

MICHIGAN STATE
UNIVERSITY



MSU - Bicycles & bicycling
Department of Information Services
East Lansing, Michigan 48824

Contact: Tony Burkholder
(517) 355-2283

MSU VERTICAL FILE 1/30/79

RELEASE: Immediate

**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)

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 notes.

Any persons interested in getting assistance to develop a local bicycle education program should contact their county Extension Service office.

#tb#

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, A-H provided bicycle education to more than 11,000 young people in the 10 counties involved in the pilot phase of the program. There's an increase of 1,500 percent over the previous year. Neff, state A-H bicycle specialist at Michigan State University, says. 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, 231 volunteer leaders and A-H staff were trained in 12 bicycle education workshops (each 17 hours long), and two statewide conferences. Half reported original materials and materials were developed as support materials.