

“Your Life is Riding on It” All Terrain Vehicle (ATV) Safety in a Rural Wyoming Community

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UWSOM RUOP 2015

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.

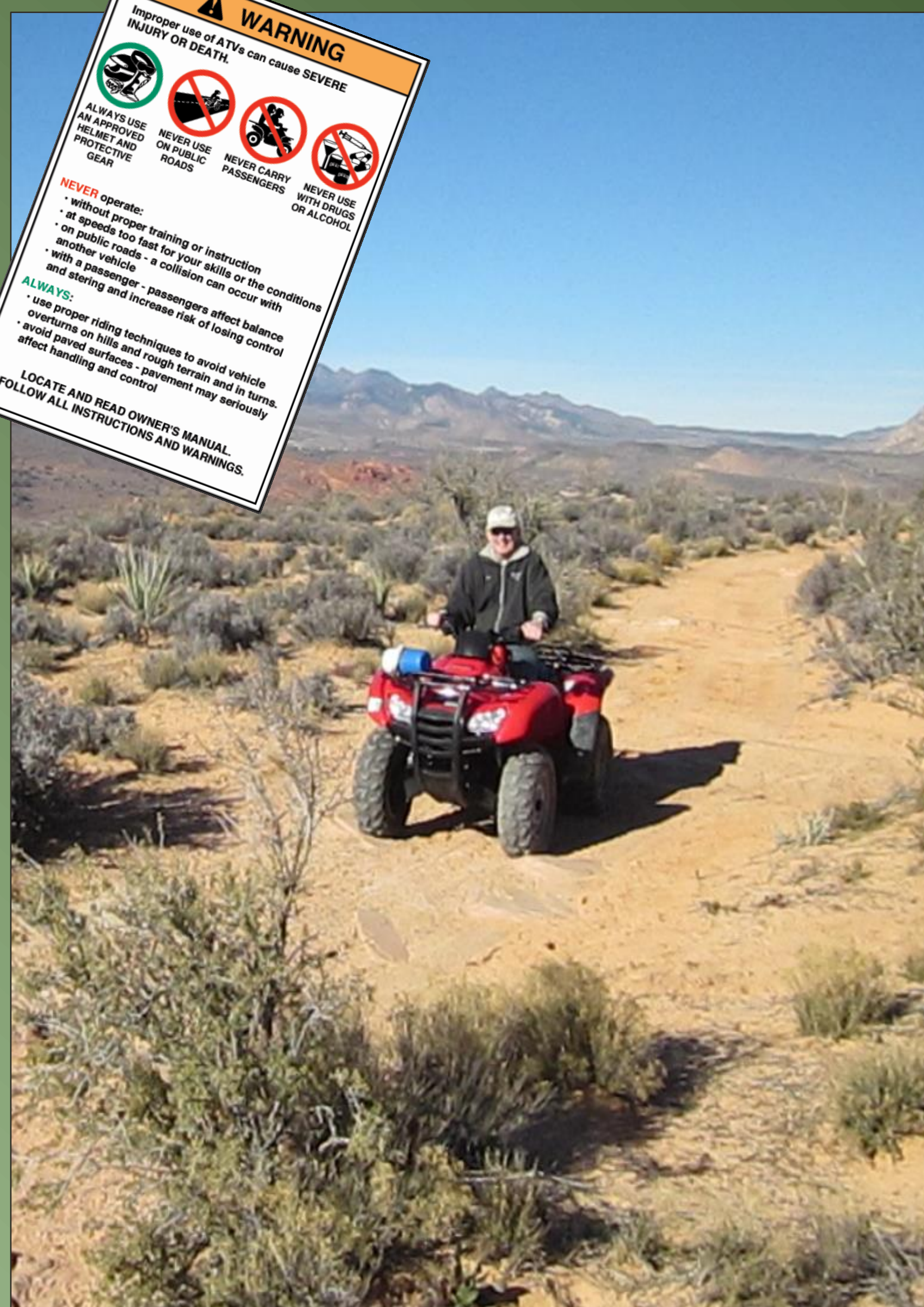
Buffalo, Wyoming is a small rural town (pop. 4638) with a large vulnerable population due to ubiquitous ATV use.

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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.