

*PROJECT GREEN-YELLOW-RED*



**A Social Marketing Initiative to Reduce  
Impaired Motorcycle Operation**

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## About this Program

**Green-Yellow-Red** is a **social marketing campaign** designed to reduce impaired motorcycle riding and the resulting motorcycle crashes, injuries and fatalities that result.

The National Highway Traffic Safety Administration and Innocorp, Ltd., developed this program under a cooperative agreement. The genesis of this program was developed through a contract funded by the Wisconsin Bureau of Transportation Safety's Motorcycle Safety Program.

Input for the development of this initiative came from a variety of resources, including the National Agenda for Motorcycle Safety (NAMS); Drinking, Riding, and Prevention: A Focus Group Study; numerous publications and articles on impaired motorcycle riding; various organizations and individuals who participated in the development of this campaign; as well as surveys and focus groups to assess the initiatives of this campaign.

The development and implementation of this campaign would not have been possible without the participation of many organizations and the hard work of many individuals whose love for motorcycle riding was reflected in their passion for this project. Thank you to:

- The participating taverns: Capn's Corner, Quaker Steak & Lube, Silver Eagle Saloon, Rookies, Bases Loaded, Fairview, Burke Station, Morgan's
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- Jefferson County Sheriff's Office
- Middleton Police Department and Donald Mueller
- Madison Police Department
- Culver's Restaurants
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# ABSTRACT AND BACKGROUND

## *Abstract*

Project Green-Yellow-Red's ultimate goal is to reduce alcohol-related motorcycle crashes, injuries, and fatalities through social marketing initiatives. In the interest of sustaining this campaign beyond Federal or State financial support, we believe another important objective to pursue was the design of a campaign that put into action effective, low-cost initiatives that had the potential for self-funding. We believe we have accomplished this outcome as well.

## *Background of Problem*

In 2007, according to NHTSA's Fatality Analysis Reporting System (FARS), motorcyclist fatalities (5,154) increased for the tenth year in a row, a 6.6-percent increase over 2006, and constituted about 12.6 percent of annual traffic fatalities. Motorcyclist fatalities have increased 144 percent from an historic low of 2,116 in 1997. Per vehicle mile traveled in 2006, motorcyclists were about 35 times more likely than passenger car occupants to die in motor vehicle traffic crashes and 8 times as likely to be injured.

In 2007, the percentage of motorcycle riders (operators, to be referred to as "motorcycle riders") involved in fatal crashes having blood alcohol concentrations (BAC) of at least .08 grams per deciliter (g/dL) was greater than any other type of motor vehicle driver involved in fatal crashes. Twenty-eight percent of all fatally injured motorcycle riders had BACs at .08 g/dL or higher. An additional 8 percent were reported to be at BAC .01 to .07 g/dL. In 2007, in single-vehicle motorcycle crashes, 41 percent of the fatally injured motorcycle riders had BACs of .08 g/dL or higher.

The risk inherent in drinking and riding is amplified by the tendency of this same group to engage in other risk-taking behaviors, such as riding without proper protective equipment and speeding. Data indicates that in 2007, only 45 percent of motorcycle riders killed in traffic crashes with BAC levels .08 g/dL or higher wore helmets, compared with 66-percent helmet use for those with no alcohol (BAC .00 g/dL). The percentage with BACs of .08 g/dL or higher was highest for fatally injured operators in the age groups of 45 to 49 years old (41%) and 40 to 44 (37%). This was followed by those in the age group 35 to 39 (35%). Almost 4 percent of motorcycle riders in fatal crashes in 2007 had at least one prior conviction for driving while intoxicated on their driver records, compared to 3 percent of passenger vehicle drivers.



# PROGRAM DESCRIPTION

Innocorp, Ltd., developed the original concept of the GYR campaign in 2005 under a contract with the Wisconsin Bureau of Transportation Motorcycle Safety. Innocorp designed the GYR campaign to prevent incidents of impaired motorcycle riding. Hence, the target audience of the GYR program was motorcycle riders who choose to drink and ride.

The GYR campaign focuses on the segment of the rider population who choose to drink and ride and who believe it is okay to do so. The GYR program is unusual in that it acknowledges, but does not endorse, the drinking rider. GYR segments the rider's choice to drink and ride at three distinct decision points. This approach allowed the program to create specific interventions aimed at each decision point and to build a broad coalition and engage this target audience.

## *The Green-Yellow-Red Decision Points*

There are three critical decision points where motorcycle riders might be influenced to mix or not mix alcohol with riding. The program refers to these decision points as Green, Yellow, and Red.

1) Green: The rider chooses to ride alcohol-free.

A motorcycle rider's green decision point is to not drink alcohol and ride or to separate the drinking of alcohol from riding. The Green campaign created structures to enhance the benefits of and reduce the barriers to making the choice of riding without the consumption of alcohol.

2) Yellow: The Rider chooses to drink alcohol and ride.

Yellow represents riding after drinking at least one alcohol drink and may be represented by a BAC of less than .08 (the "legal limit"). The Yellow campaign provides mechanisms, information, and resources to encourage riders to mitigate their drinking and prevent them from reaching levels of impairment that would significantly reduce their riding ability. The aim was to reduce the likelihood that riders would reach levels of impairment that would affect their ability to ride safely. However, it is likely that the capacity to ride a motorcycle safely will be affected by levels much lower than .08. The message was still "impairment begins with the first drink."

3) Red: Rider should not ride because of alcohol impairment.

Red represents clearly impaired riding, with a BAC of .08 or higher. Motorcycles as compared to other vehicle types represent the highest number of fatalities that occur at BAC of .08 or higher, stemming at least in part from rider reluctance to park a bike where it might be a target for vandalism or theft. GYR removed barriers to leaving motorcycles behind by providing secure storage for riders' motorcycles and providing safe rides home. By having GYR options available in taverns, the riders have implicit permission to choose not to ride impaired.

Having taverns and other alcohol-related establishments involved in GYR was critical because this is where riders most likely face the choice to drink and ride. Having the chance to address riders at the moment of choice significantly increased the probability of influencing the rider to not ride impaired or influencing riding peers to stop the impaired rider.



The word ***Ride*** is terminology used by most motorcyclists to refer to driving the motorcycle. Therefore, Ride will be used throughout this document to describe that function.

## ***GYR Program Tenets***

During the development and evaluation of the GYR concept, several tenets were developed, based on over 100 hours of discussions with motorcyclists, tavern owners, law enforcement officials, and community activists.

- *Focus on the segments of the riding public (target audience) who believes they can consume some level of alcohol and still ride safely.*

The statistics reviewed earlier showed there is a tendency for a significant number of riders to mix drinking alcohol with riding motorcycles.

- *Reach the target audiences where they congregate and drink to ensure the most efficient and effective campaign*

While the GYR campaign was broad-based in its community outreach, a significant focus was given to tavern premises and motorcycle events where alcohol is served. Even casual observers are aware of taverns that cater to motorcyclists and can usually see a number of motorcycles parked in front of these establishments. This focus provided real-time education, intervention, and prevention strategies. GYR relied on the close association of the tavern staff and riders to convey GYR information and take preventative action when needed.

- *Identify and recognize stakeholders' individual needs and opinions to build a strong coalition of unlikely partners.*

The GYR campaign built a collaborative effort between many stakeholders that often did not accept the other's philosophies, such as the tavern community and the law enforcement community. Helping people make good choices while recognizing their right to make these choices was acceptable to these disparate groups.

- *Acknowledge and fulfill stakeholders' needs using the idea of WIIFM - What's in It for Me? The campaign offered something for everyone -- taverns, dealers, law enforcement, event sponsors, riders, the media, and supporters. Depending on the audience, these needs might include: getting recognition, receiving positive publicity, getting free advertising, receiving incentives like discounts, and reducing impaired riding levels.*

For the law enforcement community, GYR was the vehicle for community policing and reducing the number of alcohol-related riding incidents. For many stakeholders, the WIIFM was the personal satisfaction received through their involvement in the campaign.

- *Implement tested GYR initiatives that may be contrary to held beliefs, opinions, and hearsay.*

There were critics who said a campaign aimed at reducing drinking and riding would not be accepted by establishments that serve alcohol. There were individuals who said law enforcement and taverns would not work cooperatively. There were those who said a

motorcycle rider would not park a motorcycle and find alternate transportation. All of these myths have been dispelled through the experiences gained in the implementation of GYR.

### ***Green-Yellow-Red Coordinated System***

Through the use of three coordinated systems, Green, Yellow, and Red, the program addressed the GYR decision points. These points range from no consumption of alcohol before riding to the consumption of alcohol to the point of cognitive impairment before riding.

By segregating these three scenarios, this program contains initiatives that taverns can use to enhance benefits and reduce barriers of:

- Green - Choosing to ride alcohol free;
- Yellow - Drinking less alcohol or waiting to ride after drinking alcohol; and
- Red - Leaving the motorcycle behind and taking alternative transportation home.

<b>Green-Yellow-Red Decision Points</b>		
	<b>Decision</b>	<b>Messages and Initiatives</b>
<b>Green</b>	To ride alcohol-free	<ul style="list-style-type: none"> <li>➤ Non-alcohol alternatives (soft drinks)</li> <li>➤ Alcohol-free events</li> <li>➤ “It’s socially acceptable to ride without drinking alcohol”</li> <li>➤ Promote venues that are not considered “drinking establishments.”</li> <li>➤ Non-alcoholic incentives</li> </ul>
<b>Yellow</b>	How much can I drink, and still ride safely?	<ul style="list-style-type: none"> <li>➤ Server or peer intervention to reduce alcohol consumption</li> <li>➤ Non-alcohol alternatives or food to slow alcohol consumption</li> <li>➤ Reminders of consequences of drinking and riding</li> <li>➤ Non-alcoholic incentives</li> </ul>
<b>Red</b>	Will I ride my motorcycle while impaired, and what are the consequences?	<ul style="list-style-type: none"> <li>➤ Server or peer intervention to prevent impaired riding</li> <li>➤ Safe ride home</li> <li>➤ Safe storage for bike</li> </ul>

The GYR program was executed in Wisconsin during the 2006 and 2007 riding seasons, April through October.

# PROGRAM DEVELOPMENT

## *Building the Coalition*

Building a strong coalition of key groups was imperative to the success of this program. The coalition included motorcycle riders, tavern owners, law enforcement, and motorcycle dealers. Our primary sources for connecting with the potential members of a coalition were the Tri-County Motorcycle Safety Coalition and the Wisconsin Motorcycle Safety Advisory Council (MoSAC).

### **1. Motorcycle Riders:**

Motorcycle riders who choose to drink and ride are not a homogeneous group. Many are not affiliated with any motorcycle-related organization; others may be members of a myriad of motorcycle organizations or clubs. Having motorcycle riders as part of the program served several purposes:

- They provided a wealth of critical information regarding which motorcycle events our campaign should target, and which taverns have the largest motorcycle-riding clientele.
- They facilitated the recruitment of the motorcycle events, biker bars, dealerships, and motorcycle organizations.
- They gave the campaign credibility and reduced the skepticism of the motorcycle riding community.

### **2. Taverns and Bars**

The motorcycling culture often associates their routine, activities, and general riding enjoyment around taverns and other licensed alcohol premises. Therefore, the tavern community was a primary component of a GYR project. Many of the GYR marketing strategies were developed to easily integrate into tavern operations.

Understandably, tavern operators are reluctant to participate in programs that are perceived as detrimental to their businesses. However, the success of the program hinged on identifying and securing participation from taverns that are regularly visited by motorcycle riders who consume alcoholic beverages.

There were several selling points used when recruiting taverns. These included:

- Being a participant in the program demonstrates the tavern as a responsible server;
- Having a means to reduce impaired motorcycle riding should reduce the tavern's exposure to liability; and
- Patrons will view the GYR initiatives as a valuable tavern service.

### **3. Law Enforcement**

The GYR framework provides for initiatives that address specific desired outcomes. Two of these outcomes can be driven by law enforcement professionals applying the lessons from this educational program. First, if people who drink and ride understand that law enforcement officials are capable of detecting impaired riding, they might be reluctant to chance being arrested. Secondly, by detecting and intervening with a rider who is no longer able to ride safely, an alert law enforcement officer may save a life.

### **4. Motorcycle Dealers**

Motorcycle dealers carry considerable influence among the riding enthusiasts. Dealer participation enhanced credibility of the campaign, served as an excellent venue to distribute material and interact with the motorcycle riders, and enhanced the value of the program by providing discounts.

## ***Tavern Recruitment***

### **2006**

A two-step process was used to develop a list of target bars. First, a list of all the bars in the two-county area was obtained from the State tavern league. The list was readily available. There were 235 taverns listed for Dane County and 33 for Jefferson County. Our second step was to provide the lists to our law enforcement liaisons and get feedback from both counties on the amount of biker traffic and the likelihood the tavern owner would agree to participate. The Dane County list was narrowed to 24. Jefferson County was narrowed to 7.

