

M.A.D. - Saving Lives Through Awareness Education

With May being the Motorist Awareness Division's ("MAD(s)") anniversary month, we thought we would give you some details about MAD, the goals and objectives, and just what this division can do for **YOU**.

While Rider Education trains and educates motorcycle riders, MAD focuses on educating the motorist community. The primary goal in motorist awareness is to reduce the number of motorcycle crashes, reduce injuries and reduce the loss of life.

The plan is simple... it focuses on a "Share the Road" campaign. There are three interrelated topics being used to get the word out to the motorist community:

- ✓ **Awareness Education** - Providing motorists with first class, professional education through certified seminar presentations. Presentations have been developed for a huge number of audiences – providing them a better understanding of motorcyclists, the risks involved, a heightened awareness of motorcycle presence and what they, as motorists, can do in the prevention of crashes.
- ✓ **Awareness Advertisement** - Serves as a reminder to motorists that they share the road with motorcycles. Reinforced reminder to the education aspect.
- ✓ **Public Relations** - Interaction with the motoring public has the ability to reflect highly on GWRRA and to mold public opinion on how they view motorcyclists.

We feel it's very important to build a rapport with motorists. Just a friendly wave and smile will leave a motorist with the impression that we are real people who, in real life, could be their friend, neighbor, or even a relative.

Did you know that MAD has presentations specifically geared toward the motorist community? You can view them at <http://www.gwrra.org/regional/MAD/Seminars.html> (you have to scroll down towards the bottom of the page). Check them out and learn how you can help inform the public about sharing the road.

Most importantly, Chapter Z is very fortunate to have their first active MAD Coordinators – Bob Curtis and Debbie Hanlin. Bob and Debbie have been very proactive in bringing the MAD program to Chapter Z's participants and making us, as motorcycle riders, visible to the motorist community.

Bob and Debbie have already organized two MAD Public Relations activities, and currently they are working on Awareness Advertising by trying to obtain billboard advertising for our area. They would be more than happy to answer any questions you have about MAD and how you can help with communicating this important program and message to the motorist community. Their home phone number is (281) 838-8150.

Let's all work really hard to support our MAD Coordinators (the "Debs") and make 2009 a banner year for the Motorist Awareness Division. Remember, our work benefits the entire motorcycling community.

As always, we welcome and encourage your questions and comments. Please don't ever hesitate to contact us if we can be of help.

Ride safe, have fun and always take the long way home.

Gene and Carolyn Tice

ATGATT Master Tour Riders #5088 & #5089

