

A BICYCLE HELMET CAMPAIGN: DEVELOPMENT AND EVALUATION



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Literature review
Focus groups
Survey



Design of campaign
Select locations
Before study



Implementation



After study

SOME ARGUMENTS AGAINST THE USE OF HELMETS

- **A helmet does not reduce head injuries**

False: Reduces the risk with 60 till 88 percent (Bambach, et.al., 2013; Høye, 2018; Rizzi, et.al., 2013; Thompson, et.al., 2003).

- **Cyclists take greater risk if they wear a helmet**

False: See Esmaeilikia, et.al. (2019); Fyhri, et.al. (2018); Rizzi, et.al., (2013).

- **Cycling will decrease if we try to encourage the use of helmets**

False: See Olivier, et.al. (2019).

THE PRIMARY TARGET GROUP AND PROCEDURE

- Cyclists aged 30-50 years, who do not wear a helmet.
- The message should be both logical and emotional, with elements of humour.
- The primary channel should be digital and implemented at larger workplaces.
- During the campaign the research team will demonstrate helmets.
- The employees should be able to buy a helmet at a reduced price from a nearby sport shop.

THEORETICAL FRAMEWORK

- Theory of planned behaviour (*Ajzen, 1991*)
- Transtheoretical model of change (*Prochaska, DiClemente & Norcross, 1992*).

RESULTS: FOCUS GROUP AND SURVEY – ATTITUDES TOWARDS THE USE OF HELMETS

- Uncomfortable
- Restricted their sense of freedom.
- Not convinced that the risk of head injuries was reduced.
- and
- A helmet seemed unnecessary on short trips.