We recruited three establishments to review program ideas and make suggestions. Target bars were discussed at a tri-county motorcycle safety consortium meeting in 2006. The recruiting efforts resulted in 2 Jefferson County taverns and 4 taverns and 1 restaurant in Dane County.

### **2007**

By 2007, the program had a more comprehensive offering to present to potential tavern owners. Innocorp made presentations at one Jefferson County Tavern League meeting and one Dane County Tavern League Meeting. These presentations resulted in several inquires and the sign-up of new establishments wanting to participate in GYR. All taverns participating in 2007 were required to agree to certain program requirements. The requirements included catering to motorcycle riders, willingness to actively participate in the campaign by promoting GYR to their patrons, and providing feedback to the GYR liaison. Two 2006 Dane County taverns did not participate in 2007 (see Tavern Recruitment on page 12 for more details).

## ***Law Enforcement Program***

Law enforcement actively participated through several venues, including the following: activities pertaining to events, special and routine enforcement emphasis, and supplemental impaired riding training. Active participation in events was emphasized in this program because it gave law enforcement opportunities to interact and engage in dialogue. Many people who drink and ride did not believe that law enforcement could tell if a motorcyclist has been drinking. Active participation by law enforcement personnel in the campaign presented several opportunities to dispel this myth. To

obtain the effect of increased police presence, it was necessary to secure commitment from law enforcement agencies in advance of the events. It was important to explain the project and campaign needs and ascertain their willingness and ability to provide the components. The law enforcement budgets did not contain the financial resources required to increase officer visibility through officer presence at motorcycle events. The GYR program provided funding. With the help of law enforcement, we took steps to educate riders on how officers identify impaired riders.

More maneuvering skill is required to safely operate a motorcycle than a passenger car. Alcohol will impair that skill. GYR provided Law Enforcement with “Can Tell” cards (see the Resource Section for the cards) as a prompt to help identify an impaired rider. Four examples of impaired riding cues from the 14 NHTSA cues that law enforcement will use to identify impaired riders are:

- Trouble with balance at a stop sign or running a stop sign or signal;
- Trouble with dismounting the motorcycle;
- Turning problems, unsteady or sudden corrections, late braking, and improper lean angle; and
- Inappropriate drifting during turn or curve.

### ***Program Promotion***

GYR delivered its message to its target audience through multiple media and created a “buzz” throughout the motorcycle riding community. The mechanisms for creating a buzz included a formal launch event, press releases, meetings with motorcyclist organizations, meetings with law enforcement officers, and meetings with government and community organizations.

### **Formal Program Launch**

The formal launch was held at Bike Night at Quaker Steak and Lube (QSL) in Middleton, Wisconsin. QSL’s Bike Night is held every Wednesday night during the riding season and features live bands and booths by local merchants who sell motorcycles and motorcycle-related merchandise and services. The typical Bike Night draws at least 600 motorcyclists riding everything from late-model “crotch rockets” to high-end Harley-Davidson motorcycles.

The launch event included giveaways, motorcycle riding demos by local law enforcement officers, display of the motorcycle shelter to be placed at QSL, and discussions with patrons.

# PROGRAM EVALUATION

We evaluated Project Green-Yellow-Red on multiple dimensions. Innocorp first assessed the human and social factors of motorcycle riders who drink and ride. We also studied existing research and recommendations including the National Agenda for Motorcycle Safety and NHTSA's Drinking, Riding and Prevention: A Focus Group Study. Understanding current rider beliefs, attitudes, and behaviors as well as the drinking and riding environment allowed us to carefully focus the deployment and evaluation of the GYR campaign. After the program had been implemented, evaluation considered each of a series of goals necessary to the eventual success of the campaign:

1. Whether the program was able to assemble the necessary coalition of participants and the extent to which we implemented each of the program's several components,
2. Whether the campaign succeeded in shifting rider attitudes and beliefs toward drinking and riding,
3. Whether the campaign's changes in the drinking and riding environment succeeded in influencing rider drinking and riding behaviors, and
4. Whether the GYR program made progress toward the ultimate goal of reducing alcohol-related motorcycle crashes.

## ***Critical Success Factors of Project Green-Yellow-Red***

The combination of six critical success factors contributed to the success of Project Green-Yellow-Red. Those factors are:

1. Information and marketing provided at the ***point of decision*** to drink and ride that would serve to inform the rider of ***available options*** not to drink, to drink less and ride, or not to ride after drinking, and why making those choices would be in their best interest. This information included "They Can Tell" cards, GYR pocket guides, BAC information provided through Intoxiclock and Fatal Vision demonstrations, standard drink size information provided through Sum-it-Cup demonstrations and "You Call the Shots" posters about drink size, GYR drink coasters, "talking" urinal cakes, and GYR cartoons placed in tavern bathrooms.
2. A series of ***options*** provided by taverns and establishments for motorcyclists who choose to drink to reduce their exposure to risk inherent in drinking and riding. Key among these options included free alcohol-free drinks to riders at specific motorcycle events, discounts on food and alcohol-free drinks, and the availability of secure motorcycle storage in the event the rider had too much to drink.
3. A ***collaboration*** of law enforcement, taverns, motorcycle dealerships, alcohol-free establishments, and the motorcycle riding community working together toward the common goal of stopping impaired motorcycle riding. At times this group was referred to by the motorcycle community as the "Unholy Alliance."
4. The process of recruiting and the active and willing ***participation of taverns*** and establishments that cater to motorcyclists to promote GYR options to their patrons.
5. Focusing efforts on riders who have already decided that drinking and riding is OK – the ***target audience***.
6. ***Strong brand name recognition*** and exposure of **Project Green-Yellow-Red** through strategic placement of bike containers in high-traffic areas and near the drinking community at taverns with highly visible and attractive signage, through media and public information exposure, and

though innovative message delivery systems including talking urinal cakes and custom-designed GYR cartoons placed in tavern bathrooms.

### ***Success in Building Necessary Collaboration***

The success of the GYR Campaign required at least some level of support from a number of groups. First, the opinion leaders in the motorcycle community had to be at least willing to give the program a chance. Second, given that some of the easiest places to reach the target audience are taverns catering to motorcyclists, tavern participation was critical. Third, law enforcement involvement was imperative, given Innocorp's earlier research indicating that combining law enforcement presence with an increase in motorcyclists' belief that law enforcement could identify impaired riders would serve as a deterrent to impaired riding.

Every law enforcement agency contacted was willing to participate in the GYR Program. Active participation was provided by the Dane County Sheriff's Department, Madison Police Department, Middleton Police Department, Jefferson County Sheriff's Department, Waterloo Police Department, and Wisconsin State Highway Patrol. The law enforcement agencies participated in various ways including: (1) providing GYR and NHTSA impaired motorcyclist detection training to their officers, (2) providing feedback on campaign elements, (3) attending meetings regarding the program, (4) providing law enforcement visibility at motorcycle events, (5) providing program information to other motorcyclists while staffing a GYR event booth and (6) conducting riding demonstrations at GYR events hosted by taverns catering to motorcyclists.

The motorcycle community provided significant support to the program. A number of motorcyclists with connections to large factions of the motorcycle community assisted in one or more of the following ways: (1) providing candid feedback on campaign elements, (2) facilitating meetings with other motorcyclists, (3) attending meetings regarding the program, (4) assisting with research efforts, and (5) providing program information to other motorcyclists while staffing a GYR event booth.

Most of the taverns, bars, and restaurants that cater to motorcyclists were supportive of the program. The Dane County Tavern League and Jefferson County Tavern League both provided forums for GYR program staff to give presentations. The tavern leagues also participated by allowing GYR to incorporate the tavern leagues' Safe Ride Program component into the GYR Campaign.

### ***Component Value***

Several program components were evaluated, including the public information efforts, tavern recruitment, and motorcycle shelters.



## Public Information

The public information campaign was evaluated based on the *reach* of the program messages. Mass media included television, radio, and newspapers. The mass media efforts were limited to press releases and interviews revolving around the program launch event. Although the same public information methods were used to launch the program both years, the GYR program garnered much more media attention during the 2006 launch than it did during the 2007 launch. As a new story in 2006, the program enjoyed significant coverage from television, radio, and newspapers. The mass media reach shown in Table 1 are estimates for all people reached by the media, based on standard audience calculation methods and published ratings and circulation figures.

**Table 1: Total Reach**  
(Mass Media and Targeted Media Reach)

Type	2006*	2007
<b>Mass Media</b>	722,170	127,042
<b>Literature</b>		2,618
<b>Coasters and Napkins</b>		20,595
<b>Banners/Posters/Signs **</b>		316,899
<b>TOTAL</b>	722,170	467,144
*Targeted media was not tracked in 2006		
**Assumes 1 impression per patron per visit		

The program generated a considerable amount of mass media attention in 2006. The critical messages of the campaign -- combating impaired riding among motorcyclists -- reached a broad audience of Dane and Jefferson county residents. With more than 12 separate articles or broadcast stories, the message was received by approximately 722,170 adults over the course of seven days. The launch event itself was covered by television, radio, and print media. Note that mass media reach is to the general adult population rather than drinking motorcycle riders, and may include some duplication through the same person receiving multiple versions of the information.

The GYR targeted media at taverns, motorcycle dealerships, and motorcycle repair shops included literature, coasters, napkins, cartoons and talking urinal cakes strategically place in bathrooms, and several types of signage that were deployed at locations where bikers congregate and that serve alcohol. For these items, Table 1 shows the estimated number of people comprising the target market who saw the media category. The estimated reach for the literature, coasters, and napkins in Table 1 may be understated. The reach estimate assumes that the person receiving the item being the only person to have received the message, although that message could have been shared with others. The estimated reach for the banner, posters, and signs were based on one impression per motorcycle patron per visit. The number of motorcycle patrons was based on estimates by the GYR staff for events and by tavern owners for the taverns. This information was not tracked in 2006.

The targeted media were extremely important for two reasons. First, the information was seen, read, or used by members of the target audience—those who drink and ride. Second, in the case of the taverns and motorcycle events, the information was seen, read, or used by members of the target audience in a social environment at a location where alcohol was being served and motorcycles were present (taverns and motorcycle events).

## Tavern Recruitment

Tavern participation and support was a critical requirement of GYR. In 2006, 87.5 percent of the taverns recruited agreed to participate and the effective recruiting rate was 75 percent (6 of 8).<sup>1</sup> Of the 6 taverns participating in 2006, 1 voluntarily dropped out of the program and 1 was not invited to renew because of lack of commitment. However, even with the higher level of program commitment required in the second year, the other 4 taverns agree to participate in 2007. Table 2 shows the relevant measurements regarding tavern recruiting.

**Table 2**  
**Tavern Recruiting**

<b>Activity</b>	<b>2006</b>	<b>2007</b>
<b>Taverns Identified</b>	32	*
<b>Tavern Recruiting Presentations</b>	8	2
<b>New Taverns Agreeing to Participate</b>	7	4
<b>New Taverns Participating</b>	6	4
<b>Retained Taverns From Previous Year*</b>	-	4

\*All 8 taverns participating in 2007 asked to continue in 2008

In 2006, taverns were identified through multiple discussions with bikers, law enforcement, and 8 tavern owners. In 2007, taverns were recruited through two presentations, one with each of the respective county tavern league organizations. Three of the 4 new taverns that joined the program did so after listening to a 20- to 30-minute GYR presentation at a county tavern league meeting. The owner of the fourth new tavern saw the program at a participating tavern and asked how his tavern could participate. The recruiting methodology and results in 2007 may indicate that lower labor intensive recruiting methodologies may yield adequate results in a wider implementation.

Taverns participating in 2007 were required to provide an agreed-upon level of support to the GYR. The support included such elements as banners, posters, bike shelters, and server intervention. See the Program Guide for additional information.

## Motorcycle Shelters

Innocorp's research indicated that many riders would be willing to leave their motorcycles behind if they were impaired, as long as there was a secure place to store them. The actual use of the bike shelters deployed as part of GYR support the research. In 2006, at least 36 bikes were stored in the 6 shelters deployed by the GYR Campaign. In 2007, at least 49 bikes were stored in the 9 shelters deployed by the campaign.

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<sup>1</sup> One tavern owner agreed to participate but then decided he did not have enough biker traffic to warrant participating in the program, so this tavern did not participate. He did, however, offer advice on other taverns to recruit.

## Green-Yellow-Red Program Impact

The purpose of this evaluation is to determine whether or not the program had the desired impact of reducing the incidence of impaired motorcycle riding and to evaluate the factors that contribute to that reduction.

