

2005 BYSTANDER ASSISTANCE SURVEY REPORT



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&
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Key to abbreviations:

ABATE	A Brotherhood Aimed Toward Education or in some states, A Brotherhood Against Totalitarian Enactments
ASMI	Accident Scene Management, Inc.
BAP	Bystander Assistance Program
CPR	Cardiopulmonary Resuscitation
EMS	Emergency Medical Services
EMT	Emergency Medical Technician
HOG	Harley Owners Group
MSF	Motorcycle Safety Foundation
NAMS	National Agenda for Motorcycle Safety
NHTSA	National Highway Traffic Safety Administration
SMSA	State Motorcycle Safety Administrators



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INTRODUCTION

The National Agenda for Motorcycle safety (NAMS) was developed in 2003 by a Technical Working Group of experts assembled as a collaborative effort of the National Highway Traffic Safety Administration (NHTSA) and the Motorcycle Safety Foundation (MSF). The group was comprised of well-respected experts in the fields of emergency medicine, enthusiast press, government affairs, insurance, law enforcement, motorcyclist groups, research, and rider education and training. The effort took two years, including the organization of a Blue Ribbon Conference where a broad spectrum of stakeholders were able to contribute commentary and opinion on the draft document. This resulted in the development of a “snapshot of motorcycle safety today and a blueprint for the future”.¹ The findings and report can be found at www.nhtsa.dot.gov

One of the items identified as a problem in the NAMS report is First Response. Accident Scene Management, Inc. (ASMI), a 501(c)3 organization was founded in 1996 in order to teach motorcyclists what to do at the scene of a crash until professional help arrives (First Response). While there are several other individuals addressing motorcycle trauma in educational settings, ASMI is the only organization that has established a structured program that has been taught to over 5000 motorcyclists, has instructors in 14 states and is growing. ASMI's goal is to have instructors in all states. NHTSA recently (April 2005) added a motorcycle specific Bystander Assistance program called “Bystander Care to Aid injured Motorcyclists”. According to NHTSA statistics 2001, although motorcycles represent 2.2% of all registered vehicles in the U.S., 7.6% of fatal motor vehicle crashes in the U.S. involved motorcycles. When data was analyzed per vehicle miles traveled, of particular concern is that motorcyclists are 26 times more likely to die in a crash than a person riding in a passenger car and 5 times more likely to be injured.² ASMI believes that since motorcyclists often travel in groups, the most likely person to be at the scene of a motorcycle crash is another motorcyclist. For this reason we have concentrated our training on motorcyclists in a Bystander Assistance Program (BAP) that addresses the first 5-20 minutes after a crash in an attempt to reduce injuries and fatalities in the unfortunate event that a crash occurs.

ASMI believes that the weakest link in the EMS “Chain of survival” is First Response. Although CPR & First Aid are important skills, they do not address critical aspects of motorcycle trauma. ASMI began teaching “A Crash Course for the Motorcyclist” as a pilot project in the State of Wisconsin in 1997 in order to fill that gap. After a successful two years in Wisconsin, ASMI began to teach in other states and organize materials in a way that they could be taught by other instructors. A few instructors were individually trained over the next two years. By 2002 ASMI's first “instructor conference” was held. To date 43 instructors have been trained.

Because of ASMI's pool of motorcyclists who have been trained in Bystander Assistance/motorcycle trauma, ASMI was chosen to conduct a study of how this kind of training has been used and what, if any effects it has had on outcomes. Surveys were sent to students who had completed BAP training in the years 2002 through 2004. The following pages are a summary of the responses.

1 Foreward letter by Dr. Sue Bailey, NHTSA. Page III, National Agenda for Motorcycle Safety, DOT HS 809 156

2 NHTSA Motorcycle Safety Program, January 2003 – Recent Trends

SURVEY RESULT SUMMARY AND ASMI VISION STATEMENT

Baseline Data Collection: In January of 2005 surveys were sent to 2,032 students who had completed ASMI's BAP training in the years 2002-2003-2004. Of those sent, 33 were returned undeliverable making the total of surveys received by participants 1,999. Of these, **846** were completed and returned, a 42.3% return rate (data sample). When numbers below do not add up to 846, data was left blank.

