

ATV Safety Education Program



UNITED STATES OF AMERICA
CONSUMER PRODUCT
SAFETY COMMISSION

Presented by [Full Name]



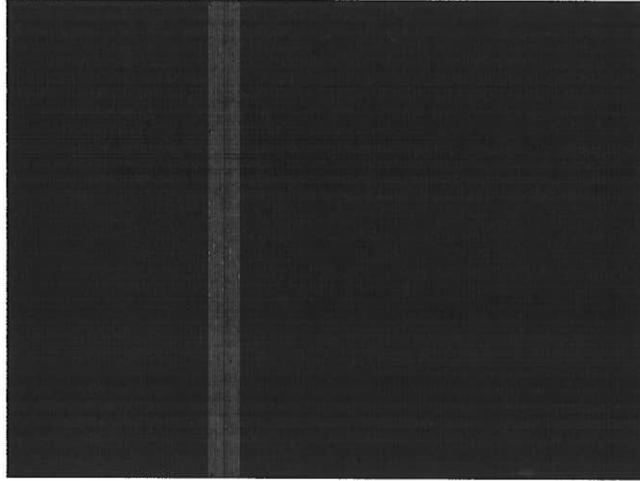
ATV Safety Education Program

Disclaimer

The opinions expressed in this presentation by Consumer Product Safety Commission staff do not necessarily represent the views of the Commission.



ATV Safety Education Program Welcome





ATV Safety Education Program

Introduction

- The U.S. Consumer Product Safety Commission (CPSC)
 - An independent agency of the federal government
 - Critically important mission: protecting the public against unreasonable risks of injury from consumer products through education, safety standard activities, regulation and enforcement.
- CPSC has jurisdiction over thousands of consumer products you use everyday. Some exceptions :
 - Motor vehicles designed for on-road use
 - Food/drugs
 - Alcohol/tobacco
 - Firearms
 - Ships/boats/vessels

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Some examples of the products CPSC has jurisdiction over are large and small home appliances, toys, infant and toddler clothing, cribs and bassinets, off-road motorcycles, ATVs and snowmobiles.

Other agencies:

- Cars and on-road motorcycles – National Highway Traffic Safety Administration
- Food and drugs – Food and Drug Administration
- Alcohol, Tobacco and Firearms – Bureau of Alcohol, Tobacco and Firearms
- Ships and boats – U.S. Coast Guard



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Introduction

- What you probably know:
 - Daily recall announcements of thousands of household products and children’s toys.
- What you probably don’t know:
 - Safety standards (voluntary and mandatory)
 - Safety education (presentations, websites, alerts/warnings)
 - Safety publications (brochures/flyers, guides, posters, reports)
 - Reports from consumers (SaferProducts.gov, hotline)

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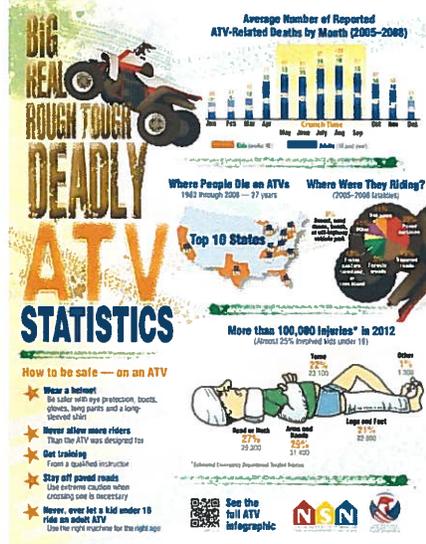
CPSC is best known for the recalls it announces but the agency does much more:

- It helps provide safety standards for consumer products by working with industry and other stakeholders to come up with voluntary standards or, if needed, by determining and setting mandatory standards.
- It provides free information and resources to educate the public about good safety practices.
- It provides consumers with a way to report and read about experiences with unsafe products.



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Why all this talk about all-terrain vehicles?



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- The costs of unsafe riding on an ATV are high.
- **More than 700 Americans die each year** in ATV-related incidents
- **More than 100,000 are injured on average each year**
 - More than **26,000 injuries** occurred to children younger than 16 years of age in 2012; more than **12,000 of these injuries** were suffered by **children younger than 12**
 - Many of these injuries are life-altering.



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Why all this talk about all-terrain vehicles?



Recent ATV-Related Deaths

A preliminary review of news reports shows at least 19 deaths from 05/06/2014 to 05/20/2014. Of these, two were youths under 16.