### Rider Beliefs

Previous Innocorp research indicated that motorcyclists who drink and ride hold a number of beliefs that may serve as barriers to change.<sup>2</sup> These beliefs include:

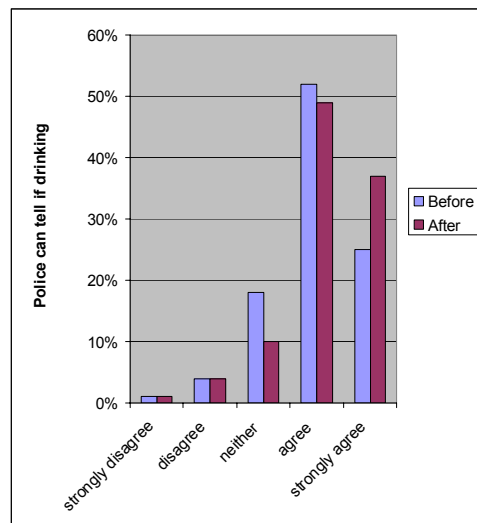
1. Law enforcement cannot tell if a motorcyclist is impaired (thereby reducing the threat of being arrested for riding while impaired).
2. Motorcyclists can drink and ride unaffected.
3. Motorcyclists are not willing to leave their bikes behind if they are impaired because they fear what might happen to their motorcycles more than they fear arrest, injury or death.

Innocorp conducted pre- and post-campaign surveys using a small subset of questions used in its previous research. During the pre-campaign, 222 surveys were distributed to bikers during biker events where alcohol was being served. During the late stages of the campaign, 100 surveys were distributed to bikers during biker events at the same venues as the pre-campaign surveys were distributed. Participation in the surveys was optional.

As shown in Figure 1, the program appeared to have a positive impact on motorcyclists' belief that law enforcement can tell if a rider has been drinking. The most common answer in both pre- and post-campaign research was "agree." However, there was a big drop in "neither," and a corresponding increase in "strongly agree." The means on a 1-5 scale increased from 3.84 to 4.15,  $t(317) = 3.03$ ,  $p < .01$ . These results would suggest that a portion of the riders who potentially choose to drink and ride are more likely to believe that they will be arrested if they ride impaired. Hence, these perceptions of law enforcement may be a deterrent to impaired riding.

However, in the pre-campaign program, a third of riders said they sometimes, often, or very often ride after drinking. The post-campaign program results were almost identical. Likewise, pre- and post-

**Figure 1**  
Police Can Tell If a Rider Has Been Drinking



<sup>2</sup> The research was conducted in 2005 under Innocorp's contract with the Wisconsin Department of Transportation, Bureau of Transportation Safety, Motorcycle Safety Program. The cost of obtaining a statistically significant sample was beyond the scope of the Wisconsin project. Therefore, the surveys were distributed to audiences believed to be representative of the target audience. Sixty surveys were completed by people who had been convicted of impaired driving and said they rode motorcycles. Out of 200 surveys completed by people responding to a solicitation in a monthly publication for a motorcycle organization in Wisconsin, 24 admitted to drinking and riding. Similar results in beliefs were reported in Becker, L. R., McKnight, A. S., Nelkin, V.S., & Peper, D. L. (2003). Drinking, Riding, and Prevention: A Focus Group Study. Publication No. DOT HS 809 490. Washington, DC: National Highway Traffic Safety Administration.

campaign results showed that riders believe they can have more than two drinks and ride unimpaired. That riders believe they can ride unimpaired after having two or more drinks and riders admit to riding after drinking emphasizes the importance of the Yellow and Red elements of the campaign.

The campaign appears to have increased the connections between two of the riders' beliefs. There was a modest pre-campaign correlation ( $r = .28, p < .01$ ) between riders' belief the police can tell if they have been drinking and riders' willingness to leave their bikes. However, this correlation was larger ( $r = .56, p < .01$ ) and the increase from before to after the campaign was itself statistically significant (by Fisher's  $r$ -to- $z$  transformation and test,  $p < .01$ , two-tailed). Thus, by strengthening the connection in bikers' minds between "Police can tell" – "I might get arrested" – "It would be better to leave my bike," the GYR Campaign is likely to assist a rider in deciding to leave his bike behind.

There was basically no relationship pre-campaign ( $r = -.06, n.s.$ ) between the riders' belief that police can tell if they have been drinking and the number of drinks they think they can have and still ride safely. However, this became a negative correlation ( $r = -.22, p < .05$ ) after the campaign. This indicates that the more a rider believes the police can tell if he's been drinking, the fewer number of drinks the rider believes he can consume and still ride safely. However, the change in this relationship is less dramatic and does not reach statistical significance ( $p = .18$ ). Also, although this small change provides additional reason to hope the campaign created attitudes conducive to riders drinking less to avoid being arrested, we must recognize that attitude change is typically a necessary rather than a sufficient condition for behavior change.

## **Rider Behaviors**

Ideally, the GYR campaign would lead to at least two desirable behavior changes. These would be riders choosing not to drink and ride and motorcycle riders choosing to drink less.

Thus, determining whether the program reduced the amount of alcohol being consumed was of great interest. Unfortunately, scientifically measuring the level of alcohol consumption would have been prohibitively expensive and probably could not have been done without damaging the coalition supporting the program. However, the attitudinal change regarding the negative correlation between the riders' belief that law enforcement can tell if rider is impaired and the number of drinks the rider can consume without being impaired is encouraging.

Given GYR's target audience, the program's ability to effectively remove barriers that might prevent a rider from choosing not to ride after consuming alcohol is absolutely critical. In those cases when the program successfully removes these barriers, the outcome is a motorcycle that is stored, towed, parked, or ridden by an alternate rider.

**Table 3  
Separations of Impaired Biker From Motorcycle\***

	<b>2006</b>	<b>2007<sup>3</sup></b>
<b>Bikes Stored</b>	36	49
<b>Bikes Towed**</b>	-	1
<b>Bikes Parked**</b>	-	20
<b>Drivers Replaced**</b>	-	7
<b>TOTAL</b>	36	77
* 2006 data was gathered at the end of the riding season. 2007 data was collected every 3-4 weeks during the season. ** Data not collected in 2006		

Table 3 shows the GYR’s success in removing barriers by altering the drinking and riding environment, based on reports from taverns participating in the GYR Campaign. These numbers represent the minimum impact of the GYR Program and do not include unreported instances where impaired riders were separated from their bikes somewhere other than an official GYR-participating tavern. They also rely on tavern record-keeping and are thus likely to omit other instances that were simply not recorded, because the riders did one of these things on their own without the knowledge of tavern personnel.

### **Reducing Incidents of Impaired Riding**

The ultimate goal of the GYR program was to decrease the frequency of impaired riding. We considered a number of alternatives, including both direct measurement of a sample of motorcyclists and several potential proxies. Each method considered posed certain challenges.

**Estimation through direct measurement methods:** Using traffic checkpoints to measure the level of alcohol in a sample of motorcycle riders was posed as a possibility. With careful random sampling, this could produce quite accurate estimates of motorcyclist drinking before and during the campaign. However, this method was deemed unacceptable for three primary reasons. First, the GYR program is aimed at building a coalition that includes motorcycles riders—adding a program component that appears to target motorcyclists for prosecution would have undermined the program’s ability to build that coalition. Second, using traffic checkpoints to gather enough sample data would have been extremely expensive. Third, baseline data did not exist for the locations and timeframe of the program.

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<sup>3</sup> The reader is cautioned not to draw any conclusions regarding changes from 2006 to 2007. The data collection in 2006 was less than robust.

**Estimation through proxies:** Three proxies were considered.

- **Citations for Riding While Impaired:** This proxy was deemed unacceptable because the combined number of citations issued to motorcycle riders in the two counties was less than 15 in each of the years of interest (2005, 2006, and 2007).
- **Alcohol-related Deaths:** This proxy was deemed unacceptable because the number of alcohol-related deaths in the two counties were insufficient for statistical analysis (less than 5 in each of the years 2005, 2006, and 2007). This proxy is a subset of alcohol-related motorcycle crashes.
- **Alcohol-related Motorcycle Crashes:** This proxy was deemed to be the most appropriate measurement available. The method of reporting this data (even extremely low and legal levels are included) and some possible inaccuracies in the data cause some concern; however, the number of incidents is sufficient to perform meaningful statistical tests.

The analysis examines motorcycle crashes that involved alcohol, as flagged by law enforcement, comparing the year before the campaign (2005) with the two years of the campaign (2006-2007). We chose to use only the one year before to minimize potential variation due to historical factors, such as long-term secular trends that might have made more-distant years less valid for comparison. This before-during comparison is then contrasted for campaign counties (Dane and Jefferson) versus others. Because statewide data is not yet available for 2007, but data is already available from the larger urban counties of southern and eastern Wisconsin, we have used five of these for comparison.

Beside Dane and Jefferson counties, which were targeted by the campaign, other counties with substantial urban populations are Brown, Kenosha, Milwaukee, Racine, and Waukesha.

**Table 4**  
**Wisconsin Annual Alcohol-related Motorcycle Crashes by County**

	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>DANE</b>	20	23	29	18	17
<b>JEFFERSON</b>	3	7	8	4	6
<b>MILWAUKEE</b>	34	27	27	29	27
<b>WAUKESHA</b>	24	33	18	16	16
<b>RACINE</b>	19	13	11	10	14
<b>KENOSHA</b>	20	12	24	1	18
<b>BROWN</b>	10	13	18	13	10

However, there may be a problem with data from Kenosha County, where only 1 crash involving a motorcycle and alcohol was reported in 2006. Looking across a broader 5-year time frame to assess whether such extreme variations occur naturally from year to year, we can see that this is far lower than any other year for Kenosha County, and that no other counties exhibited comparable variation. We used a chi-square analysis, and discovered that the probability of such a low number occurring one year out of five examined by chance is less than 1 in 10,000 (chi-square = 22.63, d.f. = 4,  $p < .0001$ ). Therefore, we suspect that the Kenosha data for 2006 is not correct, and we excluded Kenosha from all further analyses.

Table 5 collapses the campaign and comparison counties for statistical analysis, and it initially appears that the number of alcohol-flagged crashes decreased 35 percent in the two campaign counties, while remaining fairly constant (2% decrease) in the comparison counties. The statistical test for this compares 2005 with 2006 – 2007 combined. The difference between campaign and non-campaign counties in alcohol-flagged motorcycle crashes was substantial but did not reach conventional levels of significance (using Fisher’s Exact Test,  $p=.07$ , one-tail). That is, although it appears that the campaign reduced such crashes, there remains about a 7-percent chance that the apparent positive effect of the campaign actually results from chance differences and not from the campaign itself.

**Table 5**  
**Number of crashes involving both a motorcycle and the mention of alcohol**

	2005	2006	2007
<b>Campaign counties</b>	37	22	26
<b>Comparison counties</b>	74	68	77

The numbers in Tables 4 and 5 are all crashes from counties involving motorcycles and flagged as involving alcohol. However, because the driver of the other vehicle may have been the one drinking, using these total numbers may introduce some inaccuracy (the data available to us does not identify which driver was using alcohol). Thus, Table 6 presents comparable numbers for motorcycle-only crashes that were flagged as involving alcohol. Again, it appears that such crashes were fairly constant across the three years in counties not targeted by the campaign (down 9%), but declined 43 percent in the campaign counties. Once again, however, this difference is not statistically significant (using Fisher’s Exact Test,  $p=.09$ , one-tail).

**Table 6**  
**Single-motorcycle crashes flagged as involving alcohol**

	2005	2006	2007
<b>Campaign counties</b>	29	16	17
<b>Comparison counties</b>	48	42	45

Thus, the results about crashes are quite encouraging but not certain. In considering their meaning, one should recall first that motorcycle crashes occur for many reasons besides rider alcohol consumption. Alcohol-flagged crashes are thus causally somewhat distant from the campaign itself. It is also possible that the relatively small numbers of cases (because there were only two targeted counties) meant that statistical significance remained just out of reach.

## Evaluation Summary

Overall, this two-year trial of the GYR campaign to reduce alcohol-impaired motorcycle riding has had encouraging results. Reviewing briefly, the campaign:

- Assembled a coalition of motorcycle riders and groups, tavern owners, and law enforcement to design and implement the campaign,
- Its messages reached large numbers both of the general public and of the specific target of motorcycle riders.
- Altered rider beliefs to increase the percentage who believe law enforcement officers can detect impaired riding. Additionally, it increased the connection between this belief and willingness to leave bikes behind after drinking and to beliefs about the number of drinks that can be consumed without impairment.
- Led riders to leave their bikes behind in storage shelters, let others ride their bikes, and accepted rides after drinking. Each of these 113 instances (and there probably were considerably more) is a motorcycle rider who did NOT ride after drinking!
- Reduced the number of motorcycle crashes in which alcohol was a reported factor by 35% in the two campaign counties, compared to 2 percent in other Wisconsin urban counties.

