



January 7, 2015

## THE GREGORY WEINER FOUNDATION

The Gregory Weiner Foundation is pleased to sponsor the research efforts of Virginia Tech graduate student Micah Roediger, who is conducting a project to analyze and address the underutilization of bicycle helmets on college campuses. His project, entitled *Promoting Bicycle Safety: A Large-Scale Intervention to Increase Helmet Use Among College Students*, aims to create a low-cost behavior-based intervention that can be implemented on any college campus to increase the use of bicycle helmets.

In preparation for his study, Micah conducted preliminary field observations on the campus of Virginia Tech between October and November of 2013. He found the percentage of bicyclists properly wearing a bicycle helmet was approximately 19%. To address this behavior, his project will attempt to increase helmet use while integrating industrial organizational psychology training methods and social influence principles from social psychology.

Change agents - individuals who will attempt to influence the behavior of others - will be recruited to approach bicyclists observed not wearing a helmet and offer them a discount coupon (partially subsidized by the Gregory Weiner Foundation) for purchase of a certified helmet from a local bicycle shop. Bicyclists who redeem their coupons will be asked to voluntarily sign a pledge to use their helmet on every trip.

The project will test the effects of a full-fledged training program and a short presentation. If the training is successful, it will demonstrate the viability of merging two major psychological fields. However, if the short presentation is equally effective, it would allow a large number of individuals to promote a designated behavior change and drive a lasting cultural shift for improved human welfare and well-being.

In addition to supporting Micah's research, The Gregory Weiner Foundation has also pledged support to the Hokie Bike Hub. The Bike Hub serves as a bicycle maintenance and commuter education center on the Virginia Tech campus. Cyclists have access to tools and resources for self-service bike repair, attend bike-themed workshops, and learn how to maintain and repair bikes through one-on-one sessions with staff members. The Foundation will provide free or discounted helmets during upcoming safety awareness events and programs sponsored by the Bike Hub.

**SAVE A LIFE . . . WEAR A HELMET**