“Your Life is Riding on It”
All Terrain Vehicle (ATV) Safety in a Rural Wyoming Community
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Purpose:
To reduce ATV-related injury in Buffalo, Wyoming by increasing ATV safety awareness.

Background:
ATV injuries are an emerging public health threat:
 ATV-related deaths nationwide have tripled since 1990.
 Wyoming has the third most ATV deaths in the nation.
 More children die in ATV accidents every year than in bicycle crashes.

ATV safety education is not uniform:
 Head injuries are the leading cause of death, but many ATV riders have never worn a helmet.
 No safety education or license is required to buy or use an ATV.

Buffalo, Wyoming is a small rural town (pop. 4638) with a large vulnerable population due to ubiquitous ATV use.

Methods:
 Community conversations and clinical observations established that Buffalo had serious ATV-related accidents with low ATV safety literacy.
 A literature review illustrated the scope of the problem and indicated potential interventions, e.g. safety education.
 Community partners were identified by expressed interest.

Results:
 Educational ATV-safety public service announcements (PSAs) and short interviews for local radio and newspaper
 ATV safety community organizer packet distributed to community partners
 ATV safety education materials on display at clinic, public health office, and more
 Physician-patient ATV safety counseling

Discussion:
 This project increased local awareness and connected interested parties.
 ATV safety classes directed at youth and events may take root.
 ATV culture and riders’ opinions may be hard to change.
 Community members agree that reducing the numbers of ATV injuries is a very important issue for Buffalo.