## Limitations

Although the various indicators of campaign impact are all encouraging, they were not obtained in a randomly-controlled experimental trial, which weakens any case for causation. In addition, legal and financial constraints limited the study in some cases to samples or measures that were not ideal.

Two examples deserve particular note.

First, the survey data (collected both before and during the campaign) was entirely from riders who agreed to complete surveys at motorcycle events at which alcohol was served. Although the situations and presumably the volunteers were similar at the two times, and the changes from pre- to during-campaign probably reflect real change within this sample rather than a shift in population sampled (logically still a possibility), the larger issue is that answers from the volunteers who responded may not reflect the beliefs of the larger population of motorcycle riders in the target counties, or even the narrower campaign target audience – all motorcyclists who drink and ride in these two counties. Such differences could occur in at least two ways: (1) attendees at such events may have more problematic beliefs and behaviors than the general rider population, or (2) those that completed surveys may be more compliant in beliefs and behaviors than the larger group of attendees or those who drink and ride. That these two sampling uncertainties could act in opposite ways does not remove the overall uncertainty about whether the belief changes reported here reflect belief changes in the broader population, though it does suggest that change occurred within volunteers from the target population of drinking riders.

This survey of volunteers resulted from inability to carry out surveys as originally planned. The study originally planned to mail surveys to a random sample of those living in campaign counties with motorcycle endorsements on their driver's licenses, or to a random sample of owners of registered motorcycles. If the study had been able to do this, and if a high enough response rate had been obtained (a difficult problem in itself), survey responses would represent the beliefs of the motorcycle riding population as a whole with far greater confidence. However, based on its interpretation of the federal privacy regulations, the State of Wisconsin Department of Motor Vehicles determined it could



not provide such a sample nor transmit a survey to a sample on behalf of the campaign. The only other alternative, random phone calls, was deemed impractically slow and expensive, given the relatively low likelihood of connecting with a motorcyclist who drinks and rides on any given phone call.

In this light, the sample obtained does have the advantage of having reached actual motorcycle riders, and given the venue (events where alcohol was served), probably a relatively high proportion of them were from the target audience of motorcyclists who drink and ride. But it is nonetheless true that we cannot say how broadly the belief changes observed actually occurred in the full population of drinking riders.

The second issue has to do with the behavioral impacts of the campaign. Despite relatively small numbers reported, the instances of motorcyclists NOT riding when impaired (storing or towing the bike, accepting a ride) are concrete. A broader measure, obtaining blood alcohol readings from a sample of tavern patrons before and during the campaign, was considered but rejected for several reasons. In addition to the expense, attempting to do this would certainly have damaged relationships with the tavern owners who were crucial in bringing about the above behavior changes. And we worried that concrete numbers would in some cases actually increase dangerous behaviors (“Oh, I’m only .07; I can ride”).

The final measure reported here, alcohol-related crashes, is subject to some uncertainty of measurement. Operationally, it means that either the investigating officer checked “Had been drinking” for at least one person involved in the crash (motorist, bicyclist, or pedestrian), or a coroner’s post-mortem report indicated the presence of alcohol. Estimates of alcohol-impaired driving are generated using BAC values reported to the Fatality Analysis Reporting System (FARS) and BAC values are imputed when they are not reported. Because this may under-report alcohol for any of a number of reasons, it is possible that the numbers here are a slight under-estimate of alcohol-related crashes during these years. However, since Wisconsin’s reporting methodologies did not change during this time, the changes reported here are not a product of that under-reporting.

And, as noted earlier, crashes involving motorcyclists happen for many reasons, of which alcohol consumption is one important one. Even if alcohol was present at a reported crash, it may or may not have contributed something that is not distinguishable conclusively from accident reporting. Even though the numbers of crashes reported as alcohol-related is fairly low, this means that not even all of those small numbers are directly relevant to assessing campaign effects.

## **Concluding Note**

The results reported for alcohol-related crashes – a key eventual outcome goal – do not reach conventional levels of significance that would be required for drawing scientific conclusions. Given the total numbers of crashes, the greater decrease in the campaign counties probably resulted from the campaign, but there is still a 7- to 9-percent chance that it instead resulted from unknown random events occurring by chance more in some counties than in others. Despite that borderline statistical status, we argue that this difference should be regarded potentially quite important. The chain of causation between campaign activities and a reduction in alcohol-related crashes is long and uncertain. Perception changes may or may not shift attitudes, which may or may not alter behavior. And by no means does all impaired riding lead to a crash, nor does riding completely sober guarantee safety from crashes, with or without the presence of alcohol in other drivers. And in some cases, the amount of alcohol involved was well below the legal definition for impairment.

More broadly, given the relatively brief mass media presence of the campaign, and the participation of less than a third of motorcycle-focused taverns in the two counties, finding any perceptible change in county-wide crash rates can only be regarded as impressive. We believe the GYR campaign deserves to be pursued further.

# Project Green-Yellow-Red

## Implementation Guide

A Social Marketing Initiative to  
Reduce Impaired Motorcycle Operation



# Introduction to Project Green – Yellow – Red

This document is a guide for community-based organizations, State or local government agencies, law enforcement agencies, or private companies that wish to implement a Green-Yellow-Red (GYR) campaign to prevent impaired motorcycle riding.

The guide provides an overview of the GYR approach and discusses possible stakeholders and factors in building a successful campaign.

## Campaign Purpose

This program is designed to prevent the incidents of impaired motorcycle riding. It is important to the success of this campaign to recognize that the target audience of a GYR campaign is motorcycle riders who choose to drink and ride.

## Unique Approach

A Green-Yellow-Red campaign is a unique approach to curbing impaired motorcycle riding. GYR recognizes that there is a segment of the rider population who choose to drink and ride and believe it is okay to do so. To build a broad coalition and engage this target audience, GYR does not overtly take the position that riders should never drink and ride. Instead, GYR focuses on the rider's choice to drink and ride at three distinct stages:

- 1) **Before the rider drinks alcohol.** GYR provides the means for a rider to choose not to drink and ride by removing barriers to making that choice.
- 2) **After the rider consumes one or more drinks of alcohol.** If a rider chooses to drink and ride, GYR provide mechanisms that will serve to mitigate the rider's drinking. The aim is to reduce the likelihood that the rider will reach a level of impairment that is illegal or cognitively affects their ability to ride safely.
- 3) **After the rider consumes alcohol to a level of impairment that is illegal or cognitively affects their ability to ride safely.** GYR provides mechanisms to prevent operation by the rider including a safe ride home and secure storage for their motorcycle.

The motorcyclists who are the focus of this campaign do not agree with the “zero-tolerance” message of “don’t drink and ride”; singly focusing on this message could likely reduce the campaign’s overall credibility and effectiveness.

Having taverns and other alcohol-related establishments involved in GYR is critical because this is where riders most likely will face the choice to drink and ride. Having the chance to address riders at the moment of choice significantly increases the probability of influencing the rider or riding peers to not ride impaired or to stop the impaired rider.

The word “ride” is terminology used by most motorcyclists to refer to driving the motorcycle. Therefore, we use “ride” throughout this document to describe that function. To preserve

your credibility with the motorcycle rider community, it is important to refer to the motorcycle operation as riding, not driving.

## **Stakeholders**

Stakeholders do not always fit into one category. While they may have a primary stake in the project, they can likely be categorized by roles in a GYR Campaign.

Examples for supporters and participants are the same. The only difference between these groups is the level of commitment. Some stakeholders may not have the financial resources to provide direct cash support for the program; they can still show their support by providing a letter supporting the campaign, provide in-kind materials, manpower, and other supportive relationships.

<b>Stakeholder</b>	<b>Description</b>	<b>Examples</b>
<b>Sponsors</b>	Sponsors are people, agencies, companies, or organizations who are willing to provide manpower, financial, or in-kind support for the overall program.	State motorcycle safety programs, county and city agencies, community coalitions, motorcycle manufacturers, dealerships and organizations, insurance companies, taverns, restaurants, law enforcement agencies, law firms, foundations.
<b>Participants (Taverns, Events, Dealerships)</b>	Participants are taverns, dealerships, or events who proactively participate in the program by providing a venue for delivering the GYR initiatives.	Taverns, restaurants, motorcycle dealerships and organizations, charity rides/events, poker runs.
<b>Supporters</b>	Supporters are individuals, agencies, companies, or organizations who are willing to go on record as officially supporting the program.	State motorcycle safety programs, county and city agencies, community coalitions, motorcycle manufacturers, dealerships and organizations, insurance companies, taverns, restaurants, law enforcement agencies, law firms, foundations.
<b>Organizers</b>	Organizers are individuals, agencies, companies, or organizations who organize and manage the campaign. They recruit taverns, solicit events, coordinate with law enforcement, sign up sponsors and supporters, and handle the logistics.	State motorcycle safety programs, county and city agencies, community coalitions, motorcycle manufacturers, dealerships and organizations, insurance companies, taverns, restaurants, law enforcement agencies, law firms, foundations.

## GYR Critical Success Factors

The combination of six critical success factors contributed to the success of Project Green-Yellow-Red. Those factors included:

1. Information and marketing provided at the **point of decision** to drink and ride that would serve to inform the rider of **available options** not to drink, to drink less and ride, or not to ride after drinking and why making those choices would be in their best interest. This information included “They Can Tell” cards, GYR pocket guides, BAC information provided through Intoxiclock and Fatal Vision demonstrations, information of standard drink sizes provided through Sum-it-Cup demonstrations and “You Call the Shots” posters about drink sizes, Yellow-Red drink coasters, “talking” urinal cakes, and GYR cartoons placed in tavern bathrooms.
2. A series of **options** provided by taverns and establishments for motorcyclists who choose to drink to reduce their exposure to risk inherent in drinking and riding. Key among these options included free alcohol-free drinks to riders at specific motorcycle events, discounts on food and alcohol-free drinks, and the availability of secure motorcycle storage in the event the rider had too much to drink.
3. A **collaboration** of law enforcement, taverns, motorcycle dealerships, alcohol free establishments, and the motorcycle riding community working together toward the common goal of stopping impaired motorcycle riding. At times this group was referred to by the motorcycle community as the “Unholy Alliance.”
4. The process of recruiting and the active and willing **participation of taverns** and establishments that cater to motorcyclists to promote GYR options to their patrons.
5. Focusing efforts on riders who have already decided that drinking and riding is OK – the **target audience**.
6. **Strong brand name recognition** and exposure of **Project Green-Yellow-Red** through strategic placement of bike containers in high traffic areas and near the drinking community at taverns with highly visible and attractive signage, through media and public information exposure, and through innovative message delivery systems including talking urinal cakes and custom designed GYR cartoons placed in tavern bathrooms.

***Myth:** An alcohol-related safety project cannot be tavern-based.*

***Experience:** Participating tavern operators have embraced the GYR concept.*

***Myth:** Tavern operators and law enforcement will not work together.*

***Experience:** Law enforcement and tavern operators worked together harmoniously with the common goal to prevent alcohol-related crashes.*

***Myth:** A motorcycle rider will not leave his or her cycle behind.*

***Experience:** With safeguards in place, riders parked their cycles and commented that they were pleased with the availability of such a service.*

Research shows that there is a segment of the motorcycle rider community that believes it is acceptable to consume some level of alcohol and then ride a motorcycle. Observations at a local “biker bar” support the extent of this belief and are further supported by statistics on the number of bikers dying in crashes who have elevated blood alcohol concentrations (BACs). A campaign that acknowledges but does not endorse drinking and riding will have credibility with the drinking-and-riding community by offering alternatives to drinking and riding from which they can choose.

A GYR campaign will build a collaborative effort between many stakeholders that oftentimes may not accept the other’s philosophies, such as the tavern community and the law enforcement community.

While the GYR campaign should be broad-based in its community outreach, a significant focus will be based at the tavern premises. This focus will provide real-time education, intervention, and prevention strategies and not rely on the rider’s recollection of GYR decision points. The use of tavern staff to convey GYR information and take preventative action when needed can build a strong bond between the rider and the tavern staff.

There may be critics that will tell you such a campaign cannot be based in a tavern. There may be many that will say law enforcement and taverns will not work cooperatively. There may be those that will tell you that a motorcycle rider will not park their motorcycle and find alternate transportation. All of these myths have been dispelled through the experiences gained in the implementation of GYR.

The GYR campaign will offer each stakeholder something of value. For some it may be monetary through increased business or discounts. For other stakeholders the “What’s in it for me” (WIIFM) may be the publicity of their involvement and additional name recognition of their business. For law enforcement, GYR may be the vehicle for community policing and reducing the number of alcohol-related crashes.

