MICHIGAN STATE
UNIVERSITY

MM - broughs & broughs
Department of Information Services
East Lansing, Michigan 48824

Contact: Tony Burkholder

(517) 355-2283

MSM VERTICAL FILE 1/30/79

RELEASE: Immediate room to rednum a inservious valuusmos stomoso of

BICYCLE GRANT AIMED AT REDUCING DEATHS AND INJURIES

EAST LANSING, Mich. -- According to State Police records, 45 people were killed and 3,710 injured in bicycle accidents in Michigan during 1977.

To try to make this popular sport safer, the Michigan 4-H Foundation has been granted \$78,746 for the second phase of a three-year bicycle care and safety program.

The program is funded by the Office of Highway Safety Planning and the U.S. Department of Transportation, National Highway Traffic Safety Administration.

It is designed to reduce bicycle fatalities and injuries through local comprehensive bicycle safety programs.

Last year, 4-H provided bicycle education to more than 11,000 young people in the 10 counties involved in the pilot phase of the program.

"That's an increase of 1,500 percent over the previous year," says Bonita Neff, state 4-H bicycle specialist at Michigan State University.

"In this second phase of the program, we hope to duplicate this success throughout the state. We will also develop a national bicycle education model through evaluations of the approaches being tested in Michigan."

During the first year in the pilot counties, 272 volunteer leaders and 4-H staff were trained in 15 bicycle education workshops (each 27 hours long), and two statewide conferences, Neff reports. Written materials and slide-tapes were developed as support materials.

(more)

Cooperative Extension work, Michigan State University and U. S. Department of Agriculture cooperating, Gordon E. Guyer, Director. Cooperative Extension Service, Michigan State University, East Lansing. Distributed under acts of Congress, May 8 and June 30, 1914. Cooperative Extension Service Programs are open to all without regard to race, color or national origin.

10. O. C.

or the dispose

na baca

24.67

A variety of methods of involving young people in bicycle learning activities were tested in the pilot counties. These included day camps, workshops, bike clinics, programs through schools and joint efforts with other agencies.

To promote community involvement, a number of programs were tested, including bicycle peer courts, bike-a-thons for charity, bicycle safety checks and community bicycle days.

"During our pilot testing, we found that the most learning occurred when programs were of a continuing nature rather than a one-time exposure," Neff the program of the magnetic of the street of the ballist notes.

Any persons interested in getting assistance to develop a local bicycle better property and a local page and roll day, and better property education program should contact their county Extension Service office.

The program is funded by the #dy#lca of Wighway Safety Flanning and the U.S

Department of Transportation, National Highway Traffic Safety Administration.

It is designed to reduce bicycle fetalities and injuries through local comprehene

dve bicycle safety programs.

Last year, 4-il provided bicycle education to more than 11,000 young people

in the 10 countles taxelved in the pilot phase of the program."

That's an increase of 1,500 porcent over the previous year, gays Bonits

Neff, state 4-1 bloycle specialist at dichigan State University, ...

In this second phase of the program, we hope to duplicate this succees

throughout the state. De will also develop a national bicycle characion godel

ings

During the first year in the pilot counties, 272 pluntser lesders and 4-0

staff were trained in 15 bicycle education workshops (each 27 hours long), and

start were trained in 12 brokers concerson concess (each 17 boars fond), and

two statestide conferences Hall reports. Origins materials and slide-rapes

were developed as support materials.

(Arom)