

NC Child



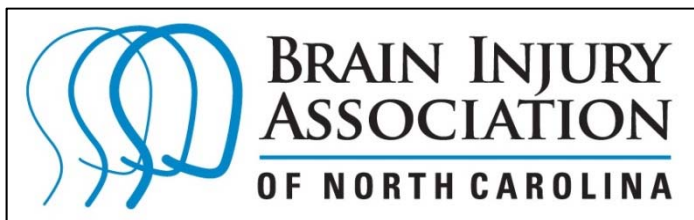
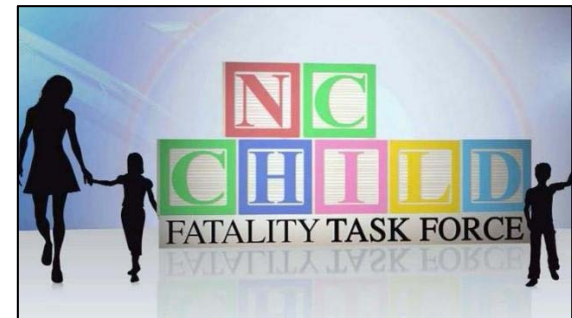


Carolinas Medical Center
Carolinas HealthCare System



**Collaboration to Preserve North Carolina's
Universal Motorcycle Helmet Law**

Alan Dellapenna, Branch Head
Injury and Violence Prevention Branch
NC Division of Public Health

Partners

Agency Bill Review

Resolutions Opposing H 109
Engage Lobbyist
Visit Legislator to Educate
Editorial letters in Newspapers
Action Alerts to Members

Technical Assistance
Editorials
Expert to reporters

Who opposes H 109

NC Division of Public Health
NC Division of Medical Assistance (Medicaid)

Child Fatality Task Force (a standing legislative committee)

NC Association of Local Health Directors
NC Brain Injury Association
NC Brain Injury Advisory Council
NC College of Emergency Physicians
NC Medical Society
NC Safe Kids
Action for Children

UNC Injury Prevention Research Center
UNC Highway Safety Research Center
East Carolina Injury Prevention Center

[Others?](#)

28 States have enacted Partial Helmet Repeal Bills like H 109, the results are clear and consistent:

Partial helmet laws increase injuries and medical costs—and North Carolina taxpayers will pick up the bill.

Florida changed their law from a universal to a partial law in 2000

- Hospitalizations due to motorcycle crash injuries **increase by over 40%.**
- Medical costs for treating head injuries doubled to **\$44 million dollars.**

Young people suffer in states with partial helmet laws

- The majority of minors killed in motorcycle crashes **were not wearing a helmet.**

After Florida repealed its universal helmet law,

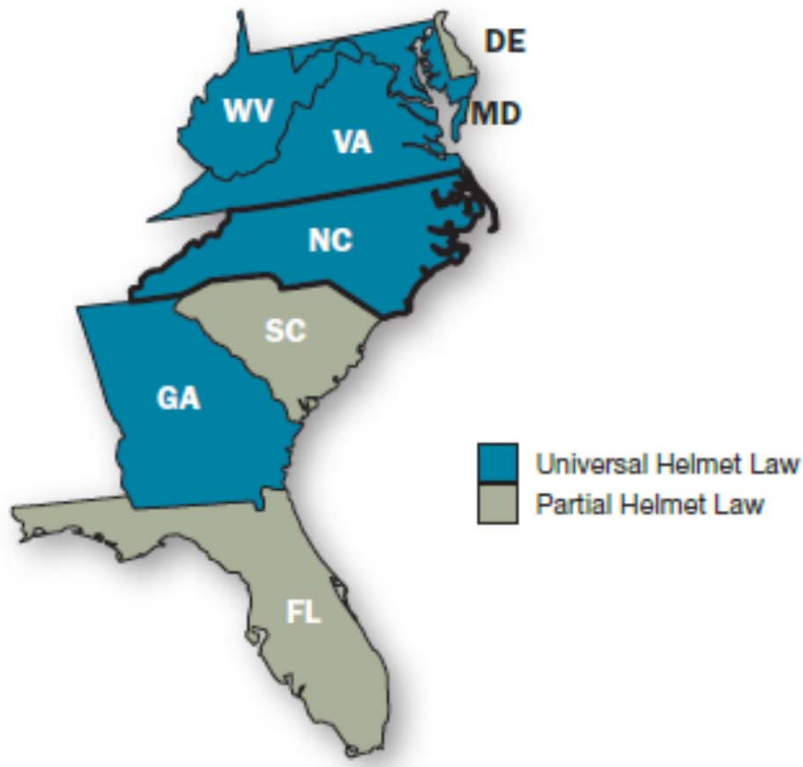
deaths of unhelmeted riders under the age of 21 increased by 188%,

despite the fact that these riders were mandated to wear a helmet.