## The Green-Yellow-Red Decision Points

There are three critical decision points regarding drinking alcohol and riding. The program refers to these decision points as Green, Yellow, and Red.

1) Green: The rider chooses to ride alcohol-free.

A motorcycle rider's green decision point is to not drink alcohol and ride or to separate the drinking of alcohol from riding. The Green campaign created structures to enhance the benefits and reduce the barriers of making the choice of riding without the consumption of alcohol.

2) Yellow: The Rider chooses to drink alcohol and ride.

Yellow represents riding after drinking at least one alcohol drink and may be represented by a BAC of less than .08 grams per deciliter (the "legal limit"). The Yellow campaign provided mechanisms, information and resources to encourage the rider to mitigate their drinking and prevent them from reaching a level of impairment that would significantly reduce their riding ability. The aim was to reduce the likelihood that the rider would reach a level of impairment that would affect his or her ability to ride safely. However, it is likely that the capacity to ride a motorcycle safely will be affected by levels much lower than .08 g/dL. The message was still "impairment begins with the first drink."

3) Red: Rider should not ride because of alcohol impairment.

Red represents riding after being impaired and may be represented by a BAC of .08 or higher. Motorcycles as compared to other vehicle types represent the highest number of fatalities that occur at BAC of .08 or higher.

GYR removed barriers to leaving motorcycles by providing secure storage for riders' motorcycles and providing a safe rides home. By having GYR options available in taverns, the riders have implicit permission to choose not to ride impaired. (Cartoon image represented the "Red Rider" in bathroom posters promoting the options of GYR.)



Although the safest choice is to never ride after having even one drink of alcohol, to over emphasize this message would have decreased the ability of the campaign organizers to build a coalition that includes tavern owners and other alcohol-related business and interests. Having taverns and other alcohol-related establishments involved in GYR was critical because this is where riders most likely face the choice to drink and ride. Having the chance to address riders at the moment of choice significantly increased the probability of influencing the rider to not ride impaired or influencing riding peers to stop the impaired rider.

The word "ride" is terminology used by most motorcyclists to refer to driving the motorcycle. Therefore, ride will be used throughout this document to describe that function.



## Green-Yellow-Red Coordinated System

Through the use of three coordinated systems, Green, Yellow, and Red, this campaign addresses the Green-Yellow-Red decision points, ranging from no consumption of alcohol before riding to the consumption of alcohol to the point of cognitive impairment before riding.

By segregating these three possible scenarios, this program contains initiatives that taverns can provide to enhance benefits and reduce barriers of:

- Green - Choosing to ride alcohol free;
- Yellow - Drinking less alcohol or waiting to ride after drinking alcohol; and
- Red - Leaving their motorcycle behind and taking alternative transportation home.

<b>Green-Yellow-Red Decision Points</b>		
	<b>Decision</b>	<b>Messages and Initiatives</b>
<b>Green</b>	To ride alcohol-free	<ul style="list-style-type: none"> <li>➤ Non-alcohol alternatives (soft drinks, etc.)</li> <li>➤ Alcohol-free events</li> <li>➤ “It’s socially acceptable not to drink alcohol and ride”</li> <li>➤ Promote venues that are not considered “drinking establishments”</li> <li>➤ Non-alcoholic incentives</li> </ul>
<b>Yellow</b>	How much can I drink, and still ride safely?	<ul style="list-style-type: none"> <li>➤ Server or peer intervention to reduce alcohol consumption</li> <li>➤ Non-alcohol alternatives or food to slow alcohol consumption</li> <li>➤ Reminders of consequences of drinking and riding</li> <li>➤ Non-alcoholic incentives</li> </ul>
<b>Red</b>	Will I ride my motorcycle while impaired, and what are the consequences?	<ul style="list-style-type: none"> <li>➤ Server or peer intervention to prevent impaired riding</li> <li>➤ Safe ride home</li> <li>➤ Safe storage for bike</li> </ul>

### ***Green versus Yellow and Red:***

*Once the rider has reached the Yellow or Red plateau, there is no opportunity to return to Green until all of the consumed alcohol has dissipated from the rider’s body over time.*

## **Getting Started**

This section will assist you in getting started with GYR implementation. You will begin by determining a basic interest in the community and a need for the project. For without some perceptive interest in such a project and a realistic need within the area, any project or campaign will face many barriers to success.

Once there appears to be enough interest and need for an impaired motorcycle riding prevention campaign, begin the project by forming a knowledgeable project team. A broad-base of knowledge relevant to coalition building will be fundamental.

The following is a step-by-step guide to getting your campaign started:

- *Inventory community contacts as the foundation for building a strong coalition;*
- *Define the proposed scope, i.e., citywide, countywide;*
- *Determine potential funding sources for the project;*
- *Build a strong broad-based coalition;*
- *Consider the timing and location of the project;*
- *Determine individual components of the project; and*
- *Establish a data collection and evaluation procedure.*

### **Scope**

The scope of the campaign may be limited to a few taverns that are near each other or it may encompass a broader geographic region, such as an entire community, multiple counties, or even statewide.

The campaign will be predominately affected by the following factors:

- The availability of funding to adequately support all elements of the project;
- Project elements and materials, such as those shown in the Resource Section are not inexpensive to produce;
- Consider that items, such as coasters and napkins, while a valuable marketing tools; they will be consumed throughout the project and will require regular replacement;
- The acceptance of the project by taverns and other stakeholders;
- A project team that understands and actively promotes the GYR concept.

Be aware that once the project starts, other stakeholders may wish to get involved, including additional taverns. Determine in advance how to handle such requests. For example: should very specific types of materials be developed in quantity that indicate business names; how do we incorporate additional taverns and provide them recognition comparable to taverns that were added early?

### **Choosing a Time**

*Consider the following when choosing a time for your campaign:*

- *How long is the motorcycle riding season?*
- *When are the target motorcycle events?*
- *When is poor weather likely to be a problem?*
- *Is there a legal, budgetary, or contractual deadline you need to meet?*
- *Can the timing of the program impact the value of the program?*
- *Is there an upcoming designated prevention week or month that you can leverage to promote your program?*

## **Building a Coalition**

More than anything else, the success you have in building a strong coalition of the correct groups will determine the long-term success of your program. Given the campaign elements, you must have representatives from the following groups in your coalition; motorcycle riders, tavern owners, and law enforcement. A plus to the aforementioned list is the addition of motorcycle dealers.

Throughout your community there are organizations that already have vested interest in traffic safety. For example, in the State of Wisconsin, each county must have a traffic safety commission. These commissions not only review many local traffic safety matters, but are comprised of many people who can be excellent participants in the project coalition. They in turn will have knowledge and many collaborative contacts who can be potential coalition participants.

Other potential community contacts:

- *County highway departments;*
- *Municipal traffic engineering departments;*
- *Local, state, and county police;*
- *Medical community;*
- *Local or county public health agency;*
- *Courts;*
- *Prosecution and defense attorneys; and*
- *Media, both print and broadcast.*

### ***Motorcycle Community Observations:***

***People who drink and ride do not believe that law enforcement can tell if a motorcyclist has been drinking.***

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***Focus group participants who drink and ride said that seeing a video of an experienced motorcycle rider demonstrating the effects of alcohol on a rider's riding ability had the greatest impact on their attitude toward drinking and riding.***

## **Motorcycle Community**

Motorcycle riders who choose to drink and ride are not a homogeneous group. Many are not affiliated with any motorcycle-related organization; others may be members of a myriad of motorcycle organizations or clubs. Having motorcycle riders as part of the campaign serves several purposes:

- They can provide a wealth of critical information regarding which motorcycle events your campaign should target, and which taverns have the most motorcycle-riding clientele
- They can facilitate the recruitment of the motorcycle events, biker bars, dealerships, and motorcycle organizations
- They can give the campaign credibility and reduce the skepticism of the motorcycle riding community

## **Motorcycle Dealers**

The motorcycle dealer carries considerable influence among the riding enthusiasts. Many dealerships host or sponsor motorcycle clubs and organizations. Additionally, many are sponsors of events, rides and other activities to which riders are drawn. Dealer participation can not only offer credibility to the campaign, it can be a potential source of funds and an excellent venue to distribute materials and interact with the motorcycle riders.

Riders would generally not associate dealers with the alcohol distribution industry. However, many dealerships do have bars and lounges within their facilities for the sale and distribution of alcoholic beverages. Therefore, a dealership should be considered to serve several stakeholder roles in a GYR Campaign.

An effective crash reduction effort is motorcycle rider training. Many motorcycle dealerships sponsor such training for the novice and the more experienced rider that wants to hone their skills. The incorporation of GYR information into rider training courses can serve as a great opportunity to expose the riders to this impaired riding prevention tool.

# Introduction to the Tavern<sup>1</sup> Section

The motorcycling culture oftentimes associates their routine, activities, and general riding enjoyment around taverns and other licensed alcohol premises. Therefore, a primary component of a Green-Yellow-Red project will be to have the support and participation by the tavern operator community.

Many of the GYR marketing strategies have been developed to easily integrate into tavern operations. This section provides step-by-step suggestions for running a successful campaign.

## Recruiting Taverns

Tavern operators will often be reluctant to participate in programs that are perceived as detrimental to their businesses or in response to peer pressure of other tavern operators.

There are several selling points you can highlight when recruiting taverns. These include:

- Being a participant in the program demonstrates the tavern as a responsible server;
- Having a means to reduce impaired motorcycle riding should reduce the tavern's exposure to liability; and
- Patrons will view the GYR initiatives as a valuable tavern service.

*One tavern manager was having lunch at a GYR sponsor location, observed a GYR drink coaster, asked some questions, and signed up his business as a GYR location.*

*A motorcycle dealer was gathering information about GYR and was so excited about the program he signed up and called a tavern-owner friend who also signed up to participate in the program.*

Any tavern may implement a program to safeguard its patrons, but the success of the program will hinge on identifying and securing participation from taverns that are regularly visited by motorcycle riders who consume alcoholic beverages.

The recruitment of taverns should include a process by which their commitment to the concept of GYR is determined as well as their willingness to implement the GYR campaign elements and execute the GYR plan.

The peer referral approach can be a successful approach to identifying taverns that are not only interested, but will provide mutual support should any type of negative action or comments come from other liquor-related businesses or concerns.

Local and statewide tavern leagues can be valuable in recruiting and locating GYR projects. Support from the tavern league can be important to the success of the project in addition to

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<sup>1</sup> The word *tavern* is used in this document as a convenience. The word is being used as a generalization of licensed operations, facilities, and premises that sell alcoholic beverages as a routine part of their business.

them helping find potential taverns, restaurants, and other alcohol-related businesses to participate in GYR. The tavern league can be active in many of the stakeholder roles, and can become a resource for any addressing concerns from tavern members.

Project organizers should be aware that no operational standard exists among taverns other than state or local regulations. Organizers will experience many different personality types, business settings, and business philosophies. Tavern owners involved in GYR have been very proud business people and very protective of their industry. It may be difficult to make contact with the tavern owner or manager, but once that is accomplished, you will generally have their full attention.

### **What is the Tavern Owner to Expect?**

The program is designed so the tavern operators will have a financial stake in the project. At a minimum there will be time commitments by the operator and staff. Therefore, the operator needs to have a clear understanding of what:

- *Is expected of them as defined in the project plan;*
- *Is available to them in terms of resources and supplies; and*
- *The project organizers will be doing with them and for them.*

The “Project Green-Yellow-Red Tavern and Other Licensed Premises Plan” form along with “Supplemental Information” sheet will facilitate the conveyance of these needs.

The project organizers should be prepared to provide or assist in providing:

- *News releases;*
- *Press coverage;*
- *Flyers and brochures;*
- *Posters and banners;*
- *Manpower for special events, if made part of the project plan; and*
- *Other support material that can be found in the “Elements” section of this document.*

The value gained by the tavern may be difficult to measure. The tavern operator may not be aware of benefits they receive through their participation. It is vital that the GYR organizers maintain open communication with the establishments and update them regularly on such events as: press releases, media releases, or other presentations or actions where their business is indicated as a project partner.



*Jefferson County, Wisconsin  
Tavern League Presentation*

## **Requirements of Project Green-Yellow-Red Organizers**

Requirements set out by the project organizers should be clearly conveyed to the tavern operator and presented in written form for reference and project documentation.

Project success will be more likely to occur if the project implements a comprehensive and multi-strategy approach.

