

Helmet VS. No Helmet in the State of Kentucky

HEA 356: Health Promotion Programming Photovoice Research Project – Fall Semester 2016

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The Problem:

- Currently there is not a helmet law in the state of KY.
- Helmets saved an estimated 1,630 lives and \$2.8 billion in economic costs in 2013 (CDC, 2016)
- The U.S. could have saved an additional \$1.1 billion in 2013 if all motorcyclists had worn helmets
- What do we know about the underlying causes?
 - This does not just impact the driver and the passenger of the motorcycles, this also effects other drivers if there is an accident.
- This is a concern of the community and public health, just as the seat belt law is. It is a safety issue.

Research Methodology:

- Purpose of project is to educate and promote the issue of motorcycle helmets as a public health concern.
- Photovoice “is a participatory research strategy commonly implemented in health research as a mechanism for personal and community change” (Kurantani & Lai, 2011)

Photovoice Pictures:



Helmet

VS



No Helmet

Resources Available:

- CDC.org
- Bell Helmets
- Health Departments
- Public Safety
- Department of Transportation
- Advocate for a motorcycle helmet requirement law by contacting the Kentucky Governor Matt Bevin
700 Capitol Avenue, Suite 100
Frankfort, KY 40601
Phone: 502-564-2611
Fax: 502-564-2517
TDD: 502-564-9551
<http://governor.ky.gov/pages/contact.aspx>

Conclusions & Recommendations:

Currently in the State of KY, there is no helmet law. There is one in the states of TN and MO.

- Per the CDC (2016), helmets reduce the risk of death by 37%
- Helmets reduce the risk of head injury by 69%

“Our role is to identify ways to prevent injury and death and rigorously check what works and what does not work. For motorcycle safety, the research shows that universal helmet laws are the most effective way to reduce the number of deaths and traumatic brain injuries that result from crashes”
– Dr. Thomas Frieden, CDC Director

In conclusion, there is documentation to prove there is a need for the helmet law.

References:

- Bing Images.
<https://www.bing.com/images/search?q=helmeted+motorcyclist&view=detailv2&id=13A5BA6CE708DC864732DBFD3DF4083A311527C0&selectedIndex=46&ccid=rXCbH6br&simid=608032439641768921&thid=OIP.Mad708187a6eb053a4252ccf4a61e9248H0&ajaxhist=0>
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- Doyle, E. I., Ward, S. E., & Oomen-Early, J. (2010). *The Process of Community Health Education and Promotion* (2nd ed.). Long Grove, IL: Waveland Press, Inc.
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<http://teamlab.usc.edu/Photovoice%20Literature%20Review%20%28FINAL%29.pdf>
- Wang, C. & Burris, M.A. (1997). Photovoice: Concept, Methodology, and Use for Participatory Needs Assessment. *Health Education & Behavior*, 24(3), 369-387.