NORTH CAROLINA SAVE LIVES, SAVE MONEY

HOW DOES YOUR STATE MEASURE UP?

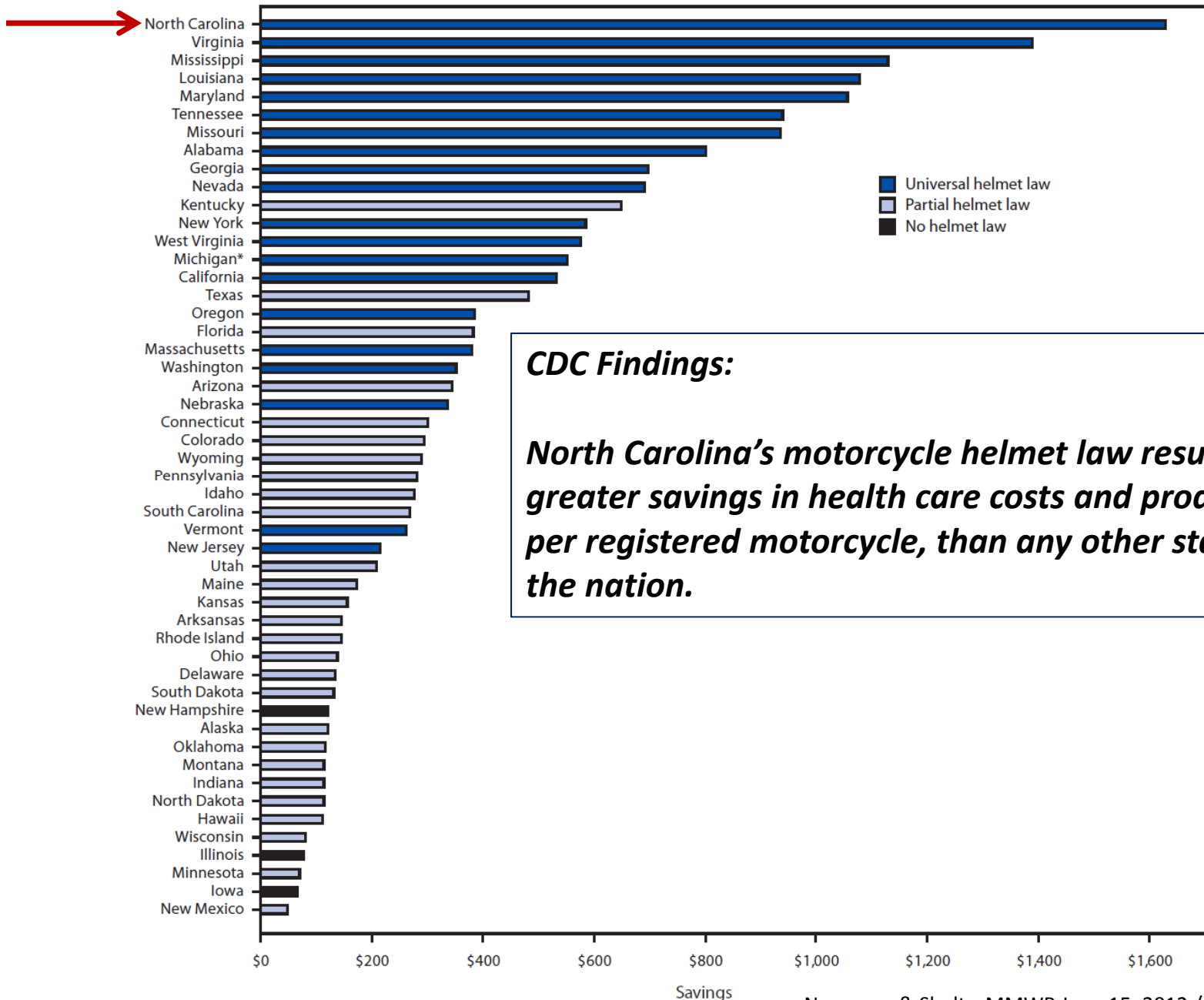
North Carolina ranks #1 in the nation for lives saved and economic costs saved due to helmet use.