*At a minimum, the following should be part of the project plan:*

- *Enough motorcycle traffic to make the effort worthwhile;*
- *Tavern staff commitment to the Green-Yellow-Red concept;*
- *Tavern staff server intervention training;*
- *Safe motorcycle storage, either permanent or temporary shelter;*
- *Ability to offer assistance to obtain a safe ride home;*
- *Prominent display of a Project Green-Yellow-Red poster or banner;*
- *Availability and method to distribute the GYR Pocket Guide element; and*
- *One other element selected from the “Elements” section.*

## **Green-Yellow-Red Tavern Liaison**

Project organizers might consider using one or more people to serve as liaisons between the project team and the taverns involved. The liaison could also be actively involved with other project components, including working with affiliated motorcycle dealers and special events.

The liaison conveys a message to the stakeholders that the project is important and that they are important to the success of the project and will serve as a single point of contact for the individual tavern owner.

Some examples of responsibilities the project team may assign to the liaison:

- *Stakeholder recruitment;*
- *Plan organization;*
- *Material and element evaluation;*
- *Material and element distribution;*
- *Ongoing recordkeeping and data collection; and*
- *Assessment of material and element use.*

## **Tavern Reporting Requirements**

Tavern reporting requirements must be minimal. Many of the taverns already have their own paperwork, surveys, and forms they must fill out. Gathering specific data may require personalized attention. For one establishment, filling out a form might work. For others, a liaison may have to gather the data through direct contact.



While a requirement of a GYR project is to have a tavern contact person identified at each tavern, organizers and the tavern liaison should expect scheduling challenges when attempting to meet with the tavern contact. The nature of the tavern and restaurant business makes it necessary to be as flexible as possible when meeting with them.

The liaison may want to use a check sheet to facilitate data gathering during the visits and to document inventory control. The organizers may use a short data gathering form for the tavern operators who are willing to complete one. Examples of data gathering forms are shown in the Resource Section of this document.

Basic tavern requirements:

- *The tavern operator should make general notations confirming the implementation of the project plan;*
- *Specific notations should be made regarding motorcycle storage;*
- *Specific notations should be made regarding safe rides provided;*
- *Completion of periodic short surveys and other brief evaluation and data gathering documents;*
- *The project organizer should regularly visit the tavern project sites to gather data, provide guidance, and replenish supplies as necessary. The tavern operator should have a contact person to facilitate the exchange.*

### **Data Gathering Forms**

Examples of forms used to gather data and other project information are shown in the Resource Section of this document.

Two forms are shown; one form may be used to collect data directly from the tavern contact person. Regular use of this form gives the project team an opportunity to record random comments and other evaluation data that otherwise might not be documented and could be lost over time.

The second form may be used by the liaison to record materials distributed to the various project sponsors and can be a tool to gather other evaluation data should a project sponsor not wish to complete written documentation.

### **Motorcycle Storage**

A key part of this project is to have a method to separate the impaired rider from their motorcycle. Motorcycle riders are especially reluctant to abandon their motorcycles, as motorcycles are especially vulnerable to vandalism, theft of parts, and theft of the entire vehicle.

The container is a tool that fosters communication about the issue and is a visual reminder to ride impairment free and is an opportunity for promotion and sponsorship through advertising on the sides of the container.

Similarly, the motorcycle operator will be reluctant to have the motorcycle hauled away through concerns of potential damage that could result. It is imperative that some type of appropriate motorcycle storage is available to alleviate these concerns.

Appropriate motorcycle storage can take any one of several forms. The storage:

- *Should be visually attractive;*
- *Could be some type of permanent garage or out-building at or near the tavern property; and*
- *Could be a temporary storage unit provided by the tavern or the project organizer.*



*Motorcycle storage  
Capn's Corner  
Jefferson, Wisconsin*

When planning upon using a temporary storage unit, considerations should be made concerning any zoning or signage issues for the particular municipality. Project organizers should be prepared to assist the tavern operator with determining if the placement can be made without special municipal action. Should the placement require some type of municipal action, the project organizer should be prepared to assist the tavern operator in presenting information to the appropriate governing authority.

### **Safe Ride Home**

Providing safe rides home to impaired riders and their passengers is a successful means by which their safety can be better ensured.

Safe rides might consist of:

- *Encouraging peers of impaired riders to find them alternative transportation;*
- *Encouraging the impaired operator to find alternate transportation;*
- *Facilitating a call or finding an unimpaired person to provide transportation;*
- *Contacting a taxi for transportation;*
- *Potential volunteers that will provide transport; and*
- *Taverns staff provide safe rides for their patrons.*

If possible the tavern operator should consider providing funds to facilitate the safe ride home. Oftentimes such funds are limited, so project organizers may want to consider supplemental funding of the safe ride program.

Even though tavern leagues often provide a mechanism for safe rides, including forms and funding, many taverns

#### ***The GYR safe ride***

***experience:*** *Most motorcycle riders, when parking their motorcycles after having had one too many, have not used the safe ride program.*

*Experience shows that most riders will find their own alternate transportation.*

do not belong to the tavern league or if so, may not participate in the tavern league safe ride program. Project organizers should identify the safe ride options for each GYR location.

A good relationship with the tavern league and the safe ride coordinator can benefit the data gathering process. However, most of the leagues do not specifically identify motorcycle rider use. Should the project organizers chose to provide supplemental funding for safe ride, consider using a voucher or other recordkeeping process to help identify motorcycle riders that use safe ride and to calculate the appropriate amount of reimbursement.

The Resource Section of this document contains several forms that can help organizers administer and gather data specific to safe ride use for both tavern league members and non-tavern league establishments.

## **Motorcycle Events**

Motorcycle events can be a one-time occurrence or can be a regularly scheduled event, depending upon the project plan between the tavern operator and the project organizer. One example of an event may be a regularly scheduled “Bike Night” at a local restaurant or tavern.

Assisting the tavern operator can be a win-win situation. Events can serve multiple purposes. The publicity of the event will create public awareness of the project and will provide media recognition of the tavern.

An event will also provide a mechanism to interact with the target audience and facilitate the exchange of information. Such exchanges will be an opportunity to provide impaired riding awareness information and an opportunity to evaluate the success of the project and to gather feedback from attendees.

The event can bring together additional stakeholders, such as law enforcement, the community, and other emergency services and can provide a vehicle for open and non-threatening communication.

Events may be daylong or be very short in duration. They may be a picnic or specific theme activity, such as a fundraising activity. An event may see riders gathering at a specific location and remaining there for the duration or the event may include riding to other locations, such as in a “poker run.”

Project organizers should clearly state the philosophy of GYR to the event organizers to avoid any misunderstanding of campaign purpose or process. GYR organizers and the event organizers should have a clear understanding on the activities that the GYR team will undertake and other type of logistical needs, such as electrical power, tent and display space, and a riding demonstration location, if one will be held.

*Be aware not everyone attending functions at alcohol-serving venues will be warm and open to your team's presence. A brief stay to provide information, interact with riders, and gather data is more effective than overstaying your welcome.*

### **Possible Event Activities:**

- *Handing out and explaining the GYR concept and GYR material;*
- *Demonstrating the use of motorcycle storage containers;*
- *Demonstrating alcohol detection devices;*
- *Discussing how the police can tell if a motorcyclist is riding impaired;*
- *Providing information on impaired driving laws;*
- *Demonstrating alcohol impairment simulation goggles;*
- *Police motorcycle riding demonstrations;*
- *Gathering rider information and brief surveys.*



*2007 Capital City Harley-Davidson  
Thunder Run GYR Project Site*

### **Sample Events:**

- Bike nights
- Poker runs
- Fundraiser Rides
- Social Gathering Events
- Business Promotion Events

## **Law Enforcement Community Participation**

Many people who drink and ride do not believe that law enforcement can tell a motorcyclist has been drinking. Active participation by law enforcement personnel in the campaign presents several opportunities to dispel this myth.

More maneuvering skill is required to safely operate a motorcycle than a passenger car. Alcohol will impair that skill. GYR provided law enforcement with “Can Tell” cards (see the Resource Section) as a prompt to help identify an impaired rider. Four impaired riding cues from the 14 NHTSA cues that law enforcement will use to identify impaired riders include:

- Trouble with balance at a stop sign or running a stop sign or signal;
- Trouble with dismounting the motorcycle;
- Turning problems, including, unsteady or sudden corrections, late braking, and improper lean angle; or
- Inappropriate drifting during turn or curve.

Law enforcement actively participated through several venues, including the following: activities pertaining to GYR events, special and routine enforcement campaigns, and supplemental in-service briefings on impaired riding.

Active participation in events is emphasized in this program because it provides both law enforcement and the motorcycle community the opportunity to interact and the opportunity for dialog. Should the law enforcement agency maintain a motorcycle patrol division, consideration may be given to proving skill riding demonstrations by the motorcycle patrol officers.

### **Law Enforcement Heightened Visibility**

Law enforcements budgets may not have the necessary resources to fund increase heightened visibility through presence at motorcycle events. Consideration to include a special enforcement project in the campaign may require securing the funding to provide for law enforcement personnel time. The compensation may require the funding of overtime and support services times for participating agencies. When including a heightened presence, secure advance commitment from the law enforcement agency or agencies. Determine the agency’s understanding of the project and campaign needs and their willingness and ability to provide those components.

### **Impaired Motorcycle Operation Detection Training**

A better informed rider on what law enforcement uses as indicators of impaired riding gives the rider the opportunity for self-assessment and reflection of their riding after the consumption of alcohol.

Law enforcement may need education on identifying impaired riders. Some effective ways of implementing training to law enforcement may be by providing them with:

- “Can Tell” cards;
- Some type of printed material they can use as a training tool and an indication of agency policy;
- A roll call briefing on impaired motorcycle riding or the inclusion of the topic and in-service training;
- National Highway Traffic Safety Administration “14 Points of Impaired Riding” video;
- The GYR DVD that may be viewed at their convenience.

## Promoting Your Program

The Promotion section offers you guidance on how to promote your event. Whether you have a captive audience with required attendance or you are trying to recruit willing participants to the program, this section will offer you suggestions on how you can promote your program.

### Getting the Message Out

A successful GYR project needs appropriate promotion. Marketing elements must convey the appropriate tone of the campaign and campaign messages. The scope of distribution and design will directly relate to your campaign:

- *Target audience;*
- *Number of project locations;*
- *Magnitude of media design; and*
- *Available project funding sources.*

This section will not delve into details and specifics of media development and design. What is important to note is that; your material needs to:

- *Be appropriate to the campaign;*
- *Be appropriate for your audience;*
- *Give consideration that even though the target audience is generally someone over age 21, others will likely have some type of contact with the project material, and*
- *Be concise and clearly understood by the target audience.*

Promoting your program should include components of the Critical Success Factors earlier stated. In particular, include some form of recognition to the sponsors and other stakeholders and develop a plan of reaching the riders where they congregate. The inclusion will aid your project in providing for the WIIFM (“What’s in It for Me?”).

Purchased media can offer your project an opportunity to professionally develop media, use professional media consultants, and avail your project purchased media resources on such things as specific target demographics. However, in most grant related programs, purchased media will be too costly and might not be permitted because of grant restrictions.

Most projects can effectively get their message out through earned media venues. Recruiting media professionals as stakeholders can be very valuable. They can bring their media knowledge to the project and advise your team on how to leverage your earned media resources.

Some examples of getting earned media are; press releases, news advisories, letters-to-the-editor, and public service announcements provided to local community access channels.





Many municipalities operate local community access television channels. These channels are often used to alert the local community to community happenings and to provide in-home viewing of governmental meetings. In many locations, these channels are also used to air public service announcements. This venue can be a valuable tool to reach target audiences in specific geographic areas. To determine access channel availability, contact the municipality clerk's office.

“Word-of-Mouth” is a powerful tool. While the material used will contain a message about your project, the material should provoke conversations and discussions between individuals and groups of riders, along with conversations and discussions between riders and project stakeholders. Some examples of those elements are indicated below and in the Resource Section of this document.

Conferences, trade shows and other such events where your target audience will be in attendance can be effective tools to disseminate information. Public meetings can also be a forum to spread the word. Most public meetings, such as a city council, will have time on their agenda for community comment. This is an opportunity to solicit a government partner and inform the leaders within the community. The meeting may be covered by local media and can provide project exposure.

Use the project theme; “Free to Ride, Free to Choose” and the GYR logo. This theme phrase should be a repeated part of your media and material development. While specific items used throughout the campaign may change or be refreshed, the logo and theme will draw to your material and message.

