



Road Safety Wales Motorcycle CRASH Card Scheme

**Evaluation of Scheme Between
8 March 2013 and 28 February 2014**

**Carried out by RoSPA Wales on behalf of
Road Safety Wales Partners**



www.ambulancemotorcycleclub.150m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support



Llywodraeth Cymru
Welsh Government

Road Safety Wales Motorcycle CRASH Card Scheme

Evaluation of the Road Safety Wales Motorcycle CRASH Card Scheme launched in March 2013

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Introduction:

The intervention "Road Safety Wales Motorcycle CRASH Card Scheme" was intended to: Facilitate easy access, for attending emergency services, to vital medical information at the scene of a motorcycle collision, by expanding the CRASH Card Scheme to a further ten local authority areas and three additional partners in Wales.

The CRASH Card resource consists of:

- A small card with space to list any allergies, medical history and the details of any current medication together with next of kin contact details.
- A bilingual letter explaining the resource.
- A green self adhesive dot for the motorcyclist to affix to their visor, which will alert the emergency services to the presence of a card in the lining of the helmet.

The initiative, as outlined by the logic model in Appendix 1 aimed to promote the CRASH Card Scheme within Wales, ensuring that motorcyclists recognise the benefit of carrying a card and increase the number of distribution points where motorcyclists could access a free CRASH Card. It sought to raise awareness of the scheme among paramedics, ambulance service personnel and other emergency services. In addition, the scheme was intended to promote heightened awareness amongst motorcyclists through the press and electronic media, such as Facebook, Twitter and motorcycle forums. Alerting neighbouring authorities and emergency services that the scheme was live in Wales was considered important to its success.

The evidence that this road safety issue needed to be addressed was based on:

- Anecdotal observation
- Local knowledge
- Research and evaluation reports
- Road casualty data

Paramedics report that they need good information to make informed medical choices at the scene of an incident. The scheme was created by the committee of the [Ambulance Motorcycle Club](#), a group of experienced paramedics and ambulance staff who are passionate about motorcycling, and has the support of the Highways Agency, the National Police BikeSafe team and the IAM.

Growing internationally, within Wales, Powys County Council road safety team and the North Wales Motorcycle Alliance had already introduced this resource, and its wider dissemination was intended to stimulate motorcyclist awareness of the scheme across Wales, encourage those non-participating partners to consider its benefits, and to enable pan-Wales coverage as a result.

Welsh local authority Road Safety Officers are very aware of the attractiveness of Welsh roads to local and visiting motorcyclists. The rural nature of popular motorcycling routes across Wales can mean that riders and their passengers involved in a motorcycle collision can be subject to delayed professional medical attention. A resource which enables prompt and appropriate intervention when the emergency services arrive is considered beneficial by road safety professionals and Ambulance Trust partners.

The Road Safety Wales Motorcycle Safety Steering Group was consulted on the expansion of the scheme in Wales. The Group has broad representation consisting of motorcyclists, Police, Fire and Ambulance professionals, road safety personnel, advanced riding organisations and motorcycle training bodies and interest groups. Overwhelmingly, the group believed that this intervention was highly recommended based on their prior knowledge of the resource, and represented good practice and good value for money. The group recommended that Road Safety Wales partners should consider becoming involved and contribute to the evaluation. Group members purchased a supply of CRASH Cards for their own organisations and/or became distributors for the resource.

Awareness of the scheme amongst Ambulance Trust staff and crews was considered a vital component to the success of the scheme. Pre-launch preparatory work and liaison was carried out with the Welsh Ambulance Services NHS Trust and the CRASH Card Information Pack was designed to include appropriate literature for partners' use in engagement with Ambulance personnel. This work was carried out so that the scheme was widely known by all levels of staff. Liaison with the Welsh Ambulance Services NHS Trust brought an endorsement for the scheme from Medical Director, Dr Paul Hughes, "The CRASH Cards will provide our staff with vital clinical information to improve the care we can provide for motorcyclists across Wales. It's important to remember that removing a motorcyclist's helmet after an accident is a specialist task which should only be performed by ambulance crews or other trained personnel."

"Such a simple thing as carrying the CRASH Card could well enable us as a service to make more informed decisions regarding the treatment needed to a motorcycle collision or incident."

Roll out of the scheme in Wales was, in part, influenced by previous work by The Ambulance Motorcycle Club monitoring the delivery of the scheme. Focusing on Essex (the longest running participating area in the UK) and East London, as the most likely commuter route out of Essex, two years following implementation; the study looked at the benefit of the interaction the card brings between rider and distributor. In summary, they found that a positive effect in rider attitude was an increased awareness of their own vulnerability;

- When cards were distributed at training establishments a significant increase in bookings was noted.
- Motorcycle dealerships reported an increase in sales of protective clothing following interaction regarding the CRASH Card.

Nationally, CRASH Cards have been distributed extensively across the UK in places including Devon, Cornwall, the Isle of Man, Northern Ireland, Essex, Humberside, Gloucestershire, Birmingham and North West of England. A full list of current participating areas can be seen on the Ambulance Motorcycle Club website ¹

In 2011, the scheme received [The Prince Michael International Road Safety Award](#). The awards are organised and managed by [RoadSafe](#) and are presented to individuals, companies or organisations in recognition of their outstanding contribution to improving road safety. Adrian Walsh, director of RoadSafe, said: "Correct post-crash care is vitally important – these cards are a great help to those who deliver that important first line help at the crash scene."

To date, in excess of one million CRASH Cards have been distributed worldwide. In addition, the scheme instigator, Ian Burrell of the Ambulance Motorcycle Club, was awarded an MBE in 2014 for his services to motorcycle safety and the CRASH Card programme.

In 2012 the scheme was recognised for achievements in road safety for motorcyclists by the [Fédération Internationale de Motocyclisme](#).

An academic report into motorcycle tourism, by Dr Carl Cater, Senior Lecturer in Tourism at Aberystwyth University, explores the nature of rider activity in Wales. His research highlights the growth of motorcycle

¹ Ambulance Motorcycle Club <http://www.crashcard.co.uk/new-page.htm>

ownership in Wales and the demographic of owners, along with the prevalence of visiting motorcyclist from outside Wales. This report proved informative in identifying appropriate recipients, distributors and engagement opportunities for CRASH Card awareness.

'There were around 57,000 motorcycles licensed in Wales in 2009, growing over 60 per cent higher than nine years earlier, in 2000, when it came to 35,000 motorcycles. This can be compared with, for example, a 23 per cent growth in the number of cars licensed in Wales. We do know that there has been a shift to larger capacity motorcycles and an increase in the average age of motorcyclists, with 50% of all active motorcyclists now aged 40 or over (DfT, 2007). The demographics of this group has meant that, increasingly, motorcycles are used for leisure purposes rather than commuting.'²

The European Commission, in its paper *Saving 20,000 Lives on Our Roads: A Shared Responsibility*, calls for improved response and treatment of collision casualties. CRASH Cards are specifically designed to assist attending paramedics by providing personal medical information to inform appropriate timely treatment.

"Several thousands of lives could be saved in the EU by improving the response times of the emergency services and post-impact care in the event of road traffic accidents. Conversely, poor post-impact care could lead to avoidable injury and disability."³

In 2011, despite accounting for 1% of the road traffic in Wales, motorcyclists accounted for 39% of those killed or seriously injured in road traffic collisions. This scheme, in conjunction with ongoing interventions designed to reduce the number of collisions involving motorcyclists in Wales, was implemented to assist with prompt and appropriate medical treatment at the site of a motorcycle collision. Motorcyclists are not necessarily at fault for the collisions they are involved in, but their vulnerability means that they are far more likely to be seriously injured. The physical vulnerability of motorcyclists is well recognised, and as such, any information which can contribute to their initial roadside medical treatment, can mitigate the severity of their long term health outcome.

Whilst a diverse range of motorcyclists are involved in collisions, a disproportionate number of these casualties are men, riding on rural roads, in the warmer months of the year.⁴ Partners have been encouraged to engage with this target group and the scheme was launched at a time of year gauged best to dovetail with the peak motorcycling season.

The [Road Safety Framework for Wales](#)⁵ identifies motorcyclists as a 'high risk group' which should be targeted specifically by safety interventions. Welsh Government calls for a 25% reduction in the number of motorcyclists killed or seriously injured by 2020 (compared to the average figures for Wales between 2004 - 2008). This equates to 64 fewer motorcyclist killed and seriously injured casualties.

Partners currently deliver education, training, publicity and enforcement in an attempt to reduce motorcyclist casualties. This scheme is intended to complement existing interventions, additionally giving partners opportunities to directly interact with the motorcycling community in a positive manner, thus enabling promotion of motorcyclist education and training.

² Motorcycle Tourism in Ceredigion, Dr Carl Cater, Aberystwyth University, February 2013

³ Saving 20,000 Lives on Our Roads: A Shared Responsibility. European Commission, 2003
http://ec.europa.eu/transport/road_safety/specialist/knowledge/pdf/postimpactcare.pdf

⁴ 'Motorcyclist Casualties 2011', Welsh Government

⁵ Road Safety Framework for Wales <http://wales.gov.uk/docs/det/publications/130719delplanen.pdf>, July 2013

By carefully selecting distribution points in an attempt to connect with hard to reach motorcyclists, those riders who may not normally seek to engage with training bodies, road safety professionals or motorcycle organisations can be engaged in a non-threatening, non-judgmental manner through retailers, clubs, online forums and social gathering places. Efforts have been made to raise awareness of the scheme through the most appropriate communication methods for engaging with motorcyclists, whilst acknowledging the broad spectrum of people who ride motorcycles.

The Intervention

The intervention, as designed by the Ambulance Motorcycle Club, is suitable for all sizes of powered two wheelers, from mopeds to super bikes and cruisers to tourers, and for all motorcycle journeys, to school, for leisure, work and commuting.

Recommended by the Road Safety Wales Motorcycle Safety Steering Group in June 2012, local authorities and other partners of Road Safety Wales were contacted to gauge interest in the national roll-out of CRASH Cards in the Principality.