Of the students who responded to the survey, 74% were 40-60 years old with 11% being younger than 40 and 15% being 60 or older. 68% were male riders and 32% female riders with 14% being passengers.

Harley Riders appear to be over represented. This is likely the result of marketing, orientation of the ASMI founder and the fact that this group does not have another program that addresses first aid in general (opinion of writer). Because the program was founded in Wisconsin you will also see that the Midwest represents 93% of those responding.

Most responders (78%) heard about the BAP program through an organization or a friend. 98% said they would recommend that a friend take a BAP class and 96% felt the information they learned was useful to them. **29% had used the information since taking the class and of them, 5% had used it when in a crash themselves.**

75% of those responding had taken a motorcycle rider class at some point. 47% identified themselves as an experienced rider (>30,000 miles), 30% a semi-experienced rider (10-30,000 miles), a new rider (<10,000 miles), and 14% a returning rider. 48% said that they were stimulated to seek further education with 23% going on to take CPR or First Aid, 17% taking Rider Safety Courses, and 11% going on to become a First Responder or an EMT.

Though the goal of BAP training is not rider education per se, it's interesting to note that 87% said they rode with more caution after taking the class with the majority indicating that increased awareness was the main factor that convinced them to do so.

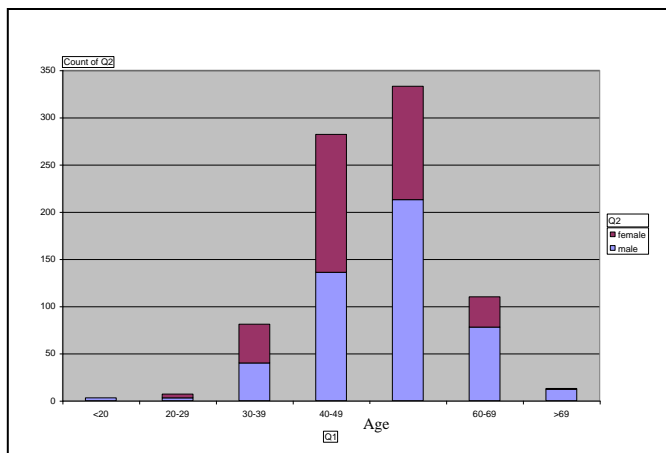
12% of students received discounts from their insurance companies after completing BAP training. Of the companies, Dairyland and Progressive were the top two listed. Dairyland (Sentry) has also supported ASMI training through a generous donation.

The results of the survey speak for themselves. Bystander Assistance training is not only necessary but it is making a difference in the lives of many bikers as well as roadside users and others in the community. It fills the gap between the time of a traumatic event and when the professionals arrive. The main challenge remains: How do we get this training nationwide so that more people can be trained! Though we have made strides in this area, there is much work yet to be done to make this a reality. ASMI's goal remains to make training available to all bikers nationwide.

SURVEY DEMOGRAPHIC RESULTS

Q. 1 - Your Age Q. 2 - Your Gender

Age	Male	Female	Grand Total
<20	3		3
20-29	3	4	7
30-39	40	42	82
40-49	137	146	283
50-59	215	123	338
60-69	78	33	111
>69	12	1	13
Grand Total	488	349	837



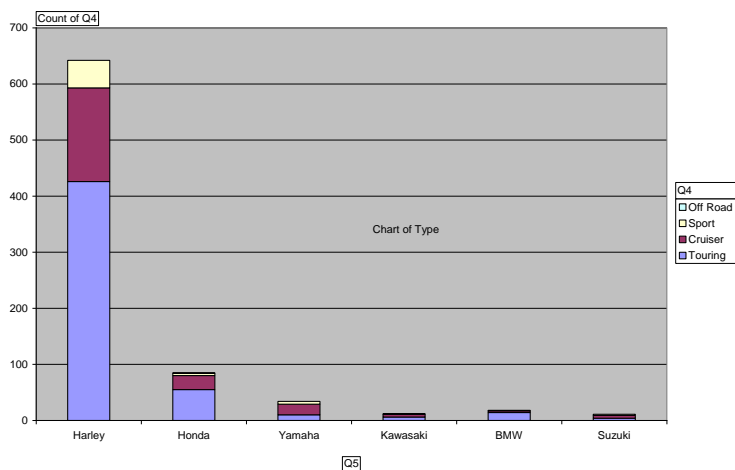
Q. 3 – Are you most frequently:

Gender	Rider 86%	Passenger 14%	Neither rider nor passenger	Grand Total
Male – 68%	485		2	487
Female – 32%	232	117	1	350
Grand Total	717	117	3	837

Q. 4 – Which of the following types best describe the motorcycle you ride most frequently?

Q. 5 – What is the Brand of Motorcycle you ride most frequently?

Type	Harley 80%	Honda 10%	Yamaha 4%	Kawasaki 2%	BMW 2%	Suzuki 2%	Grand Total
Touring – 63%	428	55	10	6	14	4	517
Cruiser – 28%	168	25	19	5	3	6	226
Sport – 8%	50	4	5	1	2	3	65
Off Road		1					1
(Other) – 1%	11						11
Total	657	85	34	12	19	13	820



Q. 1 – Check the most recent class you have attended

Q. 2 – What state did you take the class in?

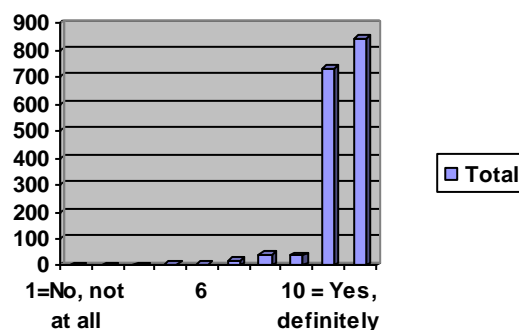
State	Basic	Advanced	Refresher	Grand Total
GA	8	6	2	16
NC	3	8		11
SC	12			12
MN – 9%	42	23	12	77
IA – 4%	21	8	1	30
IL – 5%	34	7	1	42
MI – 18%	92	47	9	148
WI – 57%	223	172	82	477
FL	5	1		6
AK	3	2	1	6
PA	8			8
MO	1	2		3
OH	1			1
Grand Total	453	276	108	837

Q. 3 – How did you first hear about the Bystander Assistance Program
(cross referenced with Type of motorcycle)

Reference	Harley	Honda	Yamaha	Kawasaki	BMW	Suzuki	Grand Total
Friend	90	17	9	2	5	4	127
Organization	407	39	12	5	5	4	472
Article	18	5					23
ASMI	12	2	3	2	1		20
Other	93	18	7	3	4	4	129
Grand Total	620	81	31	12	15	12	771

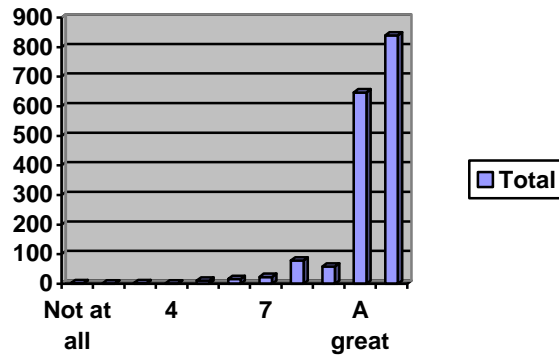
Q. 4 – Would you recommend that a friend take a Bystander Assistance class?

Participants asked to rate this question on a sliding scale	1=No, not at all									Grand Total
	2	4	5	6	7	8	9	10=Yes, Definitely		
Total	1	1	2	6	5	18	40	39	731	843



