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WA Motorcycle Safety Program

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Motorcycle training brochure

We are creating a brochure/flyer to be distributed at dealerships that encourages motorcycle training. Does anyone have any examples of materials they have produced encouraging rider training that were effective and well received and/or any lessons learned?

MASSACHUSETTS

Good afternoon Andrea,

This is what we use in Massachusetts. We usually send them to DMV branches, motorcycle dealerships, motorcycle inspection stations and insurance companies.

~Eugene F. Carabine

MARYLAND

Andrea,

Greetings and felicitations! How is life in West Virginia?

I've attached a few samples of our "promotional" materials. They are small 1/3 cut flyers. One is our general tri-fold brochure. We have found that if materials are small and easy to carry they usually don't end up in the nearest trash receptacle.

~Phil Sause

NORTH CAROLINA

Hi Andrea,

We have a new one that is just about to be printed. It is a combined effort with the Governor's Highway Safety Program.

~Bob Wagner

MARYLAND

Andrea-

Attached is TEAM OREGON's brochure.

Good luck!

~Michele O' Leary

WISCONSIN

Brochures, flyers, posters and PSAs have limited impact... however I have attached two.

We take the word to the motorcycling community and potential riders via our mobile training facility THE REF.

We have produced an informational DVD that we are in the process of distributing also... info attached.

~Gregory Patzer

IDAHO

Andrea,

Here are a few that we use in Idaho. Not sure how to measure effectiveness, but they seem to be received OK. We use all of these at outreach events, the Facts card and Courses trifold ones are also included in our 'grad packs' given to each student who completes a course, and the 3-panel brochure is the one we primarily use at DMVs and dealers.

~ Stacey "Ax" Axmaker

KANSAS

We made our brochure into a "hangtag" so the dealers can put on bike handlebars.

~Norraine Wingfield