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- This is a screen grab of the bi-weekly death report CPSC posts on the homepage of the ATV Safety Information Center. **It is a rare occasion when 0 ATV-related deaths are reported** for a two-week period.
- On average, since 2004, at least **2 people die** and at least **290 injuries** are treated in **emergency rooms every day** because of ATV-related incidents.
- In 2012, **every day about 70 injuries due to an ATV-related incident** sent children **younger than 16 to the emergency room** and nearly half of those children were **younger than 12**.



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Why all this talk about all-terrain vehicles?



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- **ATVs are not toys!**
 - **They are one of the deadliest products** under CPSC's jurisdiction.
 - They are powerful vehicles that can **travel at more than 40 miles per hour**, can **weigh nearly a half ton** and can **easily tip over and roll**.
- These facts, plus the unpredictable nature of off-road conditions, makes **training and proper use essential**.
- CPSC is **not trying to take ATVs away**. We are **trying to** make the riding experience safer and **keep more riders alive**.
- Let's take a look at 5 questions all ATV riders can use as a checklist to ensure they have made preparations for a safer ride.



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Where can I ride?



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- Riding an ATV on the road is a recipe for disaster. ATVs are designed to be driven on off-road terrain and are difficult to control on paved roads where they are at risk of overturning or colliding with cars and trucks.
- In some states, it is illegal to ride ATVs on paved roads. However, CPSC is concerned about the growing number of state legislatures and local councils that are passing or trying to pass laws to allow ATV riding on county and local roads.
- CPSC stands with the ATV industry and consumer safety groups that warn these measures should not be approved because they endanger public safety.
- Check the state or local laws and regulations where you plan to ride.
- Even if your state or local laws allow you ride on paved roads, keep these two facts in mind: ATVs are designed for off-road terrain and riding on paved roads can put you and those you care about at risk.



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Who will be operating the vehicle?



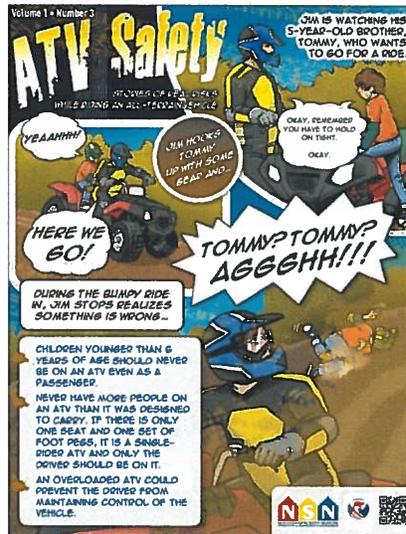
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- More than 90 percent of ATV-related injuries involving children can be attributed to a lack of developmental skills needed to maneuver the faster, more powerful adult ATVs.
- Children younger than 16 should never be allowed to operate an adult ATV
- Children younger than 16 should be on one of the age-appropriate youth models
 - Required to travel at lower speeds than adult ATVs
 - Required to have an adjustable speed limiter
- All ATVs should be equipped with a label that indicates the manufacturer's recommended age for that particular model.
- **Children younger than 6 years of age should never be on any ATV -- either as a driver or passenger.**



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How many people can safely ride the vehicle?



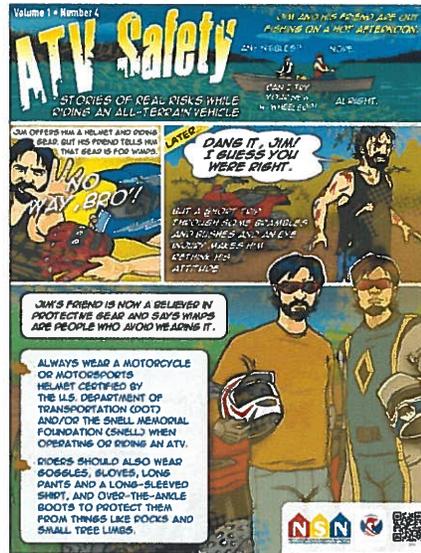
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- Never have more people on an ATV than it was designed to carry. A single-rider ATV should only have one person on it -- the driver.
- With an overloaded ATV, the driver will not be able to properly shift his or her weight and maintain control of the vehicle.



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Do all riders have the proper safety gear?