The CRASH Card resource consists of a simple business card sized note (Appendix 2) that a rider stores inside the padding of their helmet. An accompanying green sticker is affixed to the outside of their helmet, to alert the emergency services to the fact that the rider is carrying a card. The card has space for vital information such as medication, medical history and details of their next of kin. The CRASH Card comes with a pre-printed letter (Appendix 3) which explains how the scheme works, how to fill out the card, and advising that the green dot should be affixed to the right hand side of the helmet. The sticker has been specifically designed, and the glue tested, for safe use on helmets.

On behalf of participating partners, RoSPA Wales sought copyright permission from the Ambulance Motorcycle Club for the use of the scheme in Wales, bilingually and with the inclusion of Road Safety Wales branding. RoSPA also liaised with Openhouse, the preferred supplier at the time, regarding the design and print of the bilingual resource. It should be noted that local authorities are bound by the Welsh Language Act to provide dual language resources where practicable.

Ten local authorities and a further three Road Safety Wales partners embraced the scheme, purchasing varying quantities of the bilingual cards (Appendix 4). At the six month point, a further two local authorities joined the scheme along with an additional Fire and Rescue Service. It was ascertained from the suppliers that a reasonable national order would significantly reduce the costs associated with the cards; therefore, the resource was centrally ordered via the RoSPA Office in Cardiff, to ensure best value for money. The scheme, which was operating in two areas of Wales prior to this intervention, initially expanded the provision of cards by 13,850 to participating areas, enabling riders to source a free bilingual copy.

To raise awareness of the scheme, RoSPA entered into communication with the Welsh Ambulance Service NHS Trust, obtaining their co-operation and seeking their assistance in alerting Ambulance personnel to the scheme's roll-out within Wales. In addition RoSPA contacted all Regional Ambulance Stations, Air Ambulance, adjacent Local Authorities and Emergency Service Headquarters within Wales and in neighbouring regions. Expanding awareness of the initiative outside Wales was considered important given the well recognised incidence of incoming visiting motorcyclists.

Pre-launch, RoSPA co-ordinated the collation of the CRASH Card Resource and Information Pack (Appendix 5), which was circulated to participating partners to aid their local delivery of the initiative. The Pack included the following standard documents/pro-formas:

- A letter template to potential distributors explaining the scheme. (Appendix 6)
- Bilingual promotional posters: For use at distribution points. (Appendix 7)
- A list of local ambulance stations and their contact addresses and telephone numbers (partners were requested to liaise on a three monthly basis with local personnel to maintain awareness and obtain scheme feedback). A prompt-sheet for follow up calls to local ambulance stations was also included to aid monitoring and evaluation and to maintain awareness of the scheme.
- A press release template for local media, explaining that the scheme has been launched in the area, and where motorcyclists could pick up a pack. (Appendix 8)

- Letters for the local Fire and Rescue stations and Police stations, explaining the scheme, in case they are first on scene at an incident. (Appendix 9)
- Frequently asked questions were included within the pack as a means of filtering out queries relating to the initiative. These can be found in Appendix 5 of this report. Questions/answers include topics such as:
 - Does the scheme cause issues re: helmet removal?
 - Will the sticker fall off/ is it safe for helmet use?
 - Why don't we support the roll out of UTags?
 - Can't we just rely on ICE?

Ancillary tasks were carried out by RoSPA Wales to assist promotion of the scheme at national level on behalf of Road Safety Wales:

- Issuing of a press release to the national motorcycling press, the Motorcycle Industry Association, and other appropriate Welsh media.
- The scheme was also promoted by RoSPA through social media platforms such as Facebook, Twitter, the Road Safety Wales website and appropriate Motorcycle Forums.

In addition, RoSPA Wales has been the co-ordinating partner for the completion of this evaluation, according to the timetable set out in the Resource and Information Pack. (Appendix 5)

The Information Pack included suggested recipients, as identified by the Road Safety Wales Motorcycle Safety Steering Group. Suggestions included motorcycle dealers, training organisations and motorcycle test centres, motorcycle clubs, the Military, BikeSafe, Colleges, Employers, and Sixth Forms etc.

A questionnaire was designed by RoSPA Wales for distribution to the motorcycling community through partner interaction with motorcyclists during the course of their engagement activity or via distribution points. It sought to measure awareness and ascertain scheme take up amongst bikers, as well as establishing the correct and current use, plus any additional feedback. (Appendix 13). RoSPA Wales collated replies as they were returned to the Cardiff office. Periodic reminders were issued to partners requesting evidence of rider feedback on the initiative.

To raise awareness of the scheme in participating areas, bilingual posters were designed for display at distribution points and motorcycling events (motorcycle dealers, training establishments etc).

All participating partners were asked to supply a list of their local distribution points, the number of CRASH Cards provided and a contact name and telephone number, so that follow up could be undertaken by RoSPA Wales staff. Satisfaction of the scheme and the level of stock available were monitored on a three monthly basis via telephone contact with the distributors. Issues highlighted when local distribution points were contacted as part of the monitoring process were immediately passed to partners for action, for example, the prompt delivery of more CRASH Cards, additional promotional posters etc.

Throughout the year, partners were requested to maintain strong links with their local ambulance stations in order to promote the scheme to local paramedics, and where possible, gather evidence of its use amongst the motorcycling population. Awareness amongst ambulance crews was considered key to the success of the scheme. The usefulness of CRASH Cards in the event of a motorcyclist casualty is largely subject to awareness of the scheme by the attending paramedic. Friends/co-riders of the casualty can advise if the paramedic has no knowledge of the initiative, however, the goal was that paramedics throughout Wales become familiar with the initiative and use the CRASH card to aid their prompt, effective management of the casualty.

To raise awareness of the initiative, details of the scheme were posted on appropriate motorcycle forums and websites by RoSPA staff, including:

- Twitter
- Facebook
- Welsh Motorcycle Forum
- Road Safety Wales

Information was circulated periodically to media outlets and coverage of the scheme was achieved on:

- RSGB
- Wales Online
- The Cardiffian
- Wheels Within Wales
- MAG Members Magazine – The Road
- BMF Members Magazine – Motorcycle Rider
- Biker Northern Ireland Safety Card
- The Glamorgan Gazette
- MotorcycleCompensation.co.uk/news
- Monmouth Today
- Tivy-side Advertiser
- Motorcycle Law Scotland
- The Siren Magazine
- WIMA Newsletter
- This is South Wales
- Cambrian News
- Local Authority and Partner websites

Free bilingual CRASH Cards were made available at motorcycle events attended by partners, and distributed at BikeSafe workshops, Biker Down! Cymru presentations and other motorcycle events throughout participating areas. Engagement opportunities were utilised by partners to deliver one-to-one road safety advice in relation to the resource. Regular partner contact with local ambulance stations was intended to highlight the initiative and the availability of CRASH Cards, prompting Ambulance personnel to look for the green sticker on a casualty's helmet, identifying the presence of a CRASH Card.

The intervention was far reaching in terms of rider profile, it aimed to influence and benefit all motorcyclists who were offered a CRASH card, regardless of the size of their motorcycle, gender or age. The scheme is applicable to low powered two wheeler riders as motorcyclists riding large machines.

The intervention started on: 08 March 2013

The intervention was planned to end on: 28 February 2014

The aims of the intervention were:

- To facilitate easy access to vital medical information at the scene of a motorcycle collision via the roll out of the CRASH Card scheme in Wales.
- To promote the CRASH Card Scheme within Wales, ensuring that motorcyclists recognise the benefit of carrying a card.
- To raise awareness of the scheme among paramedics, ambulance service personnel and other emergency services.

The objectives were:

- To increase the number of distribution points where motorcyclists can access a free Bilingual CRASH Card.
- To inform the media of the availability of the scheme in Wales to assist in raising awareness amongst motorcyclists.
- To raise the profile of the scheme through social media, including Facebook, Twitter and motorcycle forums.
- To alert neighbouring authorities and emergency services that the scheme is live in Wales.

Cost:

The total financial cost of the intervention was estimated to be: £5,600, this does not include any costs relating to staff time, but includes all translation costs.

This figure represents the cost of the original print order of 13,850 CRASH Cards (involving 10 local authorities and three additional partners) and a subsequent order of 2,900 CRASH Cards (an additional two additional local authorities and one fire and rescue service).

In total, throughout the year, 16,750 CRASH Cards were ordered.

Evaluation Methods:

The evaluation of the scheme was co-ordinated from the RoSPA Cardiff Office and was reliant on the co-operation of participating partners. Required actions are listed below and a full timetable for partners' responsibilities is outlined in Appendix 5.

Partners:

- Needed to keep a note of local distribution points, the number of cards provided and a contact name and telephone number, so that follow up could be undertaken.
- Were requested to maintain strong links with local ambulance stations in order to promote the scheme to local paramedics, and where possible, gather evidence of its use amongst the motorcycling population. Awareness amongst ambulance crews was key to the success of the scheme.
- Were asked to engage bikers in a questionnaire regarding their knowledge of the scheme. This questionnaire was provided by RoSPA, who requested the return of completed questionnaires to the Cardiff office when available.
- Were asked to act on any issues highlighted (and forwarded by RoSPA staff) when local distribution points were contacted as part of the monitoring process. For example the prompt delivery of more cards, additional promotional posters etc.

RoSPA Cardiff Office:

- Collated existing evidence from locations where the scheme was already operational;
- Monitored the scheme throughout the first twelve months.
- Collated scheme evaluation evidence and thereafter published an evaluation report giving an overview of the scheme in Wales.

In monitoring the roll out of the CRASH Card scheme in participating areas, semi-structured interviews were carried out via a quarterly telephone questionnaire by RoSPA Wales. This was completed with distributors in order to establish their understanding of the scheme, their satisfaction, and the uptake by motorcyclists through their distribution point. Misconceptions regarding the intervention could be addressed and corrected with distributors during these calls and the correct information passed to the motorcycling community as a result. Unexpected additional benefits included the opportunity to flag up or discuss other road safety/motorcycle training interventions.

Partner telephone questionnaire completion with ambulance station personnel (Appendix 14) was designed to impart understanding of the scheme and periodic follow up, enabling awareness to be maintained amongst this key group. In addition, semi-structured interview was provided for completion with motorcyclists during engagement opportunities.