REGIONAL COMPARISON OF HELMET LAW IMPACT

State	Type of Law/ Year Enacted	Lives saved by helmet use per 100,000 registered motorcycles, 2010 ^{1,2}	Economic costs saved by helmet use per 100,000 registered motorcycles, 2010 ^{1,2}
Delaware	■ /1978	7	\$13M
Florida	■ /2000	19	\$38M
Georgia	■ /1969	34	\$70M
Maryland	■ /1992	52	\$106M
North Carolina	■ /1968	80	\$163M
South Carolina	■ /1980	13	\$27M
Virginia	■ /1970	68	\$139M
West Virginia	■ /1971	28	\$58M

FIGURE 2. Estimated economic costs saved as a result of motorcycle helmet use, per registered motorcycle, by state — National Highway Traffic Administration, United States, 2010



CDC Findings:

North Carolina's motorcycle helmet law results in greater savings in health care costs and productivity, per registered motorcycle, than any other state in the nation.

“Despite the effectiveness of motorcycle helmet legislation, many states have repealed these laws during the last decade.

Aspects often neglected by policymakers are *who pays for the care of these victims* and *how much of these cost is subsidized by public funds.*”

Journal of the American Medical Association

What is the *cost* of weakening North Carolina’s universal motorcycle helmet law?

Division of Public Health & UNC Injury Prevention Research Center research, 2015.

What could North Carolina expect in terms of hospitalized motorcyclists with TBIs and associated charges if North Carolina **did not have a universal helmet law.**

Methods Summary

Compare North Carolina motorcycle-related hospital charges to three “surrogate” populations without helmet laws: PA, FL, SC

Summary Results

TABLE 1. Actual and Counterfactual Hospital Inpatient Charges for Motorcyclists with Traumatic Brain Injury¹, North Carolina, 2011

Source or Substitute Population	Annual Number of Motorcycle TBI Inpatients	Average Hospital Charge per Motorcycle TBI Inpatient	Hospital Inpatient Charges for Motorcycle TBIs				
			Government & Public Sources	Private Sources & Other Payments	Self-Payment	Total Charges, All Sources	
A. Universal Motorcycle Helmet Law In Effect (Actual) North Carolina 2011	275	\$83,428	\$8,624,989	\$11,430,761	\$2,886,961	\$22,942,711	
B. No Universal Motorcycle Helmet Law (Counterfactual)	Florida 2000 ²	501	\$96,359	\$18,150,504	\$24,054,996	\$6,075,347	\$48,280,847
	Pennsylvania 2003 ³	490	\$110,125	\$20,265,264	\$26,857,703	\$6,783,201	\$53,906,168
	SC Residents Treated in NC ⁴	465	\$104,814	\$18,312,705	\$24,269,962	\$6,129,639	\$48,712,307