THE MAIN MESSAGE





INFORMATION BETWEEN BRAIN CELLS
TRAVEL AT 400 KM/H

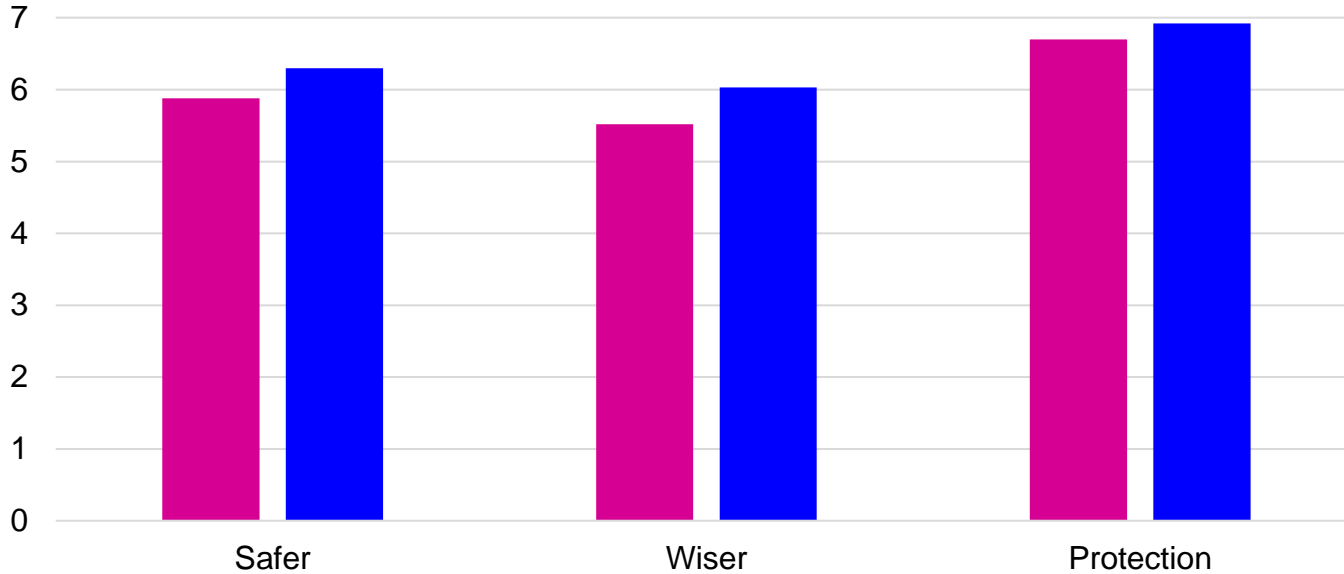
WEARING A HELMET
REDUCES THE RISK OF
HEAD INJURY WITH 74%



PARTICIPANTS

- **Before study:** 304 participants, 82% men, median age 43 (23-62 yrs.).
- **After study:** 113 participants, 80% men, median age 44 (23-62 yrs.).

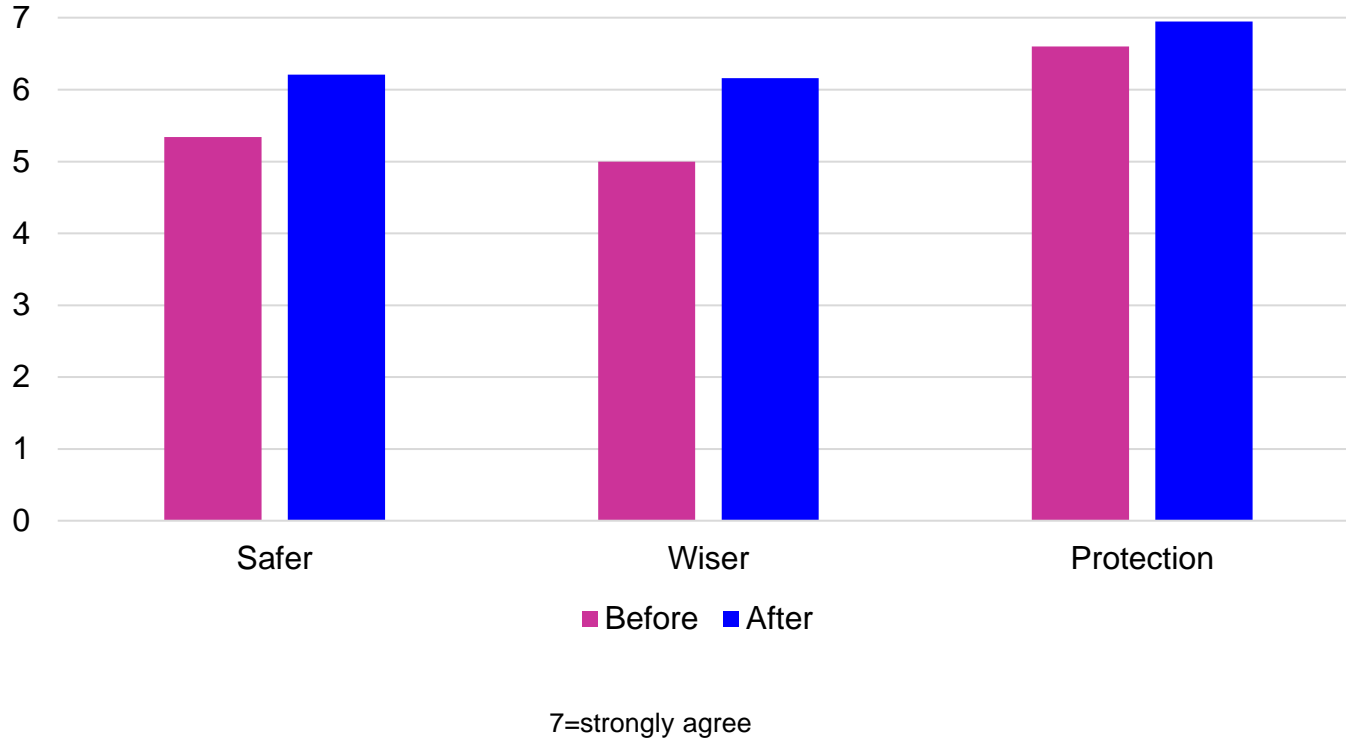
Results before and after (significant changes)



