



Kiwanis Family Safety Day



BICYCLE SAFETY RODEO

This complete manual is also available from our website www.kpti.org

Sponsored by
New England District of Key Clubs
Kiwaniis Clubs of New England
Kiwaniis Foundation of New England

INTRODUCTION

- ❑ Approximately 700 cyclists are fatally injured in traffic collisions each year in the U.S.
- ❑ Approximately 15% of all bicyclist deaths occur to children age 15 or younger.
- ❑ Each year, nearly half a million children are treated for bicycle-related injuries in U.S. hospital emergency rooms or in other medical settings.
- ❑ One child in seven suffers a head injury in bicycle-related accidents.
- ❑ Head injuries cause over 60% of the injuries and deaths that occur in bicycle accidents.
- ❑ Ninety-one percent of bicyclists killed in 2008 were not wearing helmets.
- ❑ While bicycle helmets generally have been shown to reduce the risk of head injury by approximately 85%, only about 30% of all child cyclists use them.
- ❑ Many children and their parents are unaware of these statistics and the basic techniques for staying safe while riding a bike.

(Statistics from NHTSA; Safe Kids, USA; US Consumer Product Safety Commission; www.helmets.org; American Academy of Family Physicians; Centers for Disease Control and Prevention; Insurance Institute for Highway Safety)

The Kiwanis Pediatric Trauma Institute believes bicycle rodeos are a proven way to teach safety skills to children in a fun setting. They are a means for:

- raising community and parent awareness about bicycle-related injuries,
- testing bike skills,
- providing an opportunity for children to learn safe bicycle techniques,
- building support for helmet use by children,
- a high visibility community service project for a Kiwanis Club or organization.

Many New England Kiwanis Clubs and Key Clubs, through their commitment to Youth Services or the “Young Children Priority One” programs, have sponsored injury prevention programs in their communities. Each year, we seek Kiwanis Clubs and other organizations throughout New England that will join the Kiwanis Pediatric Trauma Institute to organize a Kiwanis Safety Day in their community.

We hope that every club and/or organization will conduct a bicycle rodeo and we believe that a coordinated effort educating children and their parents will reduce the number of children injured in bicycle accidents who require treatment in our trauma centers and community hospitals.

The Kiwanis Bicycle Rodeo Manual is a guide, which is adaptable to the individual setting of each Kiwanis Club or organization, and the community it serves.

Thank you for your ongoing interest in the challenge of injury prevention and in continued service to the children of your community.

TIMELINE

9 Months before your event:

- Present the program to your Kiwanis Club or organization.
- Gain approval and commitment from the club or organization for the rodeo.

6-7 Months before your event:

- Form the Committee and assign tasks.
- Agree on a date for the event.
- Decide on the site of the rodeo and the number of stations.
- Make one member responsible for each station (set-up, materials, number of volunteers, plot of station on paper).
- Contact Circle K or Key Club, local youth organizations, public safety officer, DARE officer, police and school departments for participation.
- **Allocate funds for the purchase of helmets and other supplies.**

5 Months before your event:

- Get reports due from individuals and committees.
- Obtain permission and reservations from the city or town and property owner for the rodeo site.
- Determine the number of handouts and flyers needed and other publicity.

4 Months before your event:

- Require progress reports from individuals and committees.
- Obtain sponsorship from local businesses and commitments from schools and public safety officials.
- **Confirm funds for the purchase of helmets and supplies.**

3 Months before your event:

- Receive progress reports from individuals and committees
- Send notices and information sheets to parents by the school.
- Sign-up volunteers, or verify participation by those previously contacted
- **Order helmets**
- **Order handout supplies**

2 Months before your event:

- **Last chance to order helmets.**
- **Last chance to order handout supplies.**
- Start publicity and media blitz.
- Teach bike safety classes in the schools.
For grades K-3 request our "I'm Safe on My Bike in New England" materials.
Visit our website at www.kpti.org for more information.
- Collect materials and props for each station.

The day before your event:

- Clean up the site.
- Test the location and measure out stations.
- Determine traffic flow and parking.

Your Bike Rodeo Day!

2-3 Weeks after your event

- Send thank-you notes to sponsors and volunteers.
- Assess the effectiveness of the day's events,
- Clip and save newspaper articles, please send copies and pictures to KPTI.
- Return evaluation form to KPTI.