Formative evaluation was carried out in the initial stages of the intervention in an attempt to improve the delivery of the scheme, identify any gaps in provision and reach, and allay concerns and confusion regarding the invention. This was actioned on two fronts:

- Partners were contacted to establish if they had effectively disseminated their supply of CRASH Cards to appropriate distribution points. This contact allowed the RoSPA Wales office to prompt partners to uphold their contribution to the scheme, to discuss the appropriateness of selected distribution points and to encourage greater activity where a slow start had been made.
- Direct interaction with distributors of cards allowed RoSPA staff to check the understanding of the scheme amongst distributors. It provided an opportunity to correct any misconceptions which could be passed on to motorcyclists, adversely affecting the success of the initiative. Such issues included, unwarranted concerns regarding inappropriate helmet removal or the damaging effect of stickers placed on helmets.

Feedback was sought from distributors on a three monthly basis throughout the period of this scheme. The semi-structured interview acted as a means to engage the receiver in discussions around the scheme. The RoSPA interviewer had a list of topics to ask about, with some more specific questions relating to those topics in mind. Unlike a structured questionnaire, the interviewer could respond to answers given, and probe further - as in a conversation. The questions were not asked in the same way to everybody, and the interviewer was able to add or expand on questions as appropriate. The questions in the semi-structured interview were open ended and the loose structure meant that some basic questions were asked of everyone, making it easier to compare responses of different distributors.

Structured interviews, face-to-face with motorcyclists were carried out, where the interviewer sought particular information. The interviewer was interested in self-reported opinions, attitudes, or behaviours and it aimed to collect a limited amount of data from a large number of people so that statistical analysis could be conducted. This approach was considered the most appropriate given the transient nature of the interaction with the beneficiaries of this scheme. It also identified those areas of the intervention that required modification or a focus on extra effort.

Success of the scheme was in heavily reliant on timely and effective action by participating partners. RoSPA Wales monitored the delivery mechanisms of the intervention to establish if everything happened as it should have done and to assess the implementation of the intervention. Effectiveness is explored in the discussion section of this report.

The personalised 12 month evaluation reports supplied to partners summarised their activity surrounding the scheme, and measured the overall effectiveness of the intervention in achieving its aims and objectives in their area.

All five Regional Ambulance Trusts in Wales were contacted by RoSPA Wales (Appendix 12) and asked to cascade information of the scheme to the appropriate staff. Local ambulance station addresses were provided to participating partners in order for regular contact to be established and maintained.

All bordering local authorities, Police Forces, Ambulance Service Trusts and Fire and Rescue Services were informed of the roll out of the scheme in Wales (Appendix 11).

Type of Evaluation

The purpose of the evaluation was:

- To assess the processes used for the intervention and identify where improvement may be required.
- To provide evidence of the effectiveness of the intervention in relation to the aims and objectives.

The baseline data:

Whilst CRASH Cards have previously been available elsewhere in the UK and in limited parts of Wales, their distribution was not widespread within the Principality and awareness of their availability amongst motorcyclists and road safety officers was therefore assumed to be limited. Prior to the intervention, the availability of CRASH Cards was restricted to two regions of Wales. Following roll-out of the scheme the resource became available in a further twelve local authority areas of Wales and from an additional four Road Safety Wales partners.

The Welsh Government expects partners to seek to engage with 'hard to reach motorcyclists' who are potentially more at risk, to communicate with representatives of motorcycling groups and to better understand what actions will be most effective. The Road Safety Wales Motorcycle Safety Steering Group, which consists of members from motorcycle training companies, national motorcycle clubs, advanced rider groups, emergency services personnel and local authority road safety officers recommended the adoption of the CRASH Card scheme as just one tool to target motorcyclists in a friendly and useful manner. It was felt that the scheme would give non-threatening opportunities for engagement with motorcyclists who would not normally be receptive to road safety information.

This intervention sought to increase the use of CRASH Cards within Wales by 16,750, which represents 100% of the cards made available by this initiative. Monitoring enabled the identification of shortfalls in ordering by partners, and gave justification for further budget allocation for this scheme in future.

It is envisaged that the successful roll out of the current initiative, and this evaluation, will prompt those local authorities not currently participating to look favourably towards providing funding for the CRASH Card scheme in their area, thus further expanding the provision across Wales.

The ultimate goal is to have supplies of free Bilingual CRASH Cards available to all motorcyclists living, working or visiting Wales.

Evaluation Design

The evaluation design chosen was: post-intervention only without a control or comparison group. We appreciate that without a control group this evaluation is the least robust. However, due to the previously limited availability of CRASH Cards in Wales we can assume that motorcyclists' (and ambulance service personnel) existing level of attitude/behaviour/knowledge of the scheme is low outside the two Welsh regions where the scheme was already operational. Awareness of the scheme, established through questionnaires, can therefore be assumed to have risen due to the roll-out of this initiative and considerable increased provision.

The data collection methods utilised were:

- Questionnaire
- Structured Interview
- Semi-structured Interview

Results

Response Rates

At the three month evaluation point, 33 distributors across participating areas had been identified. A telephone interview with a member of RoSPA staff ascertained their level of activity, satisfaction, the response of clients/customers, and their understanding of the scheme.

At this point, no motorcycle questionnaires or ambulance staff questionnaires had been returned to the RoSPA Office, this issue was raised with partners, who were asked to make a concerted effort to gain feedback. The roll out of the CRASH Card scheme in Wales had gained four mentions on websites and five mentions in the press. It should also be noted that at this point, three partners had not yet supplied RoSPA with a list of distributors and consequently no telephone interviews could be conducted for these areas.

At the six month evaluation point, 35 distributors across participating areas had been identified. 83% of these took part in a telephone interview with a member of RoSPA staff. Forty four motorcycle questionnaires had been returned to the RoSPA Office, and two ambulance staff questionnaires. The scheme had gained two further mentions on websites.

By this stage, one partner had still not supplied RoSPA with a list of distributors, therefore no telephone interviews could be conducted and the six month report reflected the failure to supply information for evaluation purposes.

All partners received a six month progress report from RoSPA in September 2013.

Further telephone interviews with distributors were carried out at the nine month point and twelve month point. At both points 86% of distributors were successfully contacted for feedback.

As a result of this intervention an additional 12 local authorities and four further partners offered free bilingual CRASH Cards to motorcyclists and 16,750 bilingual copies were made available for distribution. During the twelve month monitoring period a requirement for extra stock was identified by five participating partners as their original stock of CRASH Cards had been distributed.

All participating partners received a final full year report in April 2014.

Questionnaire returns

In total 113 motorcyclist questionnaires were returned.

In measuring awareness of the scheme the following was established from returned motorcyclist questionnaires:

- Have you heard of CRASH Cards?
 - 50 respondents had heard of CRASH Cards prior to being asked to complete the questionnaire.
 - 59 were not aware of the initiative prior to the engagement. Four respondents did not answer this question.
 - All motorcyclists who did not previously have a CRASH Card were supplied one during the questionnaire engagement.
- All respondents (113) who reported already having a CRASH Card or who were given a card at the engagement confirmed that they had:
 - completed the CRASH Card with their medical data.
 - affixed the sticker to the helmet visor and placed the CRASH Card in the helmet lining.

All but one respondent who had obtained a CRASH Card had recommended the initiative to a friend.

- Age of respondents:

16-19	2
20-14	8
25-29	9
30-39	12
40-49	34
50-59	25
60+	15
No response	8

- Bike size

50cc or under	2
50cc-125cc	4
125cc – 500cc	5
Over 500cc	97
Pillion	1
No response	4

- When asked why they had picked up a CRASH Card, comments included:
 - *Simply because I was offered one with a good explanation of its advantages*
 - *A Fire Officer gave it to me*
 - *Will help me get the right treatment I may need at the side of the road at a time when I can't communicate*
 - *Might as well, crashed before*
 - *I was given one by a retailer*
 - *It was offered one by a PCSO and it's a good idea*
 - *A very good idea, which could save time in an accident*

- The home county of each respondent was recorded on the questionnaire, 92 motorcyclists resided in Wales, 21 were from English local authorities.

- Additional comments included:
 - *Cards should always be free of charge*
 - *Should be sent to all who apply for a motorcycle licence or purchase a motorcycle. Could be sent out with licence/registration documents*
 - *The card could be more robust*

No discernable difference was identified in delivery of the scheme in rural or urban areas, with a particular age of rider, or size of motorcycle. The resource is suitable across all demographics and locations.

All Regional Ambulance Trust teams were made aware of the scheme by RoSPA. Partners were tasked with making and maintaining regular, three monthly contact with local Ambulance personnel. This aspect proved difficult for partners to fulfill and just two questionnaires were completed with ambulance staff. Anecdotally RoSPA is aware that there is a good level of awareness amongst ambulance personnel across the UK, however, the evaluation process in Wales has unfortunately not been able to verify this.

Distributor Feedback

All 35 distributors contacted by RoSPA were co-operative and happy to be telephoned at three monthly intervals, to assist in evaluating the scheme.

CRASH Cards were promoted by distributors in the following ways:

- Provided with every sale
- Freely available on the counter
- Situated at the coffee point/reception
- Given to every trainee/course attendee

The final telephone questionnaire was carried out at the 12 month point. Complete distributor feedback (at three monthly intervals) has been incorporated into partners' 12 month reports.

At this point 30 distributors were successfully contacted and 97% were positive about the CRASH Card scheme, reporting that they would like to see the initiative continue and would continue to offer their support. Throughout the 12 month monitoring period distributors were consistently positive about the scheme, reported that it was positively received by motorcyclists, and that they were happy to continue as distributors.

One distributor commented that they did not feel the scheme was value for money and felt that motorcyclists would not take notice. The Road Safety Officer was advised to collect the remaining CRASH Cards from this outlet and identify a more supportive distribution point.