190 fewer admissions for motorcyclists with TBIs with the universal helmet law

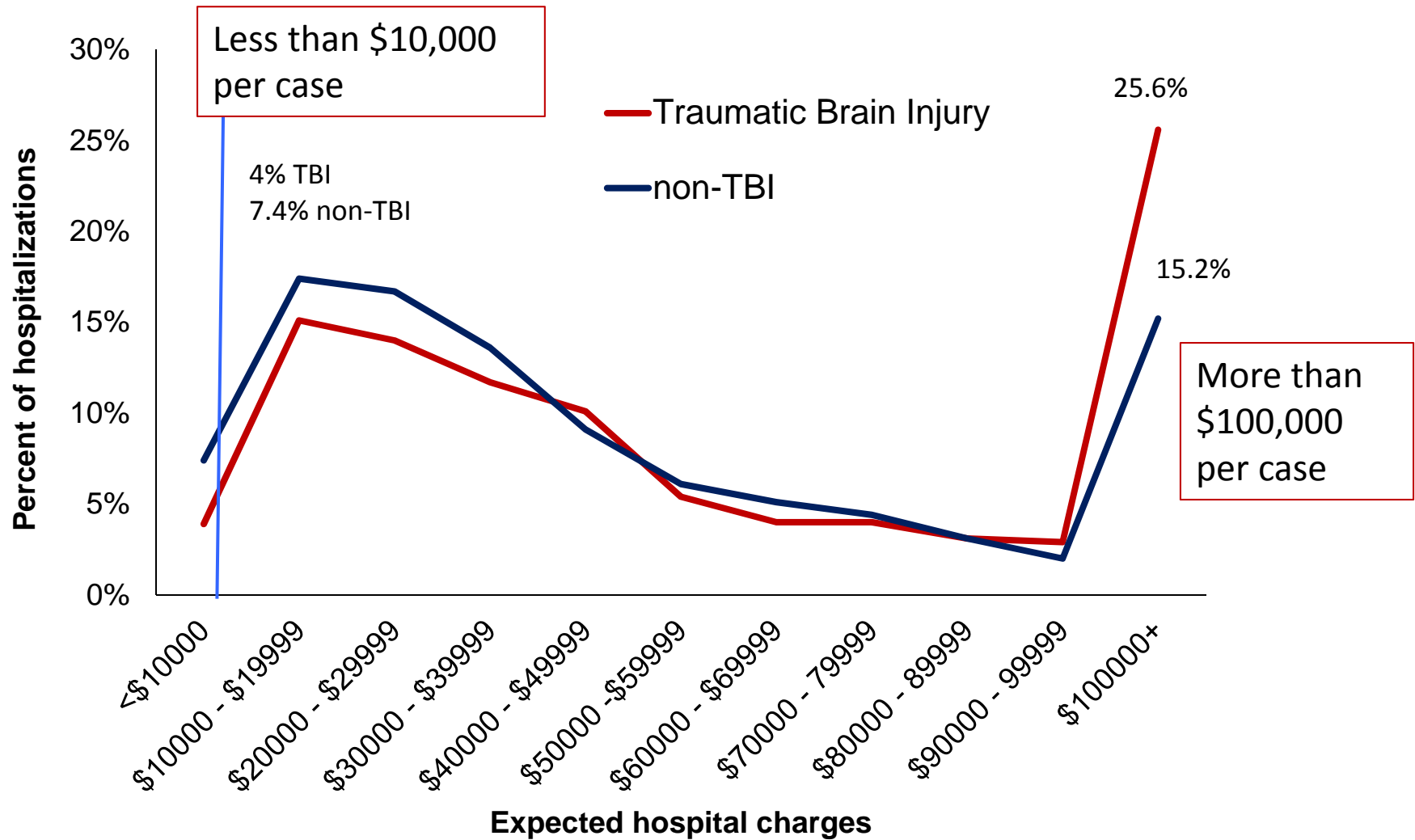
Total charges were approx. ½ with a universal helmet law

- \$22.9 million rather than **\$48.3 million**

\$25.4 million increase if universal law weakened

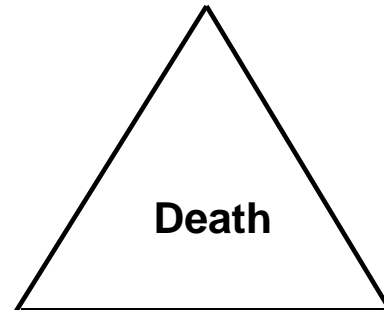
\$9.5 million increase in *public funding* if helmet law weakened

Expected charges for NC hospitalizations due to motorcycle crashes, 3,737 motorcycle cases resulting in hospitalization, 2009-2011



Harmon et al. *J Head Traum Rehab.* In press, 2015.

**Death is the tip of the iceberg for the cost of
repealing a Universal Motorcycle Helmet Law**



Current North Carolina Universal Motorcycle Helmet Law

- All Riders and passengers must wear a safety helmet when riding a motorcycle.
- \$25.50 fine + ~\$130 court costs for violating the law.

Proposed Changes of House Bill 109 (2013-14)

A person 21 years or older may operate a motorcycle without wearing a safety helmet if the operator:

- Holds a motorcycle license more than 12 months **or**
- Successfully completes a Motorcycle Safety course **and**
- Has \$10,000 medical insurance policy for motorcycle operation.*
- Passengers over 21 years or older can ride without a helmet if the operator is allowed to operate a motorcycle without a helmet **and** has \$10,000 medical insurance.
- **Remove Court Costs (~\$130)**

* Reportedly not permissible under NC's Insurance law, no policy like this can be offered.