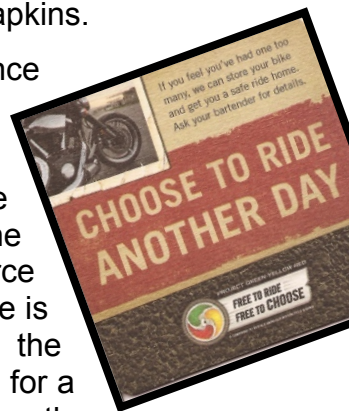


## Sample Marketing Elements

- Restroom cartoons and urinal cakes; restrooms can be an excellent marketing location. Material used in restrooms, while containing the project message, is effective in promoting dialog between riders and sponsors.
- Banners and posters are means by which the project can promote its safety message, alert riders to the availability of GYR, and recognize the sponsors and other stakeholders for their efforts and support.
- Another method to enhance the WIIFM is the use of some type of handout or distribution material that has some value. One such item may be a pocket guide.
  - The guide has value to the rider as printed resource material and the coupons provide for discounts at the participating sponsors.
  - The guide provides WIIFM to the sponsors through cross-marketing. In this approach, the “Dealer Coupons” are distributed by the participating taverns. The “Restaurant Coupons” (taverns) are distributed by the dealers. The guide presents the sponsors with a convenient way to participate in the project and the potential for increased business through the discount coupons and provides them with considerable name recognition.
- Opening up dialog with a person who may be approaching the “one too many” threshold can be tricky for the tavern staff. One method to facilitate the dialog is through the use of bar coasters and napkins.

- This material is a vehicle to announce the availability of GYR resources.

- The bar coasters not only announce the campaign, they give the bar staff a tool to intervene. The bar coasters shown in the Resource Section are double-sided. One side is yellow highlighted consistent with the yellow component of the campaign for a drinking rider. The bartender serves the rider with the yellow side up. Should the rider seem to be consuming alcohol to an inappropriate level, the bartender can flip the coaster to the red side, to send a message to the patron by a method that would cause little embarrassment.



# Evaluation

This is a sample of GYR results

Date	Tavern	Stored	Towed	Parked	Replaced Driver	Harley	Honda	Yamaha	Kawasaki	Chopper	Other/Unk/ Not reported
05/30/07	Capn's	2	0	0	0	0	0	0	0	0	2
05/30/07	Bases loaded	1	0	0	0	0	0	0	0	0	1
06/22/07	QSL	2	0	4	0	1	2	0	0	1	2
06/22/07	Capn's	0	0	1	0	0	1	0	0	0	0
06/22/07	Silver Eagle	2	0	0	0	2	0	0	0	0	0
06/22/07	Morgan's	0	0	0	1	0	0	0	0	0	1
06/22/07	Bases loaded	1	0	0	0	1	0	0	0	0	0
07/06/07	QSL	1	0	4	0	2	2	0	0	0	1
07/06/07	Morgan's	0	0	1	0	0	0	0	0	0	1
07/06/07	Silver Eagle	1	0	0	0	0	0	0	1	0	0
07/20/07	QSL	2	0	0	0	2	0	0	0	0	0
08/03/07	QSL	3	0	0	3	2	0	0	0	1	3
08/03/07	Burke Station	3	1	2	0	3	0	0	0	0	3
<b>Totals</b>		18	1	12	4	13	5	0	1	2	14
	Total					Total					
	35					35					

Safe Rides	TL voucher	GYR voucher	Taxi	Staff	Another person
06/22/07 Fairview	1	0	0	0	0
06/22/07 QSL	0	0	0	0	4
06/22/07 Bases loaded	0	0	0	1	0
07/06/07 QSL	0	0	0	0	4
07/06/07 Morgan's	0	0	0	1	0
07/06/07 Silver Eagle	0	0	0	0	1
07/20/07 QSL	0	0	2	0	0
08/03/07 QSL	0	0	0	0	3
08/03/07 Burke Station	0	0	0	0	3
<b>Totals</b>	1	0	2	2	15
	Total				
	20				

# **Funding a Campaign and Leveraging Your Resources**

You are not alone in your quest to reduce the unsafe use of alcohol and other drugs. Many government agencies, nonprofit organizations, and private companies have the same objective. Contacting various State and local agencies may result in free information, educational material, guest speakers, and/or promotional items that you can use to support your program.

The actual dollar amount needed for the campaign is driven by the intended scope of the project. Grant funding through Federal or State sources may be an option, but may not be available. Should grants not be available, but the project organizers wish to proceed or in the case of a hard-match requirement, the project organizers can consider solicitation of other sources.

The list below is not all-inclusive. There are many other resources available locally, regionally, and nationally.

## **Federal Agencies**

National Highway Traffic Safety  
Administration

## **State Agencies**

Department of Transportation  
Liquor Control Enforcement  
Attorney General's Office  
Liquor Control Boards  
Licensing Agencies  
Highway Traffic Safety Agencies  
Motorcycle Safety Programs  
Department of Health  
State Highway Patrol or State Police

## **Local Enforcement**

Local Police Departments  
Sheriff Departments  
County or Local Prosecutors

## **Non-Government Organizations**

American Red Cross

Service Organizations, Such as:

- Elks Club
- Lions Club
- Rotary Club

American Medical Association

American Bar Association

MADD

Doctor Associations

Hospitals

Motor Vehicle, Property and Health

Insurance Companies

Philanthropic Associations and  
Foundations

Local and State Tavern Leagues

Motorcycle Manufactures and Dealers

Motorcycle Groups, Clubs, and  
Organization

# Project Green-Yellow-Red

## Resources

A Social Marketing Initiative to  
Reduce Impaired Motorcycle Operation





## **PROJECT GREEN – YELLOW – RED TAVERN AND OTHER ALCOHOL LICENSED PREMISES PLAN**

### **PROJECT GREEN-YELLOW-RED PLAN SUPPLEMENTAL INFORMATION**

This plan to participate in Project Green-Yellow-Red (GYR) provides a basic understanding and outline of what is expected from the tavern or other alcohol licensed premises and what GYR will provide to the participant and what GYR expects in return.

Project GYR is a social marketing campaign designed to reduce alcohol-related motorcycle crashes and the deaths and injuries that result. While GYR is a traffic safety project, it is also a project to develop and test marketing practices that can be replicated by others. You are a key stakeholder and your participation will ensure this to be a successful and worthwhile project.

And while safety is important to everyone, this project is geared mainly for those premises that regularly have enough motorcycle traffic to provide for a proper project evaluation.

#### **What can the tavern / other alcohol licensed premises expect?**

- A method by which you can demonstrate your concern for your patron's safety
- Free publicity in the form of press coverage and news releases
- Free publicity in the form of flyers, brochures, and posters

#### **Project Green-Yellow-Red needs in return:**

- Enough motorcycle traffic to make a proper evaluation
- Staff understanding and support of Project GYR
- Use and display of promotional and support material
- Safe motorcycle storage or motorcycle shelter
- Bi-weekly feedback and reports

#### **Key project elements:**

- Server project training
- Permanent or temporary motorcycle storage
- Project partnership poster or banner
- Pocket guides
- One additional project support element

#### **Various project support materials available:**

- See Green-Yellow-Red Available Elements page



**PROJECT GREEN – YELLOW – RED  
TAVERN AND OTHER ALCOHOL  
LICENSED PREMISES PLAN**

<b>SECTION 1 – TAVERN OR OTHER ALCOHOL LICENSED PREMISES INFORMATION</b> (Please type or print clearly)			
Authorizing person name	Name of business		DATE
Address	City	Zip	Telephone
Contact person, if different than above			Telephone
Alternate contact person			Telephone
What is the best method of contact?		What is the best time/day to contact?	
Other information			
Complete the form on the reverse side of this agreement, outlining your plans for Project Green-Yellow-Red			

<b>SECTION 2 – TO BE COMPLETED BY PROJECT GREEN-YELLOW-RED ORGANIZER</b>		
Authorizing person	Date	Telephone
Other information		
Return this form to		

**(OVER)  
TAVERN OR OTHER ALCOHOL LICENSED PREMISES  
PROJECT GREEN-YELLOW-RED PLAN**

## PROJECT GREEN-YELLOW-RED PLAN

### SECTION 3 – TAVERN OR OTHER ALCOHOL LICENSED PREMISES PROJECT GREEN-YELLOW-RED PLANS (Please type or print clearly)

	ELEMENTS	DATES/FREQUENCY	ADDITIONAL INFORMATION
<b>KEY PROJECT ELEMENTS</b>	Server intervention training		
	Permanent or temporary motorcycle storage or shelter		
	Safe Ride		
	Project GYR banner or poster		
	GYR pocket guides		
	At least one additional element		
<b>ADDITIONAL PROJECT ELEMENTS</b>			



**SECTION 3 – TAVERN OR OTHER ALCOHOL LICENSED PREMISES  
PROJECT GREEN-YELLOW-RED PLANS (Please type or print clearly)**

SAMPLE

	ELEMENTS	DATES/FREQUENCY	ADDITIONAL INFORMATION
<b>KEY PROJECT ELEMENTS</b>	Server intervention training	During the month of April, _____ Will brief all wait staff/servers on the overall campaign objectives. Briefing will include guidelines for server intervention, bike storage, and process for obtaining safe rides	GYR organizer will provide 10 Server Intervention Guides
	Permanent or temporary motorcycle storage or shelter	Available April – Sept.	GYR organizer will provide/deliver one temporary motorcycle shelter and assist with zoning issues if needed
	Safe Ride	Available under this project April – Sept.	GYR organizer will compensate the tavern for out-of-pocket costs to provide rides to impaired MC operators and respective pass, up to \$5.00
	Project GYR banner or poster	Will display GYR banner within bar area May through Sept.	GYR organizer will provide one GYR banner
	GYR pocket guides	Will display pocket guides in a prominent location within bar area and encourage wait staff to occasionally distribute hand-to-hand, available May – Sept.	GYR organizer will provide 150 pockets guides and regularly re-supply as needed
	At least one additional element	Friday from 6pm to close and Saturday from noon to close during the month of May. Periodically during May – Sept.	GYR organizer will provide 50 coasters and check supplies regularly
	Coasters		
<b>ADDITIONAL PROJECT ELEMENTS</b>	Event Tomorrow's Hope – after ride at Capn's Corner	_____ from 4pm to 6pm	GYR organizer will provide a booth comprising of 10x10 tent, GYR literature, Intoxiclock and Fatal Vision demonstrations, 3 staff members and 2 uniformed law enforcement officers. Capn's Corner will provide space for booth and electricity.
	Napkins	Friday from 6pm to close and Saturday from noon to close during the month of May. Periodically during May – Sept.	GYR organizer will provide 1000 napkins and check supplies regularly
	Cartoon poster	Will display cartoon poster in men's restroom and change display as new posters are provided	GYR organizer will provide 2 cartoon posters and provide updates on a regular basis

# SERVER INTERVENTION PROGRAM GUIDE

## INTRODUCING THE PROGRAM

As a participating establishment, you will want to introduce the program to your motorcycle riding patrons **BEFORE** they start drinking. This introduction could be:

*“How did you get here today?” [If the answer is “bike”, continue]*

*“This establishment is participating in a program called Green-Yellow-Red to reduce alcohol related motorcycle crashes. As we serve you, we’ll work to keep you happy and keep you safe. If you or a friend feel you’ve had too much to drink, we can vault your bike and get you a safe ride home.”*

## KEEPING RIDERS SAFE

Riding a motorcycle takes more coordination, more balance, and quicker reflexes than driving a car. Alcohol can have more of an affect on a person’s ability to control a motorcycle than a four-wheeled vehicle.

## STRATEGIES TO SLOW DOWN CONSUMPTION BY A DRINKING RIDER OR STOP THEM FROM RIDING

### SLOWING DOWN CONSUMPTION

- ✓ Go past the patron less often
- ✓ Remove empty glass and then come back and take order
- ✓ Offer food or non-alcoholic drink
- ✓ Serve drinks with water on the side
- ✓ Do not serve someone a drink at another person’s request
- ✓ Divert attention from drinking to other activity like pool or dancing
- ✓ Flip the GYR coaster and/or provide a pocket guide to remind them of safe ride and bike vault

### NEED TO INTERVENE?

**Enlist:** If the impaired rider is in a group, enlist someone in their group to help. If they are not in a group and you are not comfortable approaching them yourself, enlist the help of another staff member

#### Approach:

- ✓ Discuss privately
- ✓ Be firm – *“I’m concerned you’ve had too much to drink to ride safely. Let me take care of your bike and get you home”*

#### Stop Serving:

- ✓ Be non-judgmental
  - ◆ *“Sorry, I can’t serve you anymore”*

#### Take Action:

- ✓ Don’t let them ride home
  - ◆ Vault their bike
- ✓ Find them a ride home
  - ◆ Remember Safe Ride is an option



# PROJECT GREEN-YELLOW-RED SPONSOR DATA COLLECTION

<b>RETURN BY</b>	<b>BUSINESS NAME</b>
------------------	----------------------

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<b>DATE RANGE</b>	<b>COMPLETED BY</b>
-------------------	---------------------

MM/DD/YYYY MM/DD/YYYY	
--------------------------	--

Please complete this form and return it to your GYR contact person in the envelope provided. This is an important step in the project evaluation. Please complete as accurately as possible.