Distributor comments throughout the twelve month monitoring period included:

- *The scheme is really taking off, bikers think it's a good idea*
- *Younger motorcyclists are more enthusiastic than our older customers*
- *Very well received by customers*
- *I cannot see the value for money and I don't think bikers will take any notice*
- *A paramedic recently identified a CRASH Card at the scene of a collision*
- *A lot now already have the cards*
- *There are other identification schemes, but this one is simple*
- *Club members think this is a fantastic idea*

Interest in the scheme meant that a CRASH Card reprint was actioned at the six month point; this was due to depleted stocks among five partners and three additional partners joining the scheme. During the first year, in total 16,750 CRASH Cards have been made available across Wales and at the time of writing numbers are being collated for a further print run.

Progress reports were forwarded to participating partners at the six month and twelve month point by RoSPA. Information included a summary of questionnaire responses, the highlighting of pertinent issues and recommendations on partner progress.

Discussion

The development of the CRASH Card Resource and Information Pack and the inclusion of a schedule of responsibilities prior to scheme instigation, made expectations clear and participants were therefore greatly assisted in introducing the scheme to their area. Ground work carried out by RoSPA Wales in advance of the scheme launch was designed to ensure consistency in delivery, and help facilitate requirements of the evaluation process.

A technical issue with the CRASH Cards supplier resulted in a delay to delivery of one week; this was disappointing, but not detrimental to the intervention as a whole.

Partners were afforded every opportunity to gather the required information in a consistent manner for evaluation purposes. RoSPA was informed of distribution points in a prompt and timely manner in the majority of cases, however, in two regions initial monitoring highlighted issues regarding distribution responsibilities. This resulted in a one month delay to the start of scheme delivery in the first area and a three month delay in second.

A further issue identified at the three month evaluation point, was that three partners had yet to inform RoSPA of their distribution points. Throughout monitoring (at each three month stage) issues were immediately flagged up with partners, who were encouraged to address delays as a matter of urgency.

In the case of one partner, RoSPA only became aware of any specific distribution in the final month of monitoring, despite several attempts to gain this information. It was therefore impossible to gather any monitoring data for the purposes of evaluation until very recently. It is unsatisfactory that RoSPA is therefore unable to establish if stock has been effectively distributed to motorcyclists.

A good deal of media coverage was obtained by participating partners and RoSPA. Distributor feedback and online interaction suggest raised awareness amongst motorcyclists and retailers. For example, a post regarding the scheme, on the Road Safety Wales Facebook page (15th March 2013) was read by 2,425 people. Further media coverage is outlined on page six of this report.

Awareness of the scheme by emergency service personnel is not proven. Throughout the first year of the intervention, partners reported difficulty in engaging with local ambulance station personnel; consequently only

two ambulance staff questionnaires were returned. Completion of these questionnaires would certainly have assisted the evaluation in providing evidence of:

- Awareness of the scheme
- Reports of ambulance crews encountering a motorcyclist carrying a CRASH Card
- Relevant feedback which could assist in future scheme delivery

However, two Welsh Fire and Rescue Services and two Welsh Police Forces have been partners in the scheme. Their approach has been to utilise the resource during engagement with motorcyclists in the normal course of their work. In addition, RoSPA contacted all Regional Ambulance Stations, Air Ambulance, adjacent Local Authorities and Emergency Service Headquarters within Wales and in neighbouring regions. Expanding awareness of the initiative outside Wales was considered important given the well recognised incidence of incoming visiting motorcyclists.

Whilst evidence of emergency service awareness is lacking at local level, it is apparent that nationally and internationally CRASH Cards is an increasingly recognised and utilised motorcycle initiative. To date over one million CRASH Cards have been distributed to motorcyclists globally. Other motorcycle schemes delivered in Wales such as BikeSafe (a Police initiative) First Bike on Scene, Biker Down! Cymru (a Fire and Rescue Service initiative) and others, now distribute the resource to participants.

Following delivery of CRASH Cards and an explanation of the scheme by participating partners, the identified distributors were extremely supportive; willing to discuss their experiences in engaging with motorcyclists regarding the scheme; and happy to support the initiative on an ongoing basis. Distributors fully co-operated with all aspects of the quarterly monitoring.

A relatively low number of motorcyclists' questionnaires were returned to the RoSPA Office for evaluation purposes. However, an example of best practice was identified when a Road Safety Officer, working in partnership with a Police Community Support Officer, targeted the Abergavenny Bus Station. The strategy of visiting a well known local motorcyclists' meeting spot, to seek scheme feedback, proved fruitful and yielded 52 completed questionnaires.

Should this initiative continue partners need a greater understanding that effective evaluation is only possible by collecting data from those utilising the resource. Despite being provided with all documents, templates and a schedule of actions, and even though repeated reminders were issued, only six partners were able to provide a limited number of completed questionnaires from motorcyclists and ambulance personnel.

As envisaged, active participants in the scheme reported that in giving a free resource to motorcyclists, they were afforded the opportunity to engage in a non-threatening manner. Interaction gave the opportunity to mention additional motorcycling interventions available in Wales.

No discernable difference was identified in delivery of the scheme in rural or urban areas, with a particular age of rider, or size of motorcycle. The resource is suitable across all demographics and locations.

It was reasonable to assume that the intervention would result in the expected outcomes as stated in the logic model. The concept of the intervention was realistic. From the outset it was recognised that the process would enable an increase in available resources and a means of engagement with the motorcycling community, along with enhanced awareness of the scheme among emergency service personnel and the media. Outcomes were therefore set to be achievable yet challenging.

Pleasingly, expansion of the scheme saw three further partners join at the six month point. In addition to a requirement by five participating partners for further stock, a second print run was actioned. Within the year 16,750 CRASH Cards in total were made available, thereby significantly increasing CRASH Card capacity across Wales.

At the close of the year, participating partners were contacted to establish their intentions regarding continuation of the scheme. Only ten partners responded, all indicated their intent to support the initiative subject to funding.

Conclusion

The intervention has greatly boosted the number of free CRASH Cards in Wales and brought this highly regarded international scheme to a high risk target group as identified in the Road Safety Framework for Wales. The different types of distribution points (Appendix 15) enabled cards to be available to all sections of the motorcycling community, at all stages of their riding career.

Questionnaire returns, although limited in number, were overwhelmingly positive showing that CRASH Cards are well received and understood by motorcyclists who are keen to carry the card. Motorcyclists are aware of their vulnerability and were happy to embrace an initiative that can contribute to their health outcome should they become involved in a collision.

Distributors played a vital role in the initiative and were largely very effective. Without their support and efforts, the scheme would have been greatly hampered.

A disappointing number of participating partners were able to supply the required level of scheme feedback from motorcyclists and ambulance personnel, therefore, the evaluation has been somewhat hindered by limited evidence from these quarters.

Centralised evaluation such as this, whilst time efficient for the majority, is heavily dependent on the proactive participation of all partners. It is however, through feedback from distributors, that we are aware of the schemes success in achieving its aims.

Recommendations

It is recommended that this initiative should continue to be delivered as part of a package of road safety interventions aimed at motorcyclists using Welsh roads. The resource is affordable for partners and provides instant information about the carrier to emergency services personnel at the scene of a collision.

Partners are advised to make a concerted effort to seek further scheme feedback from Ambulance Trust personnel in order to gain positive examples of CRASH Cards' usefulness at the scene of a collision.

Dissemination of the cards affords road safety partners an opportunity to engage with motorcyclists across a broad demographic. Within the Road Safety Framework for Wales there is an expectation that Partners will ". . . engage with 'hard to reach' motorcyclists, who are potentially more at risk". The target of a 25% reduction in the number of motorcyclists killed and seriously injured on Welsh roads by 2020 necessitates the need to reach motorcyclists who may not normally come into contact with training bodies, road safety professionals or other motorcycling organisations. This resource should be seen as a valuable tool for instigating conversations with all categories of motorcyclists, allowing promotion of key messages and signposting to road safety initiatives and training courses across Wales.

To gain necessary evaluation data, opportunities to gain the views of motorcyclists should be capitalised upon by targeting venues that are popular with the motorcycling community.

In monitoring the scheme, suggestions for improvements have included:

- **An additional space on the card to record the carrier's blood group.**

This has been considered by the scheme instigators; however, ambulances do not routinely carry blood. The Helicopter Emergency Medical Service does carry blood, but this will be O negative, commonly known as universal donor. On arrival at the hospital a casualty's blood will be tested, this is a very quick process which provides the necessary definitive information for treatment.

- **Make CRASH Cards downloadable.**

This may be feasible for a replacement CRASH Card. However, the current printed version is more robust than paper and is accompanied by a letter of explanation, and green sticker, for application to the rider's helmet.

- **Extend the scheme to cyclists.**

Liaison with the Ambulance Motorcycle Club indicates that subject to the availability of partners' budgets, this suggestion could be taken forward.

Given the popularity of CRASH Cards internationally and the relative affordability of the resource, this scheme should be viewed as a rolling programme. Cards will wear out, medical conditions may alter, emergency contact telephone numbers for next of kin may change and new motorcyclists will be joining the community continually. For these reasons local authorities and partners should consider allocation of funds to this initiative on an annual basis.

Appendices

Appendix 1

Motorcycle CRASH Card Scheme

Logic Model

Overall Aim:

To facilitate easy access to vital medical information at the scene of a motorcycle collision via the roll out of the CRASH Card scheme in Wales.

Specific Aims:

- To promote the CRASH Card Scheme within Wales, ensuring that motorcyclists recognise the benefit of carrying a card.
- To raise awareness of the scheme among paramedics, ambulance service personnel and other emergency services.

Objectives:

- Increase the number of distribution points where motorcyclists can access a free CRASH Card.
- Inform the Press of the availability of the scheme in Wales to assist in raising awareness amongst motorcyclists.
- Raise the profile of the scheme through electronic media, such as Facebook, Twitter and motorcycle forums.
- Alert neighbouring authorities and emergency services that the scheme is live in Wales.

