



MEDIA RELEASE

Traffic Safety Office

Ohio Traffic Safety Office • Tina O'Grady, Administrator
www.ohiohighwaysafetyoffice.ohio.gov



Ted Strickland, Governor Cathy Collins-Taylor, Director

FOR IMMEDIATE RELEASE:

April 23, 2010

Contact: Kristen Castle, Public Information Officer, 614-728-4623

ODPS KICKS OFF RIDE SMART CAMPAIGN

Campaign Aims to Reduce Motorcycle Deaths and Injuries

(COLUMBUS) – Motorcycle fatalities dramatically decreased 23 percent on Ohio's roads in 2009 with a reported 168 fatalities compared to 213 the previous year. To continue this positive traffic safety trend, the Ohio Department of Public Safety (ODPS) is continuing its *Ride SMART* motorcycle safety campaign, which kicked off today.

This decrease comes on the heels of a three-year trend of motorcycle fatalities increasing on Ohio's roads. Today, Motorcycle Ohio (MO), part of ODPS' Ohio Traffic Safety Office, gathered with partners to kick off the *Ride SMART* motorcycle safety campaign, which will work to address all aspects of motorcycle safety including: Ride **S**ober. Ride **M**otorcycle Endorsed. Ride **A**lert. Use the **R**ight Gear. Ride **T**rained. *Ride SMART.*

"We are extremely happy to have witnessed a decrease in motorcycle fatalities in 2009," said ODPS Director Cathy Collins Taylor. "It is critical that we continue this trend through constant education, engineering and enforcement to reduce as many motorcycle deaths and injuries as possible. We do not want to lose any more lives."

Partners of the *Ride SMART* campaign will reach out to as many motorcyclists and motorists as possible to remind them that everyone plays a critical role in motorcycle safety. MO is working with state and local partners including ODOT, the American Motorcyclist Association, American Bikers Aimed Towards Education, Safe Communities, law enforcement and other safety partners to get the message out to riders and motorists alike. MO and its partners will be working to continue these messages across the state during the entire riding season.

Components of the campaign include: distributing materials with safety messages at bars and establishments that host "Bike Nights," working with local law enforcement, the Ohio State Highway Patrol and Safe Communities, offering various training classes including a class in Spanish, airing public service announcements with safety messages directed toward motorists and motorcyclists, funding high-visibility enforcement to discourage high-risk behaviors like drinking and riding, and working with as many partners as possible to get the word out to share the road, watch for motorists and *Ride SMART.*

###

ODPS works to reduce deaths and injuries on Ohio's roads through the coordinated efforts of all of its Divisions. The Ohio Investigative Unit enforces liquor, tobacco and food stamp laws in liquor permit premises and the Ohio State Highway Patrol enforces traffic laws. The Ohio Traffic Safety Office (OTSO) funds the efforts of OVI Task Forces and other grants for law enforcement to combat impaired and unsafe driving. OTSO also promotes educational programs, coalition-building efforts and campaigns focused on highway safety. An office within OTSO, MO works to address all of the issues that can impact motorcycle safety including education, training and motorist awareness.