



## ATV Safety Training Program and Helmet Fitting:

### Implementation Guide for the Trauma Regional Advisory Council Injury and Violence Prevention Grant

#### Program Description:

The ATV Safety Training Program and Toolkit were developed by Arkansas Children’s Hospital Injury Prevention Center in cooperation with the Arkansas Game and Fish Commission and the Arkansas Cooperative Extension Services 4-H program. The toolkit contains the educational DVD, “A Trip Unplanned,” a copy of the “Big World” Public Service Announcement (PSA), 4 teachable ATV safety posters, a facilitator’s guide that provides assistance in using the material, and a CD of supplemental materials. The program focuses on best practice and evidence based injury prevention methods related to the safe use of ATV’s and the proper selection and fitting of ATV helmets. There are two components to this program: the ATV Safety Program Coordinator Training and the ATV Helmet Fitting Event.

#### Projected Costs:

Description	Cost
Product expense*	\$1,500 to \$9,500
Class hosting and supplies	\$1,000
<b>Total:</b>	<b>\$2,500 to 10,500</b>

\*DOT-approved ATV helmets are approximately \$100 each. A variety of sizes will be necessary for the fitting event.

Venue costs will vary.

Promotional media: If you are interested in using media to either promote an ATV Safety event or to participate in the ATV Safety Awareness Month in April, costs will vary greatly. Some examples of media costs include:

- Billboards: \$300 per month
- Newspaper ads: \$100-\$200 based upon ad size and geographic market area
- Note: TV, Radio, and Newspaper PSA’s could possibly be acquired through “in kind” donations. Discuss this option with your local media services.

#### Vendor Information:

Listed below are contacts for suggested vendors that may provide helmets for the ATV Safety event. Please note that you may contact your local ATV dealers to discuss partnering with them to provide helmets at a discounted bulk rate. ATV helmets cost approximately \$100 each at this time (full faced, DOT approved).

Sandy Stroop  
Boat World Honda Polaris  
824 N Main St.  
Harrison, AR 72601  
Phone: (870) 741-9500

Tracy Savage  
Lumberjack Yamaha  
1504 S. Main  
Warren AR 71671  
Phone: (870) 226-5617

#### Training Needed:

The Statewide Injury Prevention Program (SIPP) provides a one-hour ATV Safety Training Program Coordinator Workshop that should be completed before individuals implement the ATV Safety Training Program in their communities. To register for a workshop, please contact the SIPP Recreational Safety Analyst at 501-364-3395.



## Curriculum:

The ATV Safety Toolkit is available through the Injury Prevention Center at Arkansas Children's Hospital.

To implement the ATV Safety Training program in schools:

- The project coordinator must contact the appropriate school officials (superintendent, principal, or other administrator) to get approval.
- The ATV Safety presentation is appropriate for 3<sup>rd</sup> grade through 12<sup>th</sup> grade. If possible, the presentation should be given to similar age groups within the school (do not mix grade levels).
- The ATV Safety presentation usually requires 30 to 45 minutes to complete.
- The presenter will need A/V capability, including a computer, projector, and speakers. The presentation also works well on SMART boards.

To implement the ATV Safety Training/Helmet Fitting program at community event:

- Secure a venue. Costs will vary greatly based upon the type of venue desired. For large community events, the ATV Safety Training/Helmet Fitting may be held indoors or outdoors in conjunction with other events (county fairs, health/safety fairs).
- Planning for large community events may require preparation several months in advance (venue selection, ordering of ATV helmets, etc.)
- You will need additional trained coordinators to assist with helmet selection and fitting based upon the expected number of attendees.

**Note:** Distribution of helmets should NEVER occur without simultaneously providing the ATV Safety Training and Helmet Fitting Program to the target community

## Evaluation:

Program evaluation will be achieved through an initial pre-test and post-test completed by the trained coordinators to assess course effectiveness. Follow-up surveys will be emailed to the trained coordinators at intervals of one month, three months, and one year to determine:

- The number of individuals trained in ATV Safety
- The number of individuals properly fitted with their own helmet

The number of individuals properly fitted with a helmet provided by the program

**For more information:** Call the SIPP Recreational Safety Analyst at 501-364-3395