Inputs:

1. Crash Cards
2. Partners Resource Pack containing:
 - Promotional materials
 - Motorcyclist Questionnaire
 - Pro-forma letters, press releases etc
3. Questionnaire for Distribution Points
4. Press release for National Press
5. Promotion on electronic media
6. Staff Time
7. Funding
8. Evaluation

Outputs:

1. Bilingual resource ordered for Partners (12,000+ packs)
2. Resource pack distributed to Partners
3. Partners use materials in pack to promote locally
4. RoSPA promote the scheme nationally
5. Deliver cards to distribution points

Outcomes

Short Term:

1. Obtain permission to use Scheme
2. Liaise with Wales Ambulance NHS Trust to gain support
3. Arrange bi-lingual version of pack
4. Compile Partner Resource Pack
5. Order Crash Card Packs

Medium Term:

1. Distribute Partner Resource Pack
2. Press releases to National motorcycling press
3. Promote on electronic media
4. Monitor quarterly the distribution points via telephone contact
5. Partners to liaise quarterly with local ambulance stations
6. Engage with motorcyclists to promote and seek feedback on the scheme
7. Monitor the availability of cards
8. Provide six month interim report to Partners




Long Term:

1. Provide 12 month report to Partners
2. Collate and publish evaluation report
3. Initial stocks of cards exhausted, reprint necessary
4. The Crash Card Scheme to be supported by all Partners within Wales
5. Awareness of the scheme amongst motorcycling public should be significantly increased
6. Motorcyclists are promoting the scheme amongst their contemporaries
7. Distribution points request new stocks as a matter of course

Assumptions:

- Ability of Partners to identify Distribution Points
- Support of Wales Ambulance Service
- Awareness of the scheme by paramedics
- Willingness of motorcyclists to embrace the scheme
- Partners contribute data to the monitoring and evaluation

Appendix 2 Bilingual CRASH Card

CERDYN C.R.A.S.H CARD

Enw/Name.....

Dyddiad Geni/Date of Birth Cod Post/Postcode.....


Alergeddau/Allergies



Meddyglolaeth/Medication.....

Hanes Meddygol/Medical History

.....

Perthynas Agosaf/Next of Kin.....






Caution/Rhybudd

Road/Ffordd

Accident/Damwain

Serious/Difrifol

Help/Help

– peidiwch â rhoi eich hun mewn perygl
don't put yourself in danger

– beth yw eich union leoliad?
what is your exact location?

– cynnwys faint o gerbydau?
involving how many vehicles?

– ydy unrhyw un yn ddiymateb?
is anyone unresponsive?

– peidiwch â symud y claf, ffoniwch 999
don't move casualty, call 999




Appendix 3 Bilingual CRASH Card Accompanying Letter (English)



Affix dot to right hand side of helmet or visor



Dear motorcyclist

It is great that you have collected a CRASH Card, which has been designed by paramedics who are passionate about motorcycles.

At some point in your riding life you may have an 'unscheduled dismount' or you may be with a rider who does. CRASH is a set of easy to remember steps to keep you safe, as well the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH - take time to read it. The person making the 999 call is the most important person at the scene, because the information they give determines the response of the emergency services. The card follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information used by the ambulance service and hospital:

When filling out your card, please bear in mind that the attending paramedic may not be a Welsh speaker.

Name: First and surnames are best, so please avoid nicknames.

Date of birth and Postcode of your current address.

Allergies: List the medication to which you have an allergy.

Medical history: If you have had any operations in the last 12 months and/or suffer with a chronic illness e.g. diabetes, asthma, angina, etc.

Medication: List any medications you currently take.

Next of Kin: List name and contact phone number of your next of kin.

Put the card in the lining of your crash helmet because that's where the emergency services will look for it. Remember - removing a crash helmet is a skill which takes two people and is practised by trained personnel - don't ever attempt to remove another rider's helmet on your own.

Help alert emergency responders to your crash card - place the green dot on the right hand corner of your visor/helmet, making sure it's not in your field of view. And don't worry, it's safe to stick on any helmet.

Hopefully no-one will ever need to use the CRASH Card, but just carrying it around could make riders everywhere think carefully about their safety.

Susan Storch
Chair of Road Safety Wales

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support.



openhouse
THE QUALITY PARTNER



Llywodraeth Cymru
Welsh Government

Appendix 3 Bilingual CRASH Card Accompanying Letter (Welsh)



**Rhowch y dot ar
ochr dde'r helmed
neu fisur haul**



Annwyl feiciwr modur

Mae'n wych eich bod wedi casglu eich Cerdyn CRASH, a gafodd ei gynllunio gan barafeddygon sy'n frwdfrydig dros feiciau modur.

Ar ryw adeg yn eich oes feicio mae'n bosibl eich bod wedi 'disgyn yn annisgwyl' neu efallai wedi bod yng nghwmni beiciwr a wnaeth felly. Mae CRASH yn gyfres o gamau hawdd i'w cofio, i'ch cadw chi'n ddiogel, yn ogystal â'r beiciwr anffodus a gafodd y gwrthdrawiad.

Ar un ochr o'r cerdyn fe welwch y cofair CRASH – cymerwch eich amser i'w ddarllen. Y sawl sy'n gwneud yr alwad 999 yw'r unigolyn pwysicaf, oherwydd bod y wybodaeth maent yn ei chynnig yn pennu ymateb y gwasanaethau brys. Mae'r cerdyn yn dilyn cyfres debyg o gwestiynau cyffredinol y mae canolfannau rheoli'r gwasanaeth ambiwlans yn eu defnyddio, ac yn canolbwyntio ar ddiogelwch, lleoliad y gwrthdrawiad, a pha mor ddifrifol ydyw.

Mae'r ochr arall yn cynnwys gwybodaeth mae'r gwasanaeth ambiwlans a'r ysbyty yn ei defnyddio:

Wrth lenwi eich cerdyn, cofiwch ei fod yn bosibl na fydd y parafeddyg a fydd yno gyda chi'n gallu siarad Cymraeg.

Enw: Enw cyntaf a chyfenw sydd orau, ceisiwch osgoi llysenwau.

Dyddiad geni a Chod post eich cyfeiriad presennol.

Alergeddau: Rhestrwch y meddyginiaethau mae gennych alergedd iddynt.

Hanes meddygol: Os ydych wedi cael unrhyw lawdriniaeth yn ystod y 12 mis diwethaf a/neu'n dioddef o salwch cronig e.e. diabetes, asthma, angina, ac ati.

Meddyginiaeth: Rhestrwch unrhyw feddyginiaeth rydych yn ei chymryd ar hyn o bryd.

Perthynas agosaf: Rhowch enw a rhif cyswllt berthynas agos.

Rhowch y cerdyn yn leinin eich helmed am mai yma y bydd y gwasanaethau brys yn chwilio amdano. Cofiwch – mae diosg helmed modur yn sgil sy'n waith i ddau unigolyn ac sy'n cael ei ymarfer gan bersonél hyfforddedig – peidiwch byth â cheisio diosg helmed rhywun arall ar eich pen eich hun.

Gallwch helpu'r gwasanaethau brys drwy eu rhybuddio bod gennych gerdyn CRASH drwy roi dot gwyrdd ar gornel dde eich fisur haul/helmed, gan wneud yn siwr nad yw'n amharu ar eich golwg. A pheidiwch â phoeni, mae'n ddiogel i'w roi ar unrhyw helmed.

Y gobaith yw na fydd rhaid i unrhyw un ddefnyddio'r cerdyn CRASH, ond gallai ei gario o gwmpas beri i feicwyr modur feddwl yn ofalus am eu diogelwch.

Susan Storch
Cadeirydd Diogelwch Ffyrdd Cymru

Diolch o galon i

Ciwb Beicwyr Modur y Gwasanaeth Ambiwllans, anogwyr y cynllun Cerdyn CRASH, a roddodd ganiatâd i Diogelwch Ffyrdd Cymru ddefnyddio eu syniad, partneriaid Diogelwch Ffyrdd Cymru ac Ymddiriedolaeth GIG Ambiwllans Cymru am eu cefnogaeth.

openhause



Llywodraeth Cymru
Welsh Government

Appendix 4
List of Partners and Number of Cards

Partners	Order Dec 2001	Order Sept 2013	Total
Bridgend County Borough Council	1000		1000
Caerphilly County Borough Council	366	500	866
Cardiff City Council	2000		2000
Ceredigion County Borough Council	250	200	450
Conwy County Borough Council	1000	100	1100
Gwynedd County Borough Council	150		150
Isle of Anglesey County Borough Council	150		150
Merthyr Tydfil County Borough Council	500	100	600
Monmouthshire County Borough Council	367	1000	1367
Torfaen County Borough Council	367		367
Blaenau Gwent County Borough Council		300	300
Rhondda Cynon Taf County Borough Council		500	500
Gwent Police	1000		1000
Dyfed Powys Police	1700		1700
Mid & West Wales Fire and Rescue	5000		5000
South Wale Fire & Rescue		200	200

Appendix 5
CRASH Card Resource and Information Pack

**Crash Cards
for Road Safety Wales**

Resource and Information Pack



CRASH Cards

The scheme was created by the committee of the Ambulance Motorcycle Club, a group of experienced paramedics and ambulance staff who are passionate about motorcycling, and has the support of the Highways Agency, the National Police BikeSafe team and the IAM. It is designed for all sizes of powered two wheelers, from mopeds to super bikes and cruisers to tourers, and for all motorcycle journeys, to school, for leisure, work and commuting.

Growing internationally, within Wales, Powys CC road safety team and the North Wales Motorcycle Alliance have already introduced this resource, which consists of a simple business card sized note that a rider stores inside the padding of their helmet. There is an accompanying green sticker to stick on the outside of their helmet, to alert the emergency services to the fact that the rider is carrying a card. The card has space for vital information such as medication, medical history and details of their next of kin.

The CRASH Card resource comes with a pre-printed letter which explains how the scheme works, how to fill out the card, and advising that the green dot should be affixed to the right hand side of their helmet.*

Copyright permission has been obtained from the Ambulance Motorcycle Club for the use of the scheme in Wales with the RSW logo and it has been translated into Welsh. Individual bikers who purchase a card online would currently pay £4.30 for this resource.

The scheme received The Prince Michael International Road Safety Award in 2011.

* The sticker has been specifically designed, and the glue tested, for use on helmets.



www.ambulancemotorcycleclub.150m.com

For Partners

Suggested Distribution Points:

The Motorcycle Safety Steering Group felt that providing cards to the following locations would be a good way to start rolling out the scheme across Wales.