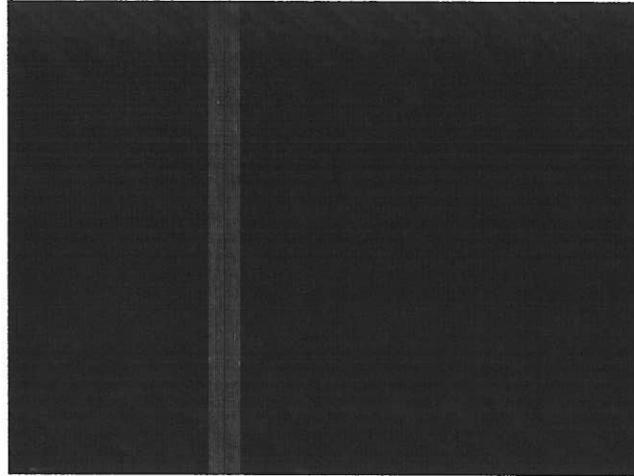
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- Always wear a helmet and other protective gear
- CPSC and the ATV Safety Institute recommend U.S. Department of Transportation (DOT) and/or the Snell Memorial Foundation (Snell) certified helmets.
- Riders should also wear goggles, gloves, long pants and a long-sleeved shirt, and over-the-ankle boots.



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Is everyone a trained rider?



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- Think about it: How many of you would let your child teach himself or herself how to ride a bike? Or drive a motorcycle or a car?



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Is everyone a trained rider?



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- CPSC recommends that all ATV drivers -- adults and children -- take a hands-on ATV safety course from a qualified instructor.
- Many deaths and injuries occur when an inexperienced driver loses control of an ATV, is thrown from an ATV, overturns the vehicle, or collides with a fixed object or a motor vehicle. Hands-on training can give experienced and first-time riders the skills to handle multiple riding situations that can happen in off-road conditions.
- Courses are offered by the ATV Safety Institute. Riders can also check with the National 4-H Council, local ATV rider groups, state agencies and some ATV manufacturers.



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Tips for Buying an ATV

- Consider how the ATV will be used.
- Look for the labels.
- Make protective gear and training part of the package.
- Check for the inspection.

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- Focus on who will use the ATV and how it will be used and less on its horsepower.
 - Is the vehicle for a new rider or an experienced rider?
 - Will it be used for recreation or work?
- ATVs are labeled to show the age range of the operator for which it was designed. Check the label to make sure the model you are buying is age appropriate for the person who will be operating it.
- Verify that the ATV has an action plan approved by CPSC. The vehicle should have a label stating this.
- Look for a label that shows the ATV has been certified to be compliant with either the ANSI/SVIA 1 - 2007 or ANSI/SVIA 1 -2010 standard.
- Select a dealership that sells helmets and other safety gear.
- Ask about training before you leave the dealership.
- If you purchase an ATV, make sure you receive a delivery checklist that your vehicle

was inspected before you leave the dealership.



ATV Safety Education Program Resources

Quick Facts: <http://www.cpsc.gov/en/Safety-Education/Safety-Education-Centers/ATV-Safety-Information-Center/Quick-Facts-for-a-Safer-Ride/>

ATV Death and Injury Statistics: <http://www.cpsc.gov/en/Research--Statistics/Sports--Recreation/ATVs/>

ATV Public Service Announcements (PSAs):

- "Take Knowledge to the Extreme – Training," 30-seconds highlighting the need for training - www.atvsafety.gov/atvpsa1.aspx
- "Take Knowledge to the Extreme – The Basics," highlights basic knowledge for safe riding - www.atvsafety.gov/atvpsa2.aspx

ATV Safety Publications:

- "Take Knowledge to the Extreme," full color poster highlighting do's and don'ts of ATV safety - www.cpsc.gov/nsn/atv.pdf
- ATV Safety Comics: Stories of real risks awhile riding an all-terrain vehicle, full color poster series highlighting safe riding tips - <http://www.cpsc.gov/Safety-Education/Neighborhood-Safety-Network/Posters/>, then scroll down to Sports, Fitness & Recreation.
- "ATV Safety Infographic," a poster with a snapshot of statistical information contained on the full infographic <http://www.cpsc.gov/en/Safety-Education/Neighborhood-Safety-Network/Posters/Big-Real-Rough-Tough-Deadly-ATV-Statistics/>

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- Here are links to some of the materials used in this presentation.
- For more information, you can also contact Carl Purvis at 301-504-7805.



ATV Safety Education Program

Spread the Word

Learn more at www.atvsafety.gov



**Before You Hit The Trails
With Your ATV,
TAKE KNOWLEDGE TO THE EXTREME**

- ATVs are not toys! They are powerful and potentially dangerous vehicles.
- Children should never ride or be a passenger on an adult ATV!
- Stay off paved roads and avoid unfamiliar terrain.
- Always wear a helmet.
- Never carry a passenger on a single-rider ATV.

 U.S. Consumer Product Safety Commission
CPSC hotline: 1-877-633-2311
and Box 638, Itasca, IL 60143

 **NSI**
National Safety Institute

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