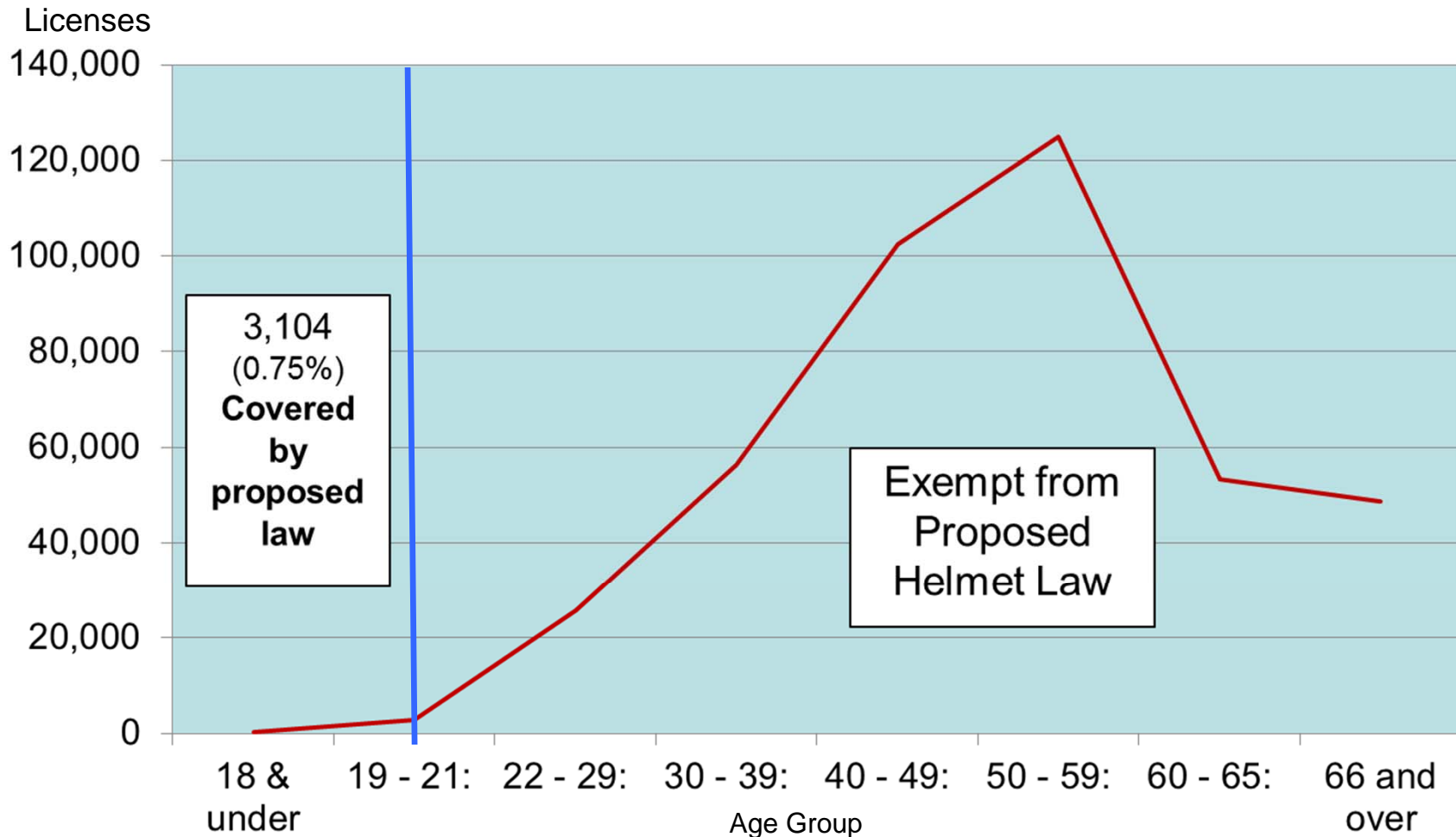
Membership Services:

“1445 members current. Lost 345 members since this time last year. 509 of those 1445 are lifetime members so really only **936 members actually paying dues each year statewide.**”

State Meeting Notes, ABATE NC, 3rd Quarter Newsletter 2014

North Carolina Motorcycle Licenses by Age Group, 2014

414,475 motorcycle licenses – 190k+ licensed motorcycles



- Deaths in the <21 age group increased **188%** after partial repeal of the helmet law in Florida.
- When **99.25%** of riders are exempted from wearing a helmet enforcement becomes a low priority for police.
- **It's a new driver issue**; learning to drive is hard, learning to ride without reinforcement of helmet use is deadly.

CBA/ABATE NC members are organized, focused, visible, vocal, have legislative “champions”, and legislative success.