- Motorcycle dealers
- Motorcycle training organisations
- Motorcycle test centres

Partners may also wish to target:

- Local Motorcycle Clubs
- The Military
- BikeSafe
- Colleges
- Employers
- Sixth Forms

Resources:

This pack contains a number of standard documents, which can be tailored to suit individual Partners. These resources will also be available to download from the Road Safety Wales website members section.

- A letter explaining the scheme to potential distribution points.
- Promotional Posters: For use at distribution points.
- A press release explaining that the scheme has been launched in the area, and where motorcyclists can pick up a pack.
- A letter for the local ambulance station(s) explaining the scheme, and what paramedics should look for.
- A prompt/feedback sheet to aid follow up telephone conversations with ambulance stations, to aid monitoring and evaluation and heighten awareness of the scheme.
- Letters for the local fire and rescue stations and police stations, explaining the scheme, in case they are first on scene at an incident.
- A list of addresses/contact numbers for local ambulance stations.

RoSPA's Contribution

Promotion of the Scheme:

The RoSPA office in Cardiff will undertake the following actions to promote the scheme on a national basis, on behalf of Road Safety Wales.

- Distribute a press release to the national motorcycling press, the Motorcycle Industry Association, and other appropriate Welsh media.
- RoSPA has already contacted the Welsh Ambulance Service NHS Trust with regard to the scheme. The Trust is fully supportive of the scheme, and will be kept informed of its implementation so that the information can be cascaded to the Regional Trusts.
- Regional Trusts will be written to with details of the scheme, in order that it can be cascaded to their staff.
- A letter will be sent to adjacent local authorities, police, fire and rescue, air ambulance and ambulance services informing them of the launch of the scheme in Wales.
- The scheme will be talked about on social media platforms such as Facebook, Twitter, the Road Safety Wales website and appropriate Motorcycle Forums.

Additional copies of the CRASH Card packs can be sourced through the RoSPA Cardiff office. An advantageous price can often be obtained by co-ordinating an all-Wales order, rather than partners ordering individually.

RoSPA will, with assistance of Partners, carry out an evaluation of the scheme.

Evaluation of the Scheme:

RoSPA has indicated that the evaluation of the scheme can be co-ordinated from the Cardiff Office. However, it will not be possible for an evaluation to be carried out without the co-operation of partners.

Partners:

- Will need to keep a note of local distribution points, the number of cards provided and a contact name and telephone number, so that follow up can be undertaken.
- Are requested to maintain strong links with local ambulance stations in order to promote the scheme to local paramedics, and where possible, gather evidence of its use amongst the motorcycling population. Awareness amongst ambulance crews is key to the success of the scheme.
- When an engagement event takes place with motorcyclists, ask them to take part in a quick questionnaire about their knowledge of the scheme. This questionnaire to be provided by RoSPA, and completed questionnaires should be forwarded to the Cardiff office when available.
- Will be asked to act on any issues highlighted when local distribution points are contacted as part of the monitoring process. For example the prompt delivery of more cards, additional promotional posters etc.

RoSPA

- Will collate existing evaluation evidence from locations where the scheme is already operational;
- Will monitor the scheme throughout the first twelve months as outlined below.
- Will collate twelve month scheme evaluation evidence and thereafter publish an evaluation report giving an overview of the Road Safety Wales scheme in Wales.

Evaluation Timetable/Responsibilities

Three months after launch of scheme:

RoSPA will:

- Contact partners for a list of distribution point contacts.
- Contact distribution points for feedback, and to establish any issues.
- Feed any issues back to appropriate partners for action.

Partners to:

- Re-contact local ambulance stations to maintain strong links and ascertain feedback regarding the scheme.
- Pass ambulance service feedback forms to RoSPA for inclusion in evaluation.
- Forward any individual motorcyclist questionnaires to RoSPA.
- Act on any issues fed back from distribution point contacts.

Six months following launch of scheme:

RoSPA will:

- Contact partners for a list of any new distribution point contacts.
- Contact new and existing distribution points for feedback, and to establish any issues.
- Feed any issues back to appropriate partners for action.
- Provide an interim report for the first six months to individual authorities.

Partners to:

- Re-contact local ambulance stations to maintain strong links and ascertain feedback regarding the scheme.
- Pass ambulance service feedback forms to RoSPA for inclusion in evaluation.
- Forward any individual motorcyclist questionnaires to RoSPA.
- Act on any issues fed back from distribution point contacts.

Nine months following launch of scheme:

RoSPA will:

- Contact partners for a list of any new distribution point contacts.
- Contact new and existing distribution points for feedback, and to establish any issues.
- Feed any issues back to appropriate partners for action.

Partners to:

- Re-contact local ambulance stations to maintain strong links and ascertain feedback regarding the scheme.
- Pass ambulance service feedback forms to RoSPA for inclusion in evaluation.
- Forward any individual motorcyclist questionnaires to RoSPA.
- Act on any issues fed back from distribution point contacts.

Twelve months following launch of scheme:

RoSPA will:

- Contact partners for a list of any new distribution point contacts.
- Contact new and existing distribution points for feedback, and to establish any issues.
- Feed any issues back to appropriate partners for action.
- Provide a report for the second six months to individual authorities.

Partners to:

- Re-contact local ambulance stations to maintain strong links and ascertain feedback regarding the scheme.
- Pass ambulance service feedback forms to RoSPA for inclusion in evaluation.
- Forward any individual motorcyclist questionnaires to RoSPA.
- Act on any issues fed back from distribution point contacts.

Frequently Asked Questions

How will paramedics be made aware of the scheme?

Contact has been made with the Ambulance Motorcycle Club who devised and instigated the scheme in this country, their members will be advised of the Welsh roll out.

We have also liaised with the Partners in Healthcare Lead at the Welsh Ambulance Services NHS Trust, who support the roll out and will assist in raising awareness of the initiative amongst Ambulance Service personnel from national level.

We suggest that Partners also contact their local ambulance station with details of the scheme (using the proforma letter provided).

Partners are advised to contact local ambulance stations quarterly to maintain links and ascertain feedback regarding the scheme, which should be passed to RoSPA for inclusion in evaluation.

Does the scheme cause issues re: helmet removal?

Evidence from other regions suggests that inappropriate helmet removal is not an issue. Since introduction, no inappropriate removals are reported, whereas they have occurred in the past.

Will the sticker fall off/ is it safe for helmet use?

The sticker has been specifically designed, and the glue tested, for use on helmets.

Why don't we support the roll out UTags?

USB sticks (UTags) – This technology is expensive and furthermore, paramedics are not able or allowed to plug them into computer equipment in ambulances. Hospitals also do not have the ability or the knowledge to access the details contained within.

Can't we just rely on ICE?

Many phones are now locked with pin codes, that means that the ICE number cannot be accessed on the rider's mobile.

What about our neighbouring areas?

RoSPA will ensure that adjacent local authorities, ambulance trusts, fire and rescue services and police authorities are informed of the launch of the scheme in Wales. Welsh motorcyclists don't just crash in Wales.

Appendix 6 Distribution Point Bilingual Letter (Welsh)

Local Authority Logo

(Info: This is a text box with the shape outline removed)

Distribution Point Letter



Annwyl

Mae eich Tîm Diogelwch Ffyrdd lleol wedi uno â phartneriaid yng Ngwasanaeth Ambiwllans Cymru, yr Heddlu a'r Gwasanaeth Tân ac Achub i gyflwyno Cynllun Cerdyn CRASH ar draws Cymru. Rydym am eich cymorth i helpu i ddsbarthu'r adnodd **am ddim** hwn i'r beicwyr modur sy'n ymweld â'ch adeiladau.

Cychwynnwyd y cynllun hwn gan Glwb Beicwyr Modur y Gwasanaeth Ambiwllans. Mae ei holl aelodau yn staff y gwasanaeth ambiwlans, a chynlluniwyd y cynllun i helpu'r parafeddyg cyntaf i gyrraedd unrhyw ddamwain.

Rywbyrd yn ystod ei oes feicio, mae'n bosibl y bydd beiciwr yn 'disgyn yn annisgwyl' neu efallai y bydd yng nghwmni beiciwr sy'n gwneud hynny. Mae CRASH yn gyfres o gamau hawdd i'w cofio, i'w cadw'n ddiogel, yn ogystal â'r beiciwr anffodus a gafodd y gwrthdrawiad.

Ar un ochr o'r cerdyn fe welwch y cofair CRASH. Y sawl sy'n gwneud yr alwad 999 yw'r unigolyn pwysicaf ar safle damwain, oherwydd bod y wybodaeth y mae'n yn ei rhoi yn pennu ymateb y gwasanaethau brys. Mae'r cerdyn yn dilyn cyfres debyg o gwestiynau y mae canolfannau rheoli'r gwasanaeth ambiwlans yn eu defnyddio'n gyffredinol, ac maent yn canolbwyntio ar ddiogelwch, lleoliad y gwrthdrawiad, a pha mor ddifrifol ydyw.

Mae'r ochr arall yn cynnwys gwybodaeth mae'r gwasanaeth ambiwlans a'r ysbyty yn ei defnyddio, gan gynnwys lle i restru unrhyw feddyginiaeth y mae gan y beiciwr alergedd iddi, hanes meddygol cyfredol a manylion unrhyw feddyginiaeth maent yn ei chymryd ar hyn o bryd. Mater o bwys hefyd yw bod lle i roi enw a rhif ffôn perthynas agosaf. Mae angen cod pin ar nifer o ffonau heddiw i fynd at wybodaeth, sy'n golygu nad oes modd cael gafael ar y rhif ICE sydd yno.

Wedyn, rhoddir y cerdyn yn leinin yr helmed am mai yma y bydd y gwasanaethau brys yn chwilio amdano. Hefyd, mae dot gwyrdd y dylid ei roi ar gornel dde eich fisur haul/helmed. Mae'r glud a ddefnyddiwyd wedi ei brofi'n drwyadl er mwyn sicrhau ei fod yn ddiogel i'w ludo ar unrhyw helmed.

