

Appendix

Supporting quotations for Results section

In this appendix, italicized quotations from focus group participants are presented according to the general categories outlined in the Results section.

Safety practices and risk perceptions of adult and youth ATV users

Practices regarding passengers

Youth 1: ...and it's hard to drive and you have stuff on your four wheeler. And you can't drive when you're trying to hold [stuff], so my brother and my friends help me.

Youth 2: And there's plenty of room on there too.

Youth 3: They make the four wheeler so big.

Youth using ATVs for farm or other work reported they were less likely to have passengers: Ours usually [has] only one. Nobody else wants to go shovel!

Youth 1: It also says, either in the book that you buy or in the video, when you have more than one person, the four wheeler's weight is off balance and it's a lot easier to flip over, like when you're turning. And like when you're going fast and you have to go around a curve, it just won't turn that easy at all.

Youth 2: You can't manoeuvre as well, he's talking about leaning into turns, you can't really lean into a turn if there is somebody there.

Practices regarding training

Moderator: Did you really get into the minute details of training them to ride an ATV? Or was it more like here's the gas, here's how you stop, here's how you shift? [Group laughter]

Adult: No, I didn't teach them any of that.

Another parent said: There was training available... from the "father-mother" source on how to ride this four wheeler and we didn't show them. I mean we didn't do inclines with them. We just had a pasture out back let them ride in the pasture, that sort of thing.

A youth stated: I pretty much learned by myself...when you hit a tree, that's wrong.

Previous exposure to ATV injuries or crashes

Adult: When that [death of a child in the community] happened that kind of opened my eyes to the safety issue of ATVs then. When it happens close to home it gets you to stop and think a bit.

Another said: ..it's a shame that it takes that to make people want to change their behavior. Because we'll all push it. We think we know what's that extra inch I can give it. But unfortunately you don't often get a chance to retract what you have just done. Especially with kids.

Adolescent behavior

Adult: But an ATV we need to think of it as a recreational vehicle, and you get a bunch of teenagers on a Friday night together and you know, they know better. We get limited to the 16 and under what can we do there, well even 16–18 or 16–21 that is just as dangerous. They know better but they're not necessarily going to be responsible and do as they should. You get alcohol involved or daring each other, daring the friends to do this or that that they know better. And anything could happen.

Large ATV use

Adult: In my neck of the woods we've already lost two children from where four wheelers turned over on them in a ditch, they're crossing the ditch, I mean what's a ten year old doing on a four wheeler that's got that type of power?

Adult: It's knowing what your four wheeler is capable of. And the ones that they make now are not all-terrain vehicles. They're vehicles. They are as big as a truck some of them. I mean, when you can't fit one in the back of your truck it's a vehicle.

Potential effectiveness of legislative and other safety approaches

Age restrictions and driver maturity

Adult 1: Yeah, that sticker recommending 16 [years] is just a recommendation by the manufacturers.

Adult 2: It keeps them from getting sued. It's a disclaimer more than anything.

Youth 1: ...you should leave the decision up to your parents. 'Cause my dad got me a 220 [cc] and... he got it for me because I'm bigger than most people. I'm a really big 12 year old. I'm as big as some 16 year olds in weight and everything.

Youth 2: Your parents just have to know you. I think it should be their decision. They've been around you all your life. If they don't know you then who?

Parental judgment

Adult: I wager to say, a good portion of adults don't give an ATV the respect it deserves. We tend to treat them like our trucks or our cars, not to take that lightly. But we tend to think that we get it or get on it, turn the key on and go.

Adult: I think the biggest things are the parents that are bad examples. We've got a lot of parents that are terrible examples. ... yesterday afternoon there was a man that went past me within the city limits and he had a child sitting on the back of [an ATV] that must have been four or five years old and if there was a car that came up through one of the intersections there is no way he could have stopped. And more than likely that child would have been hurt bad as well as himself. He was just flying like a wild person.

Adult: I think parents, a lot of time, assume that their child is a lot more responsible and a lot more able to handle situations than they really are.

Parental responsibility and liability

Adult: ...the biggest issue I have with the whole system is that I think that the parents of the children that are riding these high horsepower smart bikes should come under some type of compliance. Because we see a lot of children dead and injured severely.

Adult: ...I think a child can handle it...when it's a small enough fit for his size. But whenever you allow children to get on a size that is beyond their capabilities and strength and physical understanding to handle, no, it goes beyond safety. In fact, I think it's a criminal offense to allow your child to be on that type, that size of bike unsupervised or supervised.

Youth: Yeah, 'cause not only could you hurt yourself, you could hurt them too. No only would they might die, you could get sued for that.

Licensing

Adult: We do require a hunter who is of a certain age to take a hunter ed[ucation] course. We now require boaters of a certain age to take a boater safety education course. But... because there is no legislation regarding ATVs—all we do is give it ¾ of a page in the back of the hunter's ed[ucation] manual, one question on the test, and say you're prepared!

Youth 1: You would have to pass a law [to get youth to get trained and licensed] because most of us would go willingly, but somebody who is dumb and acts up on them all the time probably wouldn't.

Youth 2: I would go even if it wasn't a law and you could get a four wheeler license. But I think to get more people to go it would have to be a law.

Laws regarding vehicle size, age limitations, helmets, and on-road use

Adult: Dad's going to buy one for him and everybody in the family is going to ride it. They're so expensive, I don't know of anybody that's got one for everybody in the family.