THE COMMITTEE

A good way to organize a bicycle rodeo is to form a committee that meets every two to four weeks. The committee will decide the size of the rodeo and the number of stations in addition to the required first three stations. Committee appointments include the following, which can be individual or combined:

1. Coordinator

- Coordinates the activities of the other committee members
- Identifies the number of people and materials necessary for each station.
- Keeps the group on timelines

2. Community Liaison

- Selects an appropriate site for the bicycle rodeo and obtains permission for use on the date you have chosen.
- Contacts city/town Public Works Department to provide trash barrels and chalk lines to mark the different stations, and to clean the site.
- Contacts the local police safety officer or DARE officer, a good source of information on bicycle safety programs and community contacts.
- Contacts the local school department. The health teacher may be willing to provide bicycle safety education classes. **Flyers and information should be sent home with each child the week of the rodeo.** Children can make and design posters in school for educational purposes, publicity, or for display at the rodeo.

3. Publicity and Sponsor Relations

- Contacts local newspaper and radio stations.
- Distributes flyers, posters and information sheets.
- Contacts local sponsors to help defray costs (i.e. local bicycle shops, supermarkets, hospitals, ambulance companies, etc.)

4. Volunteers and Refreshments

- Makes arrangements for food and drinks on the rodeo day.
- Arranges for volunteer assistance. Members of Circle K or Key Clubs or Girl Scouts, Boy Scouts, or members of local youth organizations are good workers, especially since young children often look up to older children as role models. Incentives for the volunteers, such as a T-shirt, should be considered.

VOLUNTEERS AND THE COMMITTEE

1. The media, local bicycle shop and/or bicycle club, civic clubs, police safety officer, senior citizen groups, local AAA office, parent/teacher groups, youth organizations, Circle K, Key Club, and veterans groups are all good sources of volunteers.
2. Set your meeting dates well in advance, and call the members to remind them of the meeting.
3. Meetings can be kept brief by having a well-developed outline of what is to be accomplished. Making specific assignments with realistic completion dates will help to keep the committee on timelines.
4. Try to send out a brief progress report to all committee members so that everyone will be aware of what others are doing. This will also help at meetings, as all members will have been made aware of everyone's progress.
5. Type a set of names and addresses you can photocopy onto pressure-sensitive labels. Every two weeks you can type a one-page "update", make copies, fold and staple it, put the labels on and mail them.
6. Remember to put the local media on your mailing list. If you keep them informed about the progress of the event, they are more likely to give it better news coverage.
7. Remember on Rodeo Day you will need to have a person for each of the following main activities: food, prizes, the skills course, parking, registration, inspection and any other events.

WHAT YOU NEED TO RUN A RODEO

Staffing Suggestions:

- Instructors, aides and evaluators: 20-25*
- Master of Ceremonies: 1
- Food prep & serving: 5-10
- Registration: 2-3
- First Aid: 1
- Relief workers: 2-3
- Others:

*Depends of the number of stations

Equipment:

- Tape Measure
- Chalk and chalk line
- Lime (wet or dry); Paint (white or yellow)
- Yardstick
- Stop watch or watch with a second hand
- Obstacles: cardboard boxes, stanchions, milk cartons, saw horses, blocks, etc.
- Simulated stop sign and traffic signal
- Score card or sheet
- String
- Bicycle repair tools
- Chairs: 2 times number of tables
- First aid kit(s)
- Tables and bricks to put on papers (one per station)
- Trash cans

Running the stations

- Bike check forms
- Pencils
- Pens
- Watercolor markers

CHOOSING A RODEO SITE

Sites

- Church parking lots
- Shopping mall parking lots
- Neighborhood parks
- School parking lots

1. The Skills Course requires a clean, flat, hard surface.
2. Parking will take at least twice the area of the Skills Course.
3. You need barricades around the Skills Course.
4. Each Skills Course needs a minimum of 175 feet x 200 feet, with the preferred size 200 feet x 250 feet. This allows reasonable movement within the course.
5. Try to reserve your site for the evening before the event, so that you can lay out the Skills Course before the Rodeo.
6. **IMPORTANT!** Check on availability of sanitary facilities at the Rodeo site.

MONEY AND SUPPLIES

1. The easiest way to fund your Rodeo is to find one major sponsor. Some possibilities include:
 - Local Police Benevolent Association
 - Chamber of Commerce
 - Local restaurants
 - Banks
 - Realtors
 - Insurance Agencies
 - or Associations representing these groups
2. If you do arrange for a major sponsor, put their name and logo on advertising posters and flyers and mention their major role in news releases.
3. Many of your donations will come from small donors:
 - Food:
 - Ask a local supermarket to contribute the hot dogs
 - Ask a local bakery to contribute hot dog buns
 - Ask the local fast food restaurants to contribute packets of mustard and catsup.
 - Paper supplies: Ask a local discount house to contribute napkins, cups and plates
 - Ice: Ask a motel, school, church, restaurant or event hall
 - Printing: Ask a local print or copier shop about announcements, signs, forms
4. Remember, people are more likely to say “YES” if you are specific about what you would like them to donate. Instead of asking for “some hot-dogs”, figure out the number you need and ask for that amount.
5. Timing is important, so ask prospective donors EARLY!
6. IMPORTANT – remember to acknowledge your donors, large and small, in your print material.