Y gobaith yw na fydd byth rhaid i'ch cwsmeriaid ddefnyddio'r cerdyn CRASH, ond gallai ei gario gyda nhw wneud i feicwyr modur feddwl yn ofalus am eu diogelwch. Gobeithiwn y byddwch yn cefnogi ein hymdrechion i helpu beicwyr modur i gadw'n ddiogel a derbyn y driniaeth gywir ar ochr y ffordd, gan helpu i ostwng nifer yr anafiadau i feicwyr modur ar y ffyrdd yng Nghymru.

Rydym wedi anfon [number] o becynnau Cardiau CRASH atoch; [an/number] o bosteri A4 sy'n hyrwyddo'r cynllun i'r cyhoedd. Pan fyddwch yn rhedeg allan o becynnau cardiau CRASH ffoniwch [RSO name] ar [telephone number].

Er mwyn ein galluogi i werthuso effeithiolrwydd y cynllun, rydym wedi gofyn i RoSPA gynnal holiaduron sydyn dros y ffôn â'r rhai hynny sydd wedi cytuno i weithredu fel mannau dosbarthu. Bydd y galwadau ffôn hyn yn digwydd yn chwarterol, a gobeithiwn y byddwch y cytuno i gymryd rhan yn y gwerthusiad.

Diolch am gytuno i gyfrannu at y cynllun hwn.

Yn gywir

[RSO Signature and contact number]



www.ambulancemotorcycleclub.150m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support
www.roadsafetywales.co.uk



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Welsh Government

Appendix 6 Distribution Point Bilingual Letter (English)

Local Authority Logo

(Info: This is a text box with the shape outline removed)

Distribution Point Letter



Your local Road Safety Team has joined forces with partners in the Welsh Ambulance Service, the Police and the Fire and Rescue Service to deliver the CRASH Card Scheme across Wales. We are seeking your assistance in helping to distribute this **free** resource to the motorcyclists who visit your premises.

The scheme was instigated by the Ambulance Motorcycle Club, whose members are all ambulance service staff, and is designed to help the paramedic who is first on the scene at an incident.

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep themselves safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH. The person making the 999 call is the most important person at the scene, because the information they give determines the response of the emergency services. The card follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information used by the ambulance service and hospital, including space to list any medication to which they are allergic, current medical history and the details of any medication they currently take. Importantly there is also space to list the name and contact telephone number of a next of kin. Many phones nowadays require a pin code to access any information, which means that the ICE number stored there cannot be retrieved.

The card is then placed in the lining of the crash helmet because that's where the emergency services will look for it. There is also a green dot which should be stuck on the right hand corner of the visor/helmet. The glue has been rigorously tested to ensure that it is safe to stick on any helmet.

Hopefully none of your customers will ever need to use the CRASH Card, but just carrying it around could make riders everywhere think carefully about their safety. We do hope that you will support us in our efforts to help motorcyclists stay safe and receive the correct treatment at the roadside, thus helping to reduce motorcycle casualties on Welsh roads.

We have provided you with [number] CRASH Card packs; [an/number] A4 poster[s] promoting the scheme to the public. When you run out of CRASH Card packs please telephone [RSO name] on [telephone number].

To enable the scheme's effectiveness to be evaluated, we have asked RoSPA to carry out quick telephone questionnaires with those who have agreed to act as distribution points. These telephone calls will take place quarterly, and we hope that you will be agreeable to participating in the evaluation.

Thank you for agreeing to contribute to this scheme.

Yours

[RSO Signature and contact number]



www.ambulancemotorcycleclub.150m.com

Grateful thanks to

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Appendix 7 Bilingual Promotional Posters

Gall yr hyn rydych yn ei ysgrifennu yma, achub eich bywyd
What you write on here could help save your life



CERDYN C.R.A.S.H. CARD

Enw / Name

Dyddiad Geni / Date of Birth Cod Post / Post Code

Alergeddau / Allergies

Meddyglnaeth / Medication

Hanes Meddygol / Medical History

Perthynas Agosaf / Next of Kin



Ei Gasglu
Collect It



Ei Gwblhau
Complete It



Ei Gadw
Keep It



Appendix 8 Press Release Template



Local Authority Logo

(Info: This is a text box with the shape outline removed)

Motorcycle CRASH Card Scheme Launched in [name of area]

Motorcyclists are being urged to carry cards which contain potentially life-saving information in the event of an incident.

'Vital Information'

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep themselves safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH, which follows a similar set of questions used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes space to record information which could be vital to the attending paramedic, including current medical history and the details of any medication currently being taken.

Importantly there is also space to list the name and contact telephone number of a next of kin. Many phones nowadays require a pin code to access any information, which means that the ICE number stored there cannot be retrieved.

'Working in Partnership'

The cards were created by the national Ambulance Motorcycle Club (AMC) whose membership consists of ambulance staff who are passionate about motorcycling, and are already used in a number of areas in England and parts of Wales. In 2012 the Club was awarded a Federation Internationale de Motorcyclisme Road Safety Award for the scheme.

The Road Safety team has been working in partnership with other road safety professionals who make up Road Safety Wales, and the scheme has the backing of the Wales NHS Ambulance Trust. It is hoped that eventually these cards will be available throughout the Principality.

CRASH Cards can be obtained, free of charge from [local motorcycle dealers/the road safety team] and are suitable for all users of powered two wheelers from the young person on a scooter, the worker commuting on a daily basis, or the motorcyclist riding superbikes around country lanes at the weekend.

Welsh Ambulance Service Medical Director, Dr Paul Hughes, said "The CRASH cards will provide our staff with vital clinical information to improve the care we can provide for motorcyclists across Wales. It's important to remember that removing a motorcyclist's helmet after an accident is a specialist task which should only be performed by ambulance crews or other trained personnel."

"Such a simple thing as carrying the CRASH card could well enable us as a service to make more informed decisions regarding the treatment needed to a motorcycle collision or incident," added Dr Hughes.

[Space for a quotation from a cabinet member or councillor or other information you wish to add]

Notes for Editors:

For more information regarding the CRASH Card scheme contact: [RSO details](#)

Ambulance Motorcycle Club website <http://www.ambulancemotorcycleclub.co.uk/>

Federation Internationale de Motorcyclisme: <http://www.fim-live.com/en/fim-gala/2012/fim-road-safety-award/>

For more information about Road Safety Wales: <http://www.roadsafetywales.co.uk/>

Appendix 9 Letter for Fire and Rescue Service/Police

Local Authority Logo

(Info: This is a text box with the shape outline removed)

Police/Fire Service Letter



Dear

Your local Road Safety Team has joined forces with partners in the Welsh Ambulance NHS Trust, the Police and the Fire and Rescue Services to deliver the CRASH Card Scheme, free to motorcyclists, across Wales.

The scheme, which was designed by the Ambulance Motorcycle Club, is intended to help the emergency services first on the scene at a motorcycle incident. You may previously have seen information about it in the press.

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep them safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH, which follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information about the casualty, including space to list any medication to which they are allergic, current medical history and the details of any medication they currently take. Importantly there is also space to list the name and contact telephone number of a next of kin.

Once completed, the card is placed in the lining of the crash helmet. A self adhesive green dot sticker is supplied, which the motorcyclist will stick on the right hand corner of the visor/helmet. This is the prompt for the attending emergency service to look for the card, or to tell the paramedic that a card is present.

The information supplied with the card reinforces the importance of the correct removal of helmets, and that only trained personnel should attempt it. Evidence from other areas has shown that there have been no inappropriate removals of helmets since the introduction of the scheme.

We believe that the introduction of this scheme will assist your officers at the scene of an incident. Of course, one of the keys to the success of the scheme is the awareness of all officers to the possibility of a motorcyclist having a card within their helmet. Your assistance in ensuring that the information is cascaded to all personnel would be most appreciated.

We look forward to working with you and your officers in making this an effective and useful road safety scheme.

[RSO Signature and contact number]



www.ambulancemotorcycleclub.190m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support



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Welsh Government

www.roadsafetywales.co.uk

Appendix 10 Letter for Local Ambulance Stations

Local Authority Logo

(Info: This is a text box with the shape outline removed)

Ambulance Station Letter



Your local Road Safety Team has joined forces with partners in the Welsh Ambulance NHS Trust, the Police and the Fire and Rescue Services to deliver the CRASH Card Scheme, free to motorcyclists, across Wales.

The scheme, which was designed by the Ambulance Motorcycle Club, is intended to help the emergency services first on the scene at a motorcycle incident. You may previously have seen information about it in the press.

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep them safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH, which follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information about the casualty, including space to list any medication to which they are allergic, current medical history and the details of any medication they currently take. Importantly there is also space to list the name and contact telephone number of a next of kin.

Once completed, the card is placed in the lining of the crash helmet. A self adhesive green dot sticker is supplied, which the motorcyclist will stick on the right hand corner of the visor/helmet. This is the prompt for the attending emergency service to look for the card, or to tell the paramedic that a card is present.

The information supplied with the card reinforces the importance of the correct removal of helmets, and that only trained personnel should attempt it. Evidence from other areas has shown that there have been no inappropriate removals of helmets since the introduction of the scheme.

We believe that the introduction of this scheme will assist your crews at the scene of an incident, and contribute to prompt and appropriate treatment of casualties. Of course, one of the keys to the success of the scheme is the awareness of all crews to the possibility of a motorcyclist having a card within their helmet. Your assistance in ensuring that the information is cascaded to all personnel would be most appreciated. To assist, we enclose a copy of a poster for the notice board.

We have asked RoSPA to evaluate the effectiveness of the scheme, and as part of that evaluation we will contact you once a quarter to find out if any of your crews have come across a CRASH Card while attending an incident.

We look forward to working with you and your crews in making this an effective and useful road safety scheme.

Yours

[RSO Signature and contact number]



www.ambulancemotorcycleclub.150m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support
www.roadsafetywales.co.uk



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Appendix 11 Letter for Adjoining Local Authorities/Emergency Services

Road Safety Wales

2 Cwrt-y-Parc
Parc Ty Glas
Llanishen
Cardiff CF14 5GH
02920 250600



Dear Sirs

Road Safety Wales has joined forces with partners in the Welsh Ambulance NHS Trust, the Police and the Fire and Rescue Services to deliver the CRASH Card Scheme, free to motorcyclists, across Wales. As a neighbour we would like you to be aware of the scheme, and would be grateful if the following information could be cascaded to appropriate staff.

