



Posted by Michael Davis,

April 2, 2014

### **Fools Gear Full Gear poster source?**

Greetings, Our DOT is getting ready to publish some new Rider Messaging posters, and they really like the "Fool's Gear" poster, but they need a high resolution version of it in EPS or AI format. Anyone know where I can find anything like that? Any states have variations on that they're willing to share?

#### **MARYLAND**

Michael, I do not like the message this poster sends. You cannot expect to change a person's attitudes or behaviors by insulting them first. If you have a guy who thinks a cotton t-shirt is adequate upper body protection, calling them a "fool" for thinking that is not going to get you anywhere. There is another poster out there that does a better job. Let me see if I can find an image for you. My opinion, but I have seen this echoed elsewhere.

~Philip Sause

#### **GEORGIA**

Sorry. Nope. However, Minnesota had a different one. It was based on Pro vs. Amateur. I have a very poor resolution copy if you need to see it.

~Jim Kelly

#### **MARYLAND**

That's the one I was referring to.

~Philip Sause

#### **GEORGIA**

There is one other, if I remember that was more positive. I think it depicted a women rider instead of a half-dressed guy.

~Jim Kelly

#### **MARYLAND**

I know the one you mean. I thought I had an image.

~Philip Sause

#### **WASHINGTON**

Michael,

Here is the poster that was done by the Washington State Department of Licensing in partnership with TEAM OREGON and Oregon Department of Transportation. The photo was courtesy of Oregon DOT, so if

you wanted the photo, you would likely need to contact them.

<http://endorseyoursport.com/improve-your-riding-skills/protective-riding-gear> Hope this helps!

**~Andrea Nygard**

**MARYLAND**

That's the one I think is the best. Poser or Pro.

**~Philip Sause**

**GEORGIA**

Yep, That's the one. Thanks Andrea

**~Jim Kelly**

**MICHIGAN**

Skilled Motorcyclist Association-Responsible, Trained and Educated Riders (SMARTER) Inc.  
SMARTER may have a high resolution version of such an image. Contact Dan Petterson at SMARTER:

Dan Petterson, Ed.D.  
petterson at pobox.com  
ENABLE Consulting Hilborn,  
231-843-2069 (home)  
231-510-4938 (cell)  
SMARTER - [www.smarter-usa.org](http://www.smarter-usa.org)  
All the Gear All the Time!

**~Chad Teachout**

**MICHIGAN**

I believe this is like the poster you/some were looking for or referring to. I agree with what one other person said that it might be taken as an insult.

<http://online2.msf-usa.org/msf/downloads/fools-gear-cool-gear-poster.pdf> Lots of good info on this SMARTER webpage too. <http://www.smarter-usa.org/all-gear/gear/>

**~Chad Teachout**