Q. 5 – Do you feel this course has been useful to you?

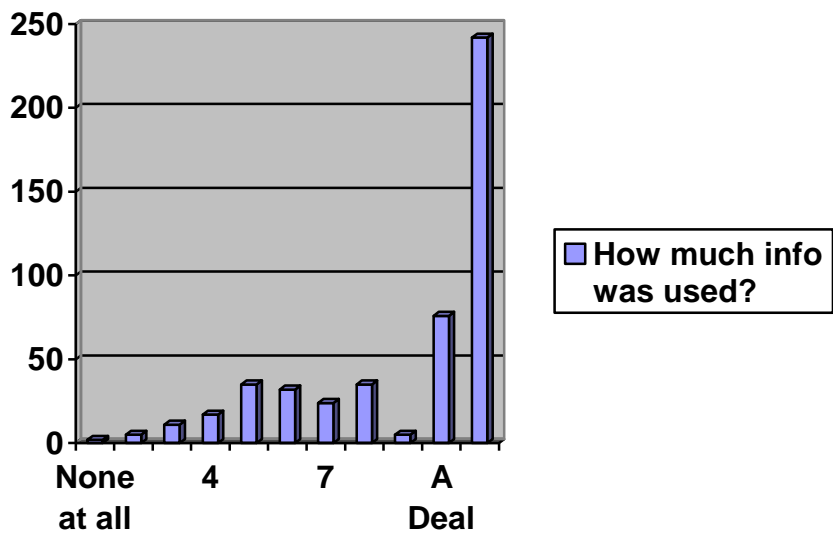
Participants asked to rate this question on a sliding scale	1=Not at all	2	3	4	5	6	7	8	9	10=A great deal	Grand Total
Total	2	1	2	1	11	16	23	79	58	647	840



Q. 6 – Have you used any of the info you learned whether it was in a crash or any other situation requiring bystander assistance since taking the class(es)?

Yes – 242 of 846 surveys (29%)

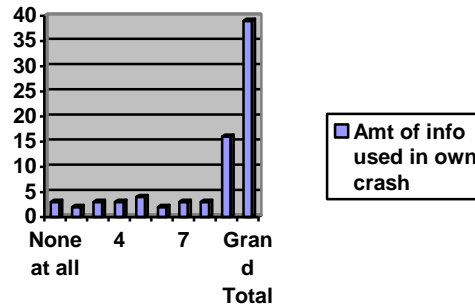
	1=None at all	2	3	4	5	6	7	8	9	10=A Deal Great	Grand Total
How much info was used?	2	5	11	17	35	32	24	35	5	76	242



Q. 7 – Have You been in a crash (or any traumatic incident) since taking the class(es)?

Yes – 39 of 846

	1=None at all	2	3	4	5	6	7	8	10=A Great Deal	Grand Total
Amt of info used in own crash	3	2	3	3	4	2	3	3	16	39



Q. 8 – Which of the following classes had you taken prior to attending the ASMI course?

Classes	CPR	1 st Aid	Basic Rider Course	Experienced Rider course	Other – see below
Taken prior to ASMI training	533	452	465	307	90
1st responder			1	MSF Instructor	6
ABATE share the road instructor			1	MSF rider coach course	2
ACLS			2	NREMT	1
ACLS & Trauma Nurse Specialist			1	nursing school	1
ACLS TNCC			1	OPP Ontario Police advance cycle training	1
ACLS, RN			1	outdoor emergency care	1
AED			8	Paramedic, BTLS, ACLS	1
BCLS			1	passenger course	1
Blackhawk cornering and speed class			1	performance based rider course	2
BLS			1	police accident management class	1
BLS-ACLS			1	Pro rescuer instructor	1
BRC instructor			1	professional driving course	1
CPR instructor			2	race school	1
CPR trainer course			1	race track course	1
CPR/AED professional rescuer			1	rider coach	1
EMT			16	riders edge	1
EMT-B			2	RN	4
EMT-B & EMT-I			1	super bike levels 1&2	1
EMT-I			2	track course	1

EMT-I and rider coach for basic and experienced	1	trail riding instructor prep	1
first responder	9	Trauma RN	1
GWRRA course	1		
LPN	1		
MSF & Riders Edge rider coach	1	Grand Total	90
MSF and Riders Edge instructor course	1		

Q. 9 – If you took a rider course, how long ago did you take it?

	1-2 yrs ago	3-5 yrs ago	6-10 yrs ago	>10 yrs ago	Haven't taken	Grand Total
Total	214	269	107	49	114	753

Q. 10 – Are you (check all that apply):

	A New Rider	A semi experienced rider	A returning Rider	An experienced Rider	Grand Total
Total	74	231	105	365	775



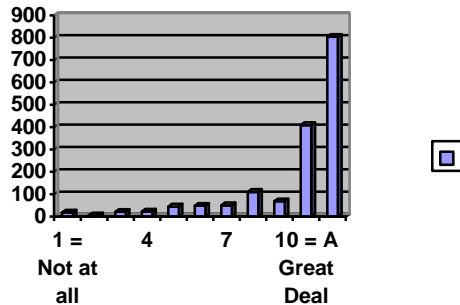
Q. 11 – Has taking the Bystander Assistance class stimulated you to seek further education?