The scheme, which was designed by the Ambulance Motorcycle Club, is intended to help the emergency services first on the scene at a motorcycle incident. You may previously have seen information about it in the press.

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep them safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH, which follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information about the casualty, including space to list any medication to which they are allergic, current medical history and the details of any medication they currently take. Importantly there is also space to list the name and contact telephone number of a next of kin.

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The information supplied with the card reinforces the importance of the correct removal of helmets, and that only trained personnel should attempt it. Evidence from other areas has shown that there have been no inappropriate removals of helmets since the introduction of the scheme.

We believe that the introduction of this scheme will assist officers at the scene of an incident. Of course, one of the keys to the success of the scheme is the awareness of all officers to the possibility of a motorcyclist having a card within their helmet.

Your assistance in helping to raise awareness of the scheme, which is also available in other parts of the United Kingdom and beyond, would be most appreciated.

If you require further information please do not hesitate to contact us.

Yours faithfully

Susan Storch

Chair, Road Safety Wales



www.ambulancemotorcycleclub.150m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support

www.roadsafetywales.co.uk



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Welsh Government

Appendix 12 Letter for Regional Ambulance Trusts

Road Safety Wales

2 Cwrt-y-Parc
Parc Ty Glas
Llanishen
Cardiff CF14 5GH
02920 250600



Dear Sirs

Road Safety Wales has joined forces with partners in the Welsh Ambulance NHS Trust, the Police and the Fire and Rescue Services to deliver the CRASH Card Scheme, free to motorcyclists, across Wales. We enclose a poster, which should have been distributed to local ambulance stations with details of the scheme by the Local Authority Road Safety Team. We would also appreciate your assistance in raising awareness within your staff.

The scheme, which was designed by the Ambulance Motorcycle Club, is intended to help the emergency services first on the scene at a motorcycle incident. You may previously have seen information about it in the press.

At some point in a motorcyclist's riding life they may have an 'unscheduled dismount' or they may be with a rider who does. CRASH is a set of easy to remember steps to keep them safe, as well as the unfortunate rider who has been involved in a collision.

One side of the card has the mnemonic CRASH, which follows a similar set of questions universally used by ambulance service control centres, and focuses on safety, the location of the collision, and how serious it is.

The other side includes information about the casualty, including space to list any medication to which they are allergic, current medical history and the details of any medication they currently take. Importantly there is also space to list the name and contact telephone number of a next of kin.

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The information supplied with the card reinforces the importance of the correct removal of helmets, and that only trained personnel should attempt it. Evidence from other areas has shown that there have been no inappropriate removals of helmets since the introduction of the scheme.

We believe that the introduction of this scheme will assist your crews at the scene of an incident, and contribute to prompt and appropriate treatment of casualties. Of course, one of the keys to the success of the scheme is the awareness of all crews to the possibility of a motorcyclist having a card within their helmet. Your assistance in ensuring that the information is cascaded to all personnel would be most appreciated.

We look forward to working with you and your crews in making this an effective and useful road safety scheme, and if you have any questions, please feel free to contact us.

Yours faithfully

Susan Storch

Chair, Road Safety Wales



www.ambulancemotorcycleclub.190m.com

Grateful thanks to

The Ambulance Motorcycle Club, the instigators of the CRASH Card scheme, who allowed Road Safety Wales to use their idea; the Road Safety Wales Partners and Welsh Ambulance NHS Trust for their support



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Appendix 13
Bilingual Motorcyclist Questionnaire (English)

CRASH Card Scheme
Motorcyclist Questionnaire

How old are you? 16 – 19
 20 – 24
 25 – 29
 30 – 39
 40 – 49
 50 – 59
 60 +

What size motorcycle do you usually ride? 50cc or under
 50cc to 125 cc
 125 cc to 500 cc
 Over 500 cc

Have you heard of CRASH Cards? Yes No

Which Local Authority Area do you live in?

Do you have a CRASH Card? Yes No

Did you have any difficulties sourcing a free CRASH Card? Yes No

If Yes, what difficulties did you encounter?

Where did you pick up your CRASH Card? Road Safety Officer
 Retailer Emergency Services
 Friend/Relative
 Training Body BikeSafe
 Other

Why did you pick up a CRASH Card?

Were you aware that CRASH Cards are available free of charge in some areas of Wales? Yes No

Have you completed the card and put it in your helmet lining? Yes No

Is your card information up to date? Yes No

Have you stuck the sticker to the outside of your helmet? Yes No

If you have a CRASH Card, have you recommended carrying one to your motorcycling friends? Yes No

Did you know that CRASH Cards are available on-line for the price of £4.30? Yes No

Would you pay £4.30 for a CRASH card? Yes No

Do you think that the CRASH Card could be improved in any way?



Appendix 13
Bilingual Motorcyclist Questionnaire (Welsh)

Cynllun Cerdyn CRASH
Holiadur i Feicwyr Modur

Beth yw eich oedran chi?	16 – 19 oed <input type="checkbox"/>	Beth yw maint y beic modur rydych yn ei yrru fel rheol?	50cc neu lai <input type="checkbox"/>
	20 – 24 oed <input type="checkbox"/>		Rhwng 50cc ac 125 cc <input type="checkbox"/>
	25 – 29 oed <input type="checkbox"/>		Rhwng 125 cc a 500 cc <input type="checkbox"/>
	30 – 39 oed <input type="checkbox"/>		Dros 500 cc <input type="checkbox"/>
	40 – 49 oed <input type="checkbox"/>		
	50 – 59 oed <input type="checkbox"/>		
60 + oed <input type="checkbox"/>			

Ydych chi wedi clywed am Gardiau CRASH? Ydw Nac ydw

Ym mha Ardal Awdurdod Lleol ydych chi'n byw?

Oes gennych chi gerdyn CRASH? Oes Nac oes

Gawsoch chi unrhyw anhawster yn dod o hyd i Gerdyn CRASH am ddim? Do Naddo

Os Do, pa anawsterau gawsoch chi?

- O ble gawsoch chi eich Cerdyn CRASH?
- Swyddog Diogelwch Ffyrdd
 - Gwasanaethau Brys
 - Siopwr
 - Ffrind/perthynas
 - Corff Hyfforddi
 - BikeSafe
 - Arall

Pam wnaethoch chi gasglu cerdyn CRASH?

Oeddech chi'n ymwybodol bod Gardiau CRASH i'w cael am ddim mewn rhai ardaloedd yng Nghymru? Oeddwn Nac oeddwn

Ydych chi wedi llenwi'r cerdyn a'i roi yn leinin eich helmed? Ydw Nac ydw

Ydy eich cerdyn gwybodaeth wedi ei ddiweddarau? Ydy Nac ydy

Ydych chi wedi rhoi'r sticer ar ochr allanol eich helmed? Ydw Nac ydw

Os oes gennych chi gerdyn CRASH, ydych chi wedi argymhell i'ch ffrindiau sy'n feicwyr modur y dylent gario un hefyd? Ydw Nac ydw

Oeddech chi'n gwybod bod Gardiau CRASH i'w cael ar-lein am £4.30? Oeddwn Nac oeddwn

A fyddech chi'n barod i dalu £4.30 am Gerdyn CRASH? Byddwn Na fyddwn

Ydych chi'n meddwl y gellir gwella ar Gerdyn CRASH mewn unrhyw ffordd?

.....

Appendix 14
Prompt Sheet for Ambulance Stations



Prompt Sheet for Ambulance Station Follow-Up Calls

Did you receive our letter and poster about the CRASH Card scheme?
Have you been able to cascade the information to your staff?
Have your crews encountered a CRASH Card during an incident?
Did they think that the Card helped them at the scene?
Have they come across any incidence of inappropriate helmet removal linked to the CRASH Card?
Do you need any further information for (new) members of staff?
Would you like a member of the Road Safety Team to come to talk to your staff about the scheme?

Date:	
Station Name:	
Station Contact:	
Telephone Number:	

**Appendix 15
Distribution points**

Partner	Distributors
Blaenau Gwent County Borough Council	Active Rider Training, Tredegar M&L Motorcycles, Tredegar 1 x BGCBC Colleague active member of club
Bridgend County Borough Council	Thunder Road Motorcycles JT's Motorcycles (Bridgend) Booths Café
Caerphilly County Borough Council	Cambrian Motorcycles Dippy Hippy Caerphilly Mountain Snack Bar PC Tinsley 2 x Caerphilly CBC colleagues with links to clubs
Cardiff City Council	Robert Bevan & Son Motorcycles Limited Riders of Cardiff The Trike Shop (UK) Limited United Motorcycle Advanced Training Limited Cardiff Motorcycle School Celtic Rider Training 1 st Class Rider Training (Cardiff) Cardiff Motorcycle Centre
Ceredigion County Borough Council	Aberystwyth Motorcycle Centre Pure Adrenaline
Conwy County Borough Council	Whistlestop Café Colwyn Bay Motorcycles
Gwynedd County Borough Council	Eric Jones, Bikers Café Dragon Motorcycles Bill Smith's Motors Bikers Retreat Gwynedd BikeSafe
Isle of Anglesey County Borough Council	Anglesey Motorcycle Club
Merthyr Tydfil County Borough Council	Marsh MX
Monmouthshire County Borough Council	Oasis Snack Bar Steel Horse Café RM Hockey and Sons
Rhondda Cynon Taf County Borough Council	No distributors at this time
Torfaen County Borough Council	BikeTrain Wales IAM Gwent branch Torfaen Neighbourhood Policing PCSO Pauline Lohfink

Partner	Distributors
Gwent Police	Thunder Road Motorcycles Cwmbran South Wales Superbikes BikeSafe Candidates Other Motorcyclist Engagement
Dyfed Powys Police	BikeSafe Candidates West Wales Motorcycle Show MAG Show Other Motorcyclist Engagement
Mid & West Wales Fire and Rescue	Biker Down! Cymru Other Motorcyclist Engagement
South Wale Fire & Rescue	Biker Down! Cymru Ride Out Ride Right Other Motorcyclist Engagement