

Title of Intervention: Regulation of All-terrain Vehicles (ATVs)

Intervention