LOBBY DAY 2014



Wednesday, 21 May was a beautiful day for riding a motorcycle, but 56 people were on hand at the Holiday Inn Express on Hillsborough St. in Raleigh to fight for their rights as motorcyclists. At least 13 CBA chapters were represented, a few independent riders and other non members were also present. CBA Legislative Director Bill Starnes gave a briefing on the hot button legislative issues we wanted to be addressed, and the attendees left the meeting armed with the issues and a response sheet to fill out on each legislator that they talked with. After taking a four block stroll through downtown Raleigh, they got down to business at the NC Legislative Bldg, and the Legislative Office Bldg. Many had made appointments with their legislators so they would have a better chance at getting the face to face interaction. Others left information with the Legislative Assistants to be passed on.

Motorcycle Helmet Law Repeal Strategy

A full repeal of the law isn't politically feasible.

Get the same results by weakening the current law so it isn't enforced.

- Reduce fines, eliminate court costs
- Exempt riders covered by age

Offer compromises that appear to address health and cost.

- \$10,000 Insurance requirements

Assert the current law is unfair, offer apparent compromises to the current law.

Render the law unenforceable.

Two Stories about Motorcycle Helmets

Argument for Repeal

- **Freedom** - Its about the freedom of adults to chose.
- “***Let those who ride decide.***” Non-riders are imposing the helmet *choice*.
- Helmets aren't effective, data used to promote helmet effectiveness is wrong, data's been manipulated by feds to hide the truth.

Don't Mess with NC's Universal Helmet Law

- The current law has worked very well for 47 years and is very popular among a large majority of motorcyclists in NC.
- Changing the law is an expensive unfunded mandate that all tax payers and insurance policy holders will fund.
- Helmets Laws work.
 - 28 state have weakened their law; deaths, head injuries, and costs have gone up 20-40% in all 28 states.

The helmet law repeal effort's goal is to displace the story of NC's Universal Helmet Law's effectiveness, popularity, and value with their story of a **nanny state infringement on personal freedom.**

We're not trying to convince the pro-repeal advocates they're wrong;
We are trying to **remind and reinforce** the public and law makers that the current policy is sound, reasonable, popular, and effective and reject this new argument.

We're not going to convince the pro-repeal advocates they're wrong and we don't have to;
We want to reinforce that the current policy is right.

Arguing their points legitimizes their argument and takes away from presenting our story.

- Research on countering wrong messages shows it reinforces their point.



**Unlike the Transportation Committee,
the House Judiciary B Committee hearing was an open forum**

Public Speakers Opposing H – 109

- Bob Crosby, Carolina's AAA
- Dr. Steve Marshall, UNC Injury Prevention Research Center
- North Carolina Academy of Emergency Physicians

In Favor of H 109 - Doc Ski, ABATE NC's Lobbyist

4 Committee members spoke in opposition to H-109, citing personal experience with brain injured survivors

Committee adjourned with no vote on the bill, no member would make a motion on the bill



What can Trauma do?

- Continue voicing your position on the issue.
- Let your legislators know where you stand on preserving the motorcycle safety helmet law.
- Use Local Media
 - Tell your side of the story, what happens in your community with a trauma case
 - Invite reporters to tell the trauma story
 - Challenge wrong stories
- Show up at Legislative Committee Meetings in “uniform”

Expectations for 2015

- A bill(s) like H 109 will be introduced, a partial helmet repeal.
- Bills will move through Transportation and Judiciary Committees.
- Repeal advocates have a strong advantage in the Transportation committees, anything but their message will have limited voice.
- Judiciary was an open forum, better venue to be heard bill.
- Be prepared to react quickly. Slow the process.
- Get a fiscal note attached – Medicaid increases.

What worked

- Brain Injury advocates reaching key legislators
- Emergency Physicians and Trauma, they were seen and heard
- Medicaid costs
- Media coverage, getting the story out
- Credible Experts
- Diverse Partners



Motorcycle Safety

The popularity of riding in North Carolina has grown dramatically in the past decade: the number of registered motorcycles has increased over 64 percent (from 111,051 in 2001 to 182,836 in 2010).¹ Motorcycle riders are much more likely to be killed or seriously injured than occupants of passenger vehicles. Per mile traveled, the number of motorcyclist deaths is about 26 times the number of vehicle occupant deaths.² The reason for this is that motorcyclists do not have the passenger protections offered by cars such as seatbelts, airbags, crush resistant passenger compartments, and more.

What can be done to save lives, reduce injuries, and minimize societal costs of motorcycle crash injuries?