	CPR – 1 st Aid	Rider Safety Course	EMT	First Responder	Other
Total	191	138	29	65	50

accident reconstruction class	1	more BAP	1
advanced ASMI	2	MSF instructor	1
advanced bap	30	MSF rider coach	1
ASMI advanced	2	MSF riders coach and riders edge instructor	1
ASMI instructor	1	nursing degree	1
bap x 2	1	paramedic	1
Bystander Assistance was addition to my training	1	RN	1
consider ASMI instructor course	1	will be taking Advanced Bystander Assistance	1
EMT firefighter for Cottage Grove	1	would like to be instructor	1
heartsaver instructor	1	Grand Total	50

Q. 12 – Do you feel taking the class(es) made you ride with more caution?

1 = Not at all	2	3	4	5	6	7	8	9	10 = A Great Deal	Grand Total
19	6	22	23	45	49	51	111	69	409	804



If you answered 5-10, was there one aspect of the course in particular that convinced you to ride with more caution?

appropriate dress	1	Knowledge	2
attention to surroundings	1	knowledge of blind spots	1
avoid injury	1	knowledge of injuries	1
aware of location	1	knowledge of what can happen	1
aware of surroundings	1	lack of training of others	1
awareness	94	lanes and intersection awareness	1
awareness after hearing other's stories	3	laws of motion	1
awareness of injuries	1	learned to be more aware	1
awareness of motorists	1	made me think	2
awareness of severity	1	mechanism of injury	1
be more alert	2	more attentive at intersections	1
blind spots	2	more cautious	2
carelessness of others	1	need for defensive driving	1
Chronister video	1	personal experience	1
combination rider course and BAP	1	personal stories at class	1
Concern	1	photos	21
concern for neck injuries	2	possible injuries	2
Consequences	4	potential for injury	1
conservative driver already	1	potential loss	1
danger	1	preparedness	1
discussion of group riding dynamics	1	remain watchful	1
distance between bikes	1	responsibility	1
everything in course	1	ride within experience	1
experiences of instructors	1	ride within limits	1
focusing on scene	1	risk	1
good power point presentation and reminders	1	risk management	1
hands on procedures	1	scene management	1

hands on training	2	scene safety	1
have never taken chances while riding	1	seeing what can happen	1
head injuries without helmet	2	seriousness of injuries	4
head injury awareness	1	sharing medical/physiological aspects was eye opener	1
helmet removal	2	sharpened skills	1
helmet use	2	simulation	4
how quickly things can go wrong	1	stop and think	1
impact on others	1	stopping distance calculation	1
importance of trauma pack	1	stories related in class	1
Injuries	9	thinking of overall safety	1
injury pictures	1	time for help to arrive	1
injury rate awareness	1	use more caution at accident scenes	1
jaw thrust/helmet removal	1	visibility	8
vulnerability	6		
watch other vehicles more	2		
whole class	16		
Grand Total	254		

Q. 13 – Did you receive a discount on your insurance as a result of completing this class?

Yes – 100 (12%)

Percent off	Insurance Co.	Received Discount on Insurance	Grand Total
5%	Dairyland	12	12
	State Farm	2	2
	Progressive	18	18
	Other	8	8
5% Total		40	40
10%	Dairyland	25	25
	Acuity (Heritage)	1	1
	Progressive	18	18
	American Family	3	3
	Other	8	8
10% Total		55	55
15%	Dairyland	1	1
	Progressive	2	2
	American Family	1	1
	Other	1	1
15% Total		5	5
Grand Total		100	100

Full Text answers regarding the type of information used and how it was used are available on the ASMI website at www.accidentscene.net