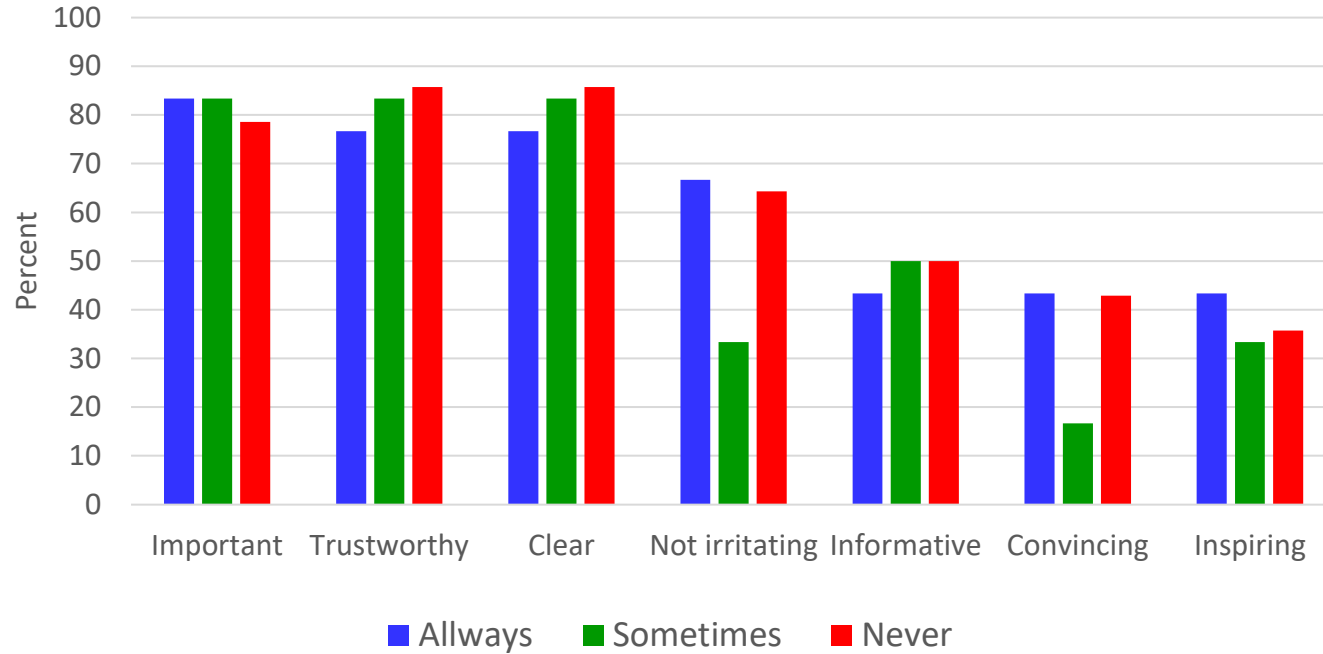
■ Before ■ After

7=strongly agree

Results – before and after (non-users)



Attitudes towards the campaign and use of helmets



RECOMMENDATIONS

1. Focus on both primary and secondary goals.
2. Base the message on research and use a theoretical framework.
3. The message should fulfil four criteria's:
1) create dissatisfaction with their own beliefs, 2) be clear and consistent, 3) credible and 4) attractive.
4. Increase the information to municipalities and challenge preconceived ideas about bicycle helmets (opposition can thwart the work).
5. Increase the involvement of local actors, e.g. bicycle dealers.
6. One campaign is not enough and the work has to be long-term

REFERENCES

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Theoretical models:

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A low-angle shot of a yellow daisy flower in the foreground, slightly out of focus. The background is a bright blue sky filled with soft, white, fluffy clouds. The lighting is bright, suggesting a sunny day.

Thank you