



MEDIA RELEASE

Criminal Justice Services

Ohio Criminal Justice Services • Karhlton F. Moore, Executive Director
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ODPS KICKS OFF RIDE **SMART** CAMPAIGN

Campaign Aims to Reduce Motorcycle Deaths and Injuries

(COLUMBUS) – Together with state leaders, traffic safety partners, law enforcement, motorcycle advocates and enthusiasts, the Ohio Department of Public Safety (ODPS) kicked off its *Ride **SMART*** motorcycle safety campaign today, which is aimed at reducing motorcycle deaths and injuries.

Motorcycle Ohio (MO), part of ODPS' Office of Criminal Justice Services (OCJS), led the *Ride **SMART*** campaign in 2009 to raise awareness for motorcycle safety. According to preliminary data, Ohio witnessed an increase of eight motorcycle fatalities last year, following a 23 percent decrease from 2008 to 2009. (In 2010, Ohio witnessed 169 fatalities and in 2009, Ohio witnessed 161, down from 213 fatalities in 2008.) The *Ride **SMART*** motorcycle safety campaign will work to address all aspects of motorcycle safety, including: Ride **Sober**. Ride **Motorcycle Endorsed**. Ride **Alert**. Use the **Right Gear**. Ride **Trained**. *Ride **SMART***.

"It is vital that we not only continue the *Ride **SMART*** motorcycle safety campaign, but also continue working with our traffic safety partners on education, enforcement and engineering efforts to reduce motorcycle deaths and injuries," said ODPS Director Thomas P. Charles. "We need to have a safe riding season this year."

Partners of the *Ride **SMART*** campaign will reach out to as many motorcyclists and motorists as possible to remind them that everyone plays a critical role in motorcycle safety. MO is working with state and local partners including ODOT, the American Motorcyclist Association, American Bikers Aimed Towards Education, Safe Communities, law enforcement and other safety partners to get the message out to riders and motorists alike. MO and its partners will be working to continue these messages across the state during the entire riding season.

Components of the campaign include: distributing materials with safety messages at bars and establishments that host "Bike Nights," working with local law enforcement, the Ohio State Highway Patrol and Safe Communities, offering various training classes, airing public service announcements with safety messages directed toward motorists and motorcyclists, funding high-visibility enforcement to discourage high-risk behaviors like drinking and riding, and working with as many partners as possible to get the word out to share the road, watch for motorists and *Ride **SMART***.

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ODPS works to reduce deaths and injuries on Ohio's roads through the coordinated efforts of all of its Divisions. The Ohio Investigative Unit enforces liquor, tobacco and food stamp laws in liquor permit premises and the Ohio State Highway Patrol enforces traffic laws. OCJS serves as the lead justice planning and assistance agency for the state. Through research, technology and grants, OCJS serves a wide variety of agencies committed to reducing and preventing crime across Ohio. OCJS coordinates and funds the efforts of DUI Task Forces and grants for local law enforcement and safety partners to combat impaired and unsafe driving and promotes educational programs, coalition-building efforts and campaigns focused on highway safety. An office within OCJS, MO works to address all of the issues that can impact motorcycle safety including education, training and motorist awareness.