC skickar ut eNyhetsbrev med information om bland annat kurser varje månad.

SMC har ansökt om medel från Vägverket till att skapa en Faktabank om säkerhet.

SMC har ansökt om medel från Vägverket till att skicka ut Full Kontroll + inbjudan till kurser säsongen 2010 till alla svenska motorcyklister.

MC-Folket testar och skriver fortlöpande om personlig skyddsutrustning.

MC-Folket skriver om hur man kan öka sin säkerhet på olika sätt.

SMCs hemsida innehåller mängder av information om motorcyklar och säkerhet.

McRF har producerat filmen Tvärnit om bromsteknik.

Alla som tar körkort genom en trafikskola knuten till STR kommer att få ett gratis medlemskap i SMC 2009. Samma erbjudande kan komma att delas ut av MC-tillverkarna.

Vissa försäkringsbolag skickar ut information om vanliga olyckstyper.

Vad händer i Norden?

Full Kontroll är ett koncept som alla intressenter i Norge enats kring. Det genomsyrar grundutbildning, fortbildning, information, trafiklärarutbildning, förarprovsvetsksamhet och MC-körning överhuvudtaget.

I Norge har alla motorcyklister fått boken Full Kontroll som beskriver körteknik för MC.

Boken Gott tänkt som handlar om att planera sin körning har gått ut till NMCU-medlemmar.

Statens Vegvesen har sponsrat utskick. Tillverkare har sponsrat med annonser. Norska trafikpolisen har tryckt en egen version som delas ut till motorcyklister.

Boken har översatts till flera språk, bland annat finska och engelska.

Vad händer i Europa ?

I stort sett alla MC-organisationer SMC samarbetar med har information om hur man som motorcyklist kan öka sin säkerhet.

Spanien, Executive Summary,

Measure 5: Measure 5. **Road safety education** Within the framework of this measure, the introduction of road safety into the educational system will be promoted and provided by carrying out tasks of raising awareness of and technical advising to Autonomous Communities, publishing houses and education professionals, so as make road safety to be considered a transversal subject that can be "subsumed" within the lessons that are being given on other subjects.

Regarding non-regulated education as there are mainly the optional road safety courses for primary and secondary school teachers (e.g. UNED [=National Distance Education University]), the special courses for persons with psychosocial problems, and road safety training through the Internet,

the didactic materials must include a number of good and bad practices in driving mopeds and motorcycles, and emphasize the special vulnerability of the drivers of two-wheeled vehicles. Road safety education will be present at the points of sale by means of the distribution of a book with practical advice and basic techniques for driving safely, at all dealers and at shops specializing on the supply and equipment of motorcycles and mopeds.

Measure 21: Measure 21. Campaigns specifically addressing risk driving

By making specific campaigns aimed at fighting the most common risk-driving practices that are carried out by motor bikers, they will be informed and made aware on the dangers being inherent in this type of attitudes. It is being envisaged to launch a number of periodic and thematic campaigns dedicated to the most common and dangerous practices: lack of respect for the traffic-light discipline, overtaking cars by the right side in urban areas, driving on lanes with double-parked vehicles and braking making use first of the rear brake.

Campaigns that have already been broadcasted by other European countries with which there has been a close flow of information, will be used as a support.

UK: Från UK Government strategy:

6.50 We have a concern that our efforts to encourage the enjoyment of responsible riding are not consistently supported by the media. There has been some movement towards a more responsible approach but a minority of journalists continue to glamorise speed, fostering a mentality amongst some motorcyclists that they are unjustly persecuted by the police, despite the risks such riding poses to themselves and other road users.

Action (xli): we and non-government partners representing the manufacturers, retailers and users will engage with the press to discuss how they can work with us so that irresponsible riding is not encouraged.

IHIE: har ett helt kapitel i Motorcycle guidelines om kampanjer: www.motorcyclingguidelines.org.uk

Operation Achilles, Humberside Police: [http://www.local-transport-projects.co.uk/files/BP3%20002%20Achilles%20\(v1\).pdf](http://www.local-transport-projects.co.uk/files/BP3%20002%20Achilles%20(v1).pdf) , 38 % reduction av olyckstalen!!!

“Operation Achilles 2008 is a campaign which seeks to reduce the number of collisions and motorcycle casualties particularly those that result in death and serious injury. Achilles uses a four pronged strategy to tackle the problem.

- It uses a strong and consistent media message - that law abiding motorcyclists who have consideration for other road users and the communities they pass through will not be inconvenience by the police.
- Offenders are targeted by covert and high visibility police enforcement (using marked police vehicles, unmarked cars and motorbikes and speed camera vans).
- "Shinysideup" posters are used along the main motorcycling routes throughout the region. These large, high visibility posters are aimed at both drivers and bikers. Drivers are reminded to "Think Bike!" as they emerge from junctions onto motorcycling routes. Other messages to bikers include "Bends Dead Ahead" and "To Die For?"
- For non offending volunteers the Bikesafe workshops provide classroom based education and assessed rides with IAM members, police motorcyclists and ambulance paramedics. Clients pay approximately €40 for a full day's input of theory and practice with a view to changing attitudes and behaviour. The scheme is heavily subsidised by Humberside Police and the Roadaware Partnership from surplus from Speed Awareness courses. Incentives are given to those taking part encouraging them to go onto advanced rider training.”

Devon: Mediakampanj riktad både mot motorcyklister men även andra trafikanter: [http://www.local-transport-projects.co.uk/files/BP1%20013%20Devon%20Blindspot%20\(v1\).pdf](http://www.local-transport-projects.co.uk/files/BP1%20013%20Devon%20Blindspot%20(v1).pdf)

Vad hander globalt?