Youth: My parents say that we can't afford five ATVs for all of us to have a different size for age. So they just got a medium-sized one and we all ride it.

Adult: That likes goes in with our law on motorcycle helmets in this state. You are not required to wear a helmet when you are riding a motorcycle down the freeway. And that kind of sends a signal there: well they don't have to do it so why wear one on an ATV?

Youth: I only use the pavement to like cross the road seeing as that's not illegal, but driving on it is illegal. But then when you have to get, like...in the woods because it is too thick or a fence. That's when I ride a four wheeler on the road.

Adult: And it talks about driving on what side of the road or crossing the road...it's so vague that you can ride them anywhere you want, more or less. They're not regulated.

Parental support of existing legislation

Youth: My mom and my step dad told me that they passed the laws like if you get stopped riding on the road or something it's a \$125 ticket. And if my mom has to pay that I'll be grounded for really long time.

Engineering modifications

Adult: Companies had decided they weren't even going to produce [three wheelers] because of the number of people that were getting hurt, because of public outcry against them. And that's where the four wheeler come from, they were trying to make a safer three wheeler, a safer ATV. And I think what she said kind of to me kind of sums up what we need to be doing. Until we start making some noise about it, nothing is going to happen.

Suggestions for education and media messages

Suggestions for educational intervention

Adult: I guarantee you anybody in here that is a hunter ed instructor that's been here tonight is going to mention that in their next class. From now on when we get to that ATV section we're going to take a few extra minutes, I know I'm going too ... To think about, explain to them, "Hey, make sure you get some training, make sure you get a video, get something and learn how to ride the thing. Don't just jump on them and go. 'Cause people do get hurt."

Adult: My son took his driver's test last summer. He got the manual and he studied it, or he looked at it, I don't know if he studied it. But he passed, surprisingly. But the point was, I was looking at the manual too and it dawned on me, this is a great opportunity to put some four wheeler safety into this process and there was none, zero. There is a section on motorcycles but nothing on four wheelers. But you have 25,000 kids a year taking this test and there's nothing in there on ATV safety. And if the state police would just put six pages in that manual and include some of it on the test I think that would go a long way.

Adult: One thing they do at the schools, and they've done this through the [popular television talk] show on bullying lately and they said it's had a big impact, is have a school forum among the children and have them share stories about ... Just like I heard all these stories today. This has really had an impact on me.

Youth preferences

Youth: ...doing it at school, like trying to get people to be safe, like T said and J, get people in the gym and have an assembly. But if you're just like telling a couple of people tell them face to face and don't make too big a deal out of it.

Youth 1: It depends on who's going to listen. I mean someone is going to listen to Brad Pitt or Jennifer Lopez. But if just somebody, like a doctor, just comes in here and says, "Well you should wear your helmet." We're all going to be like, "yeah ok, whatever."

Youth 2: They [doctors] tell people around here all the time to not [use chewing tobacco], you'll get cancer. Nobody listens.

Youth 1: I think parents would be a really good thing... If they had a son or daughter that got killed on a four wheeler they would probably know.

Youth 2: Like that girl that got injured and is like really paying for it now. Like really having to start all over.

Moderator: The one with the brain injury.

Youth 2: Like her mom, or maybe the person that was riding with her or something.

Group chatter: Yeah, it's more realistic.

Community awareness and role of leaders

Adult: I think we as a public, not just a group here, but the general public have not the conviction to try to push it to make it safe. Any action like that starts with some people that are set on fire, that have personal interest in making something safe. And they go out and they work, they push, they ask questions, they beg for help, they beg for support.

Adult: Well [hospital institutions] are authorities in the field of child injuries and so forth; they have a public relations and video section. They do the baby films and all that, why can't they produce one directed towards ATVs and kids injuries on ATVs, testimonials from families who have had children injured from ATVs and run it as a public service spot. ... everybody looks on those...as big health care providers for the community and especially for the children's safety portion of the community. So yeah, I think and authority like that coming, making stuff available would be receptive in the community.

Response to draft PSAs

Adult: People would just miss the whole ad when they hear that [age limitations] because that's not what they want to hear.

Adult 1: When you put that "no one under the age of 16 should be allowed to operate", one thing it does is blows your credibility with a lot of adults. 'Cause they're going to say that's not, my 12 year old is responsible yada, yada ya.

Adult 2: Unrealistic.

Adult 3: How many in here think you shouldn't ride one if you're under 16? Anybody?

[No response]

Adult 3: See, you loose your credibility.

Youth: I like it [ATVs Aren't Toys PSA] because it didn't talk about age limits or nothing [sic]. Because you know it's like we said, you may be only so old but you still have the maturity and the ability to ride a four wheeler like that. And it shows that you can't go straight out and go crazy on it.

Adult: You have to make parents believers first. That's what it's going to take.

Adult:...the gruesome end result is the major or the final focal point... You know people...[have to] see things over and over and over before it sinks in sometimes. So if you have a final theme that they can kill, this is gruesome, or whatever... it might be really effective.

Youth 1: I think it's [image of youth in wheelchair] very depressing. Whenever you sit there and think about that, what he did, I think that's kind of depressing.

Moderator: What does it make you feel when you saw this?

Youth 2: More cautious... It makes you think, that could be me.