PUBLICITY

1. Choosing the right publicity chairperson is the first important job of the committee. Without the right publicity, your Rodeo won't be well attended.
2. Meet with your local safety officer and go together to the local school principal with information about the Rodeo. Ask for arrangements to make presentations to individual classes or at school assemblies, and leave flyers and posters behind when you leave.
3. Post notices of the Rodeo on bulletin boards in supermarkets, libraries, city or town halls, convenience stores, or other high traffic areas.
4. Check with local merchants that have marquee signs available for advertising the Rodeo.
5. Send a written announcement to your local radio station. (See Section 4, page for samples of announcements)
6. Contact your local TV cable company with
 - a. A written announcement for inclusion on their local community bulletin board
 - b. A request to appear on the local talk show to discuss the Rodeo
7. Contact your local newspaper (daily, weekly, give-aways) with a written story about bicycle safety.
8. Contact your local vocational-technical high school design department for help with posters, fliers, logo designs, etc.

AWARDS

1. Prizes help attract children and their parents. They fall into two categories:
 - Those you give to all participants (e.g. T-shirts, caps, posters, etc.)
 - Those that everybody has a chance to win

2. Contact a local merchant or group of merchants to pay for the design and production of 100 – 1,000 T-shirts or caps. Remember to allow at least 6-8 weeks for production.

3. The Skills Course should reward children for doing something right. Have small prizes at each station for every child to win simply by improving.

4. Certificates of Achievement can be ordered on the Handout Supply Order Form in Section 3.

RODEO DAY

1. Make the Rodeo a parent-child day, and have the parents go through each station with the children. This will avoid stray children and help educate the parents. Families should go through each station in groups of six or eight to prevent long lines or delays.
2. You may find that a backup of participants occurs at the bicycle inspection stations. Here are two suggestions for the problem:
 - a. Provide more than one Inspection Station
 - b. Arrange for volunteers to walk down the line of children and do face painting, balloon animals or other activity as a form of entertainment
3. The food station should be located near the end of the course so that people can eat after completing the stations.
4. Consider stamping hands or putting stickers on bicycles (especially if items are being given away) so people will only go through the course once.
5. Plan to arrive at the site three hours before starting time to set up the stations and mark out the area. Each station should be measured and plotted out on paper in advance to minimize last-minute changes.
6. For a four-hour morning program, have the volunteers come in two-hour time blocks (7:00 A.M. – 9:00 A.M. for set up; 9:00 A.M. – 11:00 A.M. and 11:00 A.M. – 1:00 P.M. for the Rodeo; 1:00 P.M. – 3:00P.M. for breakdown and cleaning) Volunteers should arrive a half hour early. Remember that in addition to the volunteers at each station, roving volunteers are needed to mix with the crowd and troubleshoot any difficulties that may arise. Key Club or Circle K members are a great help.
7. Give each child a Certificate of Achievement or other reward as they complete the course.

SAMPLE STATIONS

1. **Station 1** is a *sign in and orientation station* for participants. Informational handouts and posters for people to read along the way should be available, as well as gabs (with logo) to carry the handouts.
2. **Station 2** is the *bicycle registration and safety inspection station*. Safety officers, teenagers, local bicycle shop employees, etc. can work this station.
3. **Station 3** is about helmets, including *proper use of helmets and helmet fitting*. If helmets are given away or available for sale, it occurs at Station 3. Be certain that the rider has signed-in, and registration and safety inspection has been completed.
4. Other stations can be chosen from the manual. Do only those that available space and the number of volunteers can handle; it is better to start small and grow each year. The manual explains how many volunteers and props you will need.
5. We suggest that you consider a car seat inspection station as well. A qualified inspector should do inspections. For a list of inspectors in your state contact us.
6. Consider a Family Safety Booth:
 - Bicycle reflectors
 - Importance of wearing seatbelts
 - Rules of the road bicycle cards
7. Consider a Kiwanis Information Booth:
 - Membership Information
 - Club Information
 - Community service needs
8. Consider inviting other community groups and / or having concessions if space allows