Australien: Survey of motorcyclists and their safety initiatives

Author: Liz de Rome, LdeR Consulting; Guy Stanford & Brian Wood, Motorcycle Council of NSW , : 796 motorcyklistar har besvarat en enkät i Australien.

2. Communicating with motorcyclists

The response rate to the survey demonstrated the effectiveness of working through the club networks to communicate with motorcyclists. Motorcycle magazines provided 31% of respondents, although these represented a relatively poor response rate of 12% for the number of surveys distributed. Perhaps the most surprising result was the high proportion (27%) of riders who completed and returned questionnaires that had been attached to their handle bars in parking areas. Such a positive response may be because the survey was promoted as a rider initiative.

The internet and motorcycle magazines were communication channels accessed by a majority of respondents. Seventy nine percent (79%, n=625) had access to the internet, and three quarters of them used it to find motorcycle related information (74%, n=478). The proportion with access to the internet was relatively high compared to 54% of the general population in 2001 (ABS, 2004).⁵ The preferred means of accessing motorcycle information was through web sites (80%, n=382) rather than newsgroups (12%, n=57) or e-mail subscriptions (12%, n=55).

A similarly high proportion of respondents read motorcycle magazines (80%, n=638) compared to only 63% of the wider community reading magazines (ABS, 2004).⁶ Women riders were less likely than men to read motorcycle magazines (59% vs 84%). The magazines named included Two Wheels (52%), Australian Motorcycle News (30%), Road Rider (15%) and Riding On (11%).ⁱⁱ

Respondents were asked about the last motorcycle related road craft/ safety or riding skill message they had heard that made them pay attention. More than two thirds (71%) could recall such a message and 83% said that it had been of value to them. Motorcycle magazines were by far the most frequently cited source of safety messages (35%). Rider training courses (20%), television advertisements (11%) and motorcycle clubs (10%) were the next most frequently mentioned sources.ⁱⁱⁱ A few slogans (e.g. Look Bike, n=11 and Don't Ride Us Off, n=25) were mentioned but most respondents referred to more complex messages conveyed at a personal level rather than to media campaigns.

Australien: Positioned for Safety: 1.8 Safety information is not effectively disseminated to motorcyclists.

1.8.1 MCC to work with motorcycle media and industry to ensure they are better informed about motorcycle crash incidence and risk factors.

1.8.2 MCC to work with motorcycle media to achieve a balance between the interests of their readers and responsible portrayal of motorcycling.

1.8.3 MCC to work with industry and RTA to promote the benefits of club membership for young or inexperienced riders.

1.8.4 MCC to work with industry and RTA to identify means of reaching more riders for safety messages.

1.8.5 MCC to work with stakeholders, including RTA and health authorities, to provide information for parents of children and young people who wish to ride motorcycles.

1.8.6 MCC to work with the RTA and other stakeholders on the development and promotion of motorcyclespecific countermeasure information, such as the Victorian Motorcycle Advisory Council (VMAC) Motorcycle Notes series.

1.8.7 MCC to continue to work with the NRMA to promote motorcycle safety issues through the Open Road magazine.

1.8.8 MCC to explore the benefits of establishing links with other stakeholders, such as the Australian Transport Research Forum and Motorcycling Australia.

1.8.9 MCC to continue to collaborate with local councils in the development and dissemination of localised motorcycle safety messages.

1.8.10 MCC to explore options to support the management and promotion of the MCC Road Safety website.

1.8.11 MCC to explore options to strengthen opportunities for Motorcycle Awareness Week.

Malaysia: 5.1. Targeted motorcycle safety campaign. This approach involves systematic and targeted behaviour modification programmes directed at young motorcyclists. Since the implementation of the campaign, an in-depth research on the impact of the campaign on: (a) public understanding and acceptability; (b) compliance to safety proposition of targeted road users; and (c) effects of intervention on accidents and casualties was carried out. Ahmad Hariza et al. (1999a,b, 2002) found that: **Over 87.2% of motorcyclists heard the motorcycle safety campaign.** Kraftiga sänkningar av olyckstalen genom hela MSP.

Cochrane collaboration: Road safety campaigns: **Average campaign effect for all campaigns is 7.6%** improvement. Persuasive rather than educative approaches are more effective. Legislation alone is not effective but requires enforcement plus publicity. Prior qualitative research, emotional vs rational appeal, theoretical model basis vs none, and specific behaviour request, increase the effectiveness of campaigns.

Prevalence of baseline knowledge is inversely related to potential for impact of campaign. All road safety campaigns show 7.0% reduction in accidents over and above the background temporal reduction in accident rates. Financial rewards are most effective, followed by enforcement + legislation combinations and in cities rather than rural settings.

OECD: Punkt 6: Getting safety messages to the riders

Safety messages to riders should be developed in partnership with rider groups, in order to use the effectiveness of peer advice in communicating key issues to riders on issues that will impact their communities.

Punkt 9: Portrayal of responsible riding

Codes of practice should be developed in order to promote and market motorcycling responsibly; the motorcycling press and rider organisations should also promote responsible behaviour codes.

Vad är viktigt ur ett MC-perspektiv?

Faktabaserad information utan pekpinna:

Var sker olyckor? Varför? Hur kan jag som motorcyklist undvika att olyckor sker? Hur kan jag öka den passiva säkerheten; personlig skyddsutrustning? Hur kan jag bli en säkrare förare?

Vad saknas?

Ett enhetligt och genomarbetat budskap, oavsett avsändare, till svenska motorcyklister.

En undersökning liknande den i Australien bland svenska motorcyklister. Vad är det som saknas egentligen? Vad tar man till sig och vad struntar man i?

Kommunikationskodex bland tillverkare, mc-tidningar och andra media.