<b>HOW MANY TIMES WAS THE RIDER SEPARATED FROM THEIR MOTORCYCLE?</b>
--

What happened?	How many?	Comments or other information
Motorcycle was stored/vaulted		
Motorcycle was towed		
Motorcycle was parked		
Motorcycle driver replaced		

<b>WHAT MOTORCYCLE MAKE WAS STORED/TOWED/PARKED/OR THE DRIVER WAS REPLACED?</b>
---

Harley-Davidson		
Honda		
Yamaha		
Kawasaki		
Customized / chopper		
Other make		

<b>HOW MANY TIMES WERE MOTORCYCLE-RELATED SAFE RIDES GIVEN OR ASSISTED?</b>
---

Safe Ride - used the tavern league		
Safe Ride - used the GYR yellow		
Used a taxi, rider paid the fare		
Bartender or staff gave ride		
Another person gave ride		

<b>HOW MANY RIDERS HAVE VISITED YOUR BUSINESS IN THE DATE RANGE ABOVE?</b>
--

Less than 25	26 - 50	51 - 75	76 - 100	100+	
--------------	---------	---------	----------	------	--

<b>RIDERS IN THE LARGEST GROUP OR EVENT?</b>
--

How many?		Date		Event	
-----------	--	------	--	-------	--

<b>WHAT HAS BEEN THE RIDER'S GENERAL GREEN-YELLOW-RED INTEREST?</b>
---

Very positive	Positive	No general indication	Negative	Very negative	Anything additional below
---------------	----------	-----------------------	----------	---------------	---------------------------

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# PROJECT GREEN-YELLOW-RED LIAISON DATA COLLECTION FORM

<b>DATE</b>	<b>BUSINESS</b>
<b>TIME</b>	<b>CONTACT PERSON</b>

ELEMENT	IN PLACE	USED	REPLACED	OTHER INFORMATION		
Server guide laminated						
Server guide plain						
Shelter						
Safe/vaulting envelope						
Vaulted bikes						
Safe rides given						
Safe ride stickers						
Safe ride vouchers						
Banners						
Sponsor poster						
Pocket guide holder						
Pocket guides						
Coasters						
Napkins						
Restroom posters						
T-shirts						
Urinal cakes						
Pins						
Clings						

Riders in the past 2 weeks	Less than 25	26 – 50	51 – 75	76 – 100	100+	Largest gathering - Est.
Rider's general GYR interest	Very positive	Positive	No general indication	Negative	Very Negative	

Hey  
barkeep,  
what's up  
with this?

It's kind of simple, really.  
Green, you ride sober.  
Yellow, you keep things  
under control.

And Red, you  
just better  
park it!



PROJECT GREEN YELLOW RED

FREE TO RIDE  
FREE TO CHOOSE

A CAMPAIGN TO REDUCE IMPAIRED MOTORCYCLE RIDING

**WE CARE!  
ASK US WHY.**

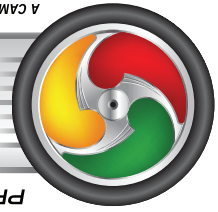
**IF YOU OR A FRIEND HAVE HAD ONE TOO MANY -  
LET US KNOW  
WE HAVE SAFE STORAGE FOR YOUR BIKE  
AND A SAFE RIDE HOME FOR YOU!**

## Dealer Coupons Enclosed!

A CAMPAIGN TO REDUCE IMPAIRED MOTORCYCLE RIDING

**FREE TO RIDE**  
**FREE TO CHOOSE**

PROJECT GREEN-YELLOW-RED



### How to use this guide

This guide provides options when confronted with the choice to drink alcohol and ride. Riding a motorcycle requires a great deal of skill, coordination and reaction time. Drinking alcohol dulls your riding skill, coordination and reaction time while giving you a false sense of riding confidence. Keep this guide or give it to someone in need. This guide is a reminder of the choices you can make to keep yourself and others alive and well.

*Project Green-Yellow-Red is the creation of Innocorp, Ltd., makers of the Fatal Vision® Impairment Goggles, SIDNE® and other impaired driving education tools.*

### Take a S.T.E.P. to stop a rider who may have had too much to drink

**S** ▶ **STOP** the Rider. Your actions may save a life. Some riders have disabled a bike by pulling spark plug wires or by blocking the motorcycle in. Try any approach you can, letting the rider know your last resort will be to call the police. Your motive is simple; to save a life from a tragic alcohol related crash. You'll feel really bad if something happens and you didn't take a step to stop the rider.

**T** ▶ **TALK** to the rider. They may think they FEEL fine. Most riders in their position FELT they could handle their alcohol. However, riders that made the choice not to ride have FOUND that to be the right decision the next morning.

**E** ▶ **ENLIST** the help of a riding companion or bartender to convince the rider to give up their keys.

**P** ▶ Be **PERSISTENT**. Your goal is to save someone from being seriously injured or dying in an alcohol-related crash. If you are not successful stopping the rider on the first attempt, try again.

Ride Alcohol-Free



GREEN

**The facts:** Choose to ride alcohol-free—the wisest choice.

**What you can do:** If you choose to drink alcohol, choose alcohol free drinks during the ride and leave the alcohol for after the ride.

Spread the word among your riding friends—ride alcohol-free!

Drink Responsibly, Ride Responsibly



YELLOW

**The facts:** Impairment begins with the first drink. A 180 lb. male metabolizes one drink in about 1½ hours; a 140 lb. female metabolizes one drink in about 2½ hours. Coffee or food will not reduce impairment, only time will.

**What you can do:** If you choose to drink and ride, avoid taking that last drink “one for the road” just before riding; space out or slow down your drinking; eat food before drinking; alternate with non-alcoholic drinks.

Choose to Ride Another Day



RED

**The facts:** It is easy to underestimate your impairment and overestimate your ability to handle alcohol. Law enforcement is trained to spot impaired riders. You can be arrested for riding at levels less than .08 BAC if you exhibit any of the impaired riding cues.

**What you can do:** Leave your bike behind and get a safe ride home. Take a S.T.E.P. to stop an impaired rider. Patronize taverns displaying the Project Green-Yellow-Red logo; they have a place to secure your bike and get you a safe ride home.

## Sponsor Discounts

Use the coupons below for savings from generous Project Green-Yellow-Red sponsors. All coupons are valid from 4/1/07 through 9/30/07.



Cut along dotted lines.

A PROJECT GREEN-YELLOW-RED SPONSOR

**20% Off Safety Items**  
Mischer's Harley-Davidson, BMW  
N8131 Kellom Rd. | Beaver Dam

A PROJECT GREEN-YELLOW-RED SPONSOR

**20% Off Safety Items**  
Capitol City Harley-Davidson  
6200 Millpond Rd. | Madison

A PROJECT GREEN-YELLOW-RED SPONSOR

**10% Off Safety Items**  
Rob's Performance Motorsports  
601 Hwy. Y | Johnson Creek

A PROJECT GREEN-YELLOW-RED SPONSOR

**10% Off Safety Items**  
Engelhart Center  
1589 Greenway Cross | Madison

Coupon good for discounts on rider safety related items, such as helmets, gloves, and jackets. Good for single purchases only. Discounts may vary by dealer. Ask the dealer for details. Valid 4/1/07 through 9/30/07.

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## **Media Guide Handout Contains Samples of Project Elements**

1. SERVER INTERVENTION PROGRAM GUIDE
  - a. Serves as a briefing vehicle and refresher guide for the server staff of the participating taverns about Project GYR.
  - b. The guide is provided to each tavern in two forms: a laminated guide for display in an employee area and in paper form for distribution to the servers.
  - c. The Server Intervention Program Guide is a required element of each tavern's plan.
2. RESTROOM CARTOONS
  - a. A humorous means to deliver prevention messages and alert riders and others to the availability of Project GYR.
  - b. Restrooms are visited often at most taverns and have been found to be excellent marketing venues.
  - c. Cartoons are displayed in the restrooms of participating taverns and are replaced with another version on a regular schedule throughout the biking season.
3. SPONSOR POSTERS
  - a. Sponsor Posters are displayed by each project dealer and tavern.
  - b. The posters are used to recognize the project sponsors and to alert dealer and tavern customers to the project along with a brief safety/prevention message.
  - c. Posters are poster size of 13"x19" and laminated for durability.
4. RESTAURANT AND DEALER SPONSOR DISCOUNTS/POCKET GUIDE
  - a. The GYR Sponsor Discounts Pocket Guide is a cross marketing approach.
  - b. The sponsor discounts recognize the project sponsors.
  - c. The guide provides prevention information through a series of facts and responses to each of the GYR components.
  - d. The guide offers a step by step guide to assist individuals to react to a rider who has had too much to drink.
  - e. The coupons places a value on the guide resulting in a greater likelihood that the rider will retain the guide in their possession and become more aware of hazards of impaired motorcycle riding and steps that can be taken to prevent occurrences.



*All steel – two motorcycle storage container*



*Example – Silver Eagle Saloon – Watertown, Wisconsin*



*Rookies Food and Spirits  
Black Earth, Wisconsin*



*Capn's Corner  
Jefferson, Wisconsin*



*Aluminum – single motorcycle container*



*Quaker Steak and Lube  
Middleton, Wisconsin*





*Restroom cartoon poster display*



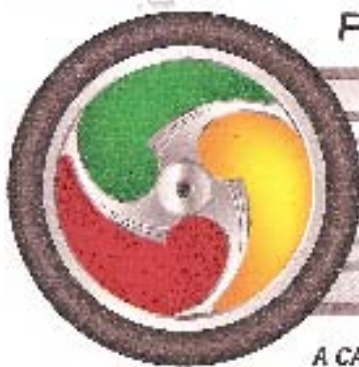
*Alternate carton poster display*



*Sponsor poster display*



*Bar coasters*



**PROJECT GREEN-YELLOW-RED**

**FREE TO RIDE  
FREE TO CHOOSE**

**A CAMPAIGN TO REDUCE IMPAIRED MOTORCYCLE RIDING**

*Window/mirror cling*



*Pocket guide holder and pocket guides*



*Vinyl banner*



*Pin*



*Urinal cakes – Two styles - talking and flashing lights*



*T-shirt*



*Bar napkin*

**Project Green-Yellow-Red**  
Motorcycle Vaulting / Safe Ride Information  
One Voucher Per Person 00059

**FREE TO RIDE  
FREE TO CHOOSE**

Establishment Name Rookies Food and Spirits		Date	
Destination Must Be Residence Only	Address		Time
	City		
Bartender (Print)		Bar Out-of-Pocket Expense (if any)	
Cab Driver (Print)		Cab Company	
Bike Make		Bike: Circle One	Stored or Vaulted
		Towed	Parked
		Replaced Driver	
Mail to: Innocorp, LTD. PO Box 930064 Verona, WI 53593 (608) 848-5557		Other information <input checked="" type="checkbox"/> This is not a taxi cab voucher <input checked="" type="checkbox"/> In the event the bar incurs out-of-pocket expense - Maximum Value - \$5.00 <input checked="" type="checkbox"/> Voucher is retained by the bar and forwarded to Innocorp, LTD	

*Safe Ride form*

**PROJECT GREEN-YELLOW-RED**  
**FREE TO RIDE  
FREE TO CHOOSE**

**GREEN**  
RIDE  
ALCOHOL-FREE

**YELLOW**  
DRINK RESPONSIBLY  
RIDE RESPONSIBLY

**RED**  
CHOOSE TO RIDE  
ANOTHER DAY

**RIDING OPTIONS  
YOU CAN  
CHOOSE TO  
KEEP YOURSELF  
AND OTHERS  
SAFE**



**WE WANT YOU TO BE SAFE !**

**PROJECT GREEN-YELLOW-RED SPONSORS**

Mischler's Harley-Davidson-BMW Beaver Dam	Capn's Corner Jefferson	Bases Loaded Corner Bar Johnson Creek
Capital City Harley-Davidson Madison	Morgan's Pine Bluff	Quaker Steak and Lube Middleton
Rob's Performance Motorsports Johnson Creek	Burke Station Madison	Silver Eagle Saloon Watertown
Engelhart Center Madison		Fairview Sports Bar Jefferson

VISIT THE SPONSORS FOR FOOD AND MERCHANDISE DISCOUNTS  
ASK ABOUT DETAILS

*Sponsor poster*



**Four Primary Indicators that You Should Separate Your Friend from His Bike**

- Trouble with balance at stop (or running stop)
- Trouble with dismount
- Turning problems (unsteady, sudden corrections, late braking, improper lean angle)
- Inappropriate drifting during turn or curve

The above are four of the primary indicators law enforcement uses to identify impaired motorcycle riders.  
Compliments of Dane County Sheriff's Office

*"Can Tell" card*









DOT HS 811 095  
April 2009



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

