

Positive Community Norms Project - July 2021

Motorcycles

Overview: Use this month's resources to generate earned media through newspaper publication or a radio interview.

Core Principle: Be Perfected

Structure: Submit the included sample letter to the editor to a local newspaper, and/or use the motorcycle safety talking points in an interview with a local radio station.

Supporting Resources:

- Sample Letter to the Editor
- Motorcycle safety talking points
- Getting a Radio Interview and Liking It

7 Core Principles

- 1-Be Positive
- 2-Be Present
- 3-Be Perceptive
- 4-Be Purposeful
- 5-Be Perfected**
- 6-Be Proactive
- 7-Be Passionate

Spirit

•Core Principle: *Be Perfected* - *We are on a process of transformation - we are works in progress.* Many motorcycle crashes happen because motorcyclists outsize their talent. This month we'll encourage motorcycle riders to recognize that there is always more to learn and that they should continually improve their skills to increase their safety.

Science

- Motorcyclists make up three percent of Washington drivers, but are involved in 15 percent of fatal crashes.¹
- In 75 percent of fatal crashes involving motorcycles, the motorcyclist is at fault.¹
- Inexperienced riders make up a disproportionate percentage of fatal crashes.¹

¹Target Zero SHSP, 2019

Action

- Review the sample letter to the editor - you're welcome to edit it to better fit your voice if you'd like. Submit your letter to a local newspaper.
- Review the motorcycle safety talking points - Contact a local radio station and offer an interview.
- If your letter gets published or you have an interview, share links on your social media platforms.
- If you don't get interest from local media, share content from your letter and the talking points on social media.

Return

At the end of the project, ask:

- What worked?
- What would you do different?
- What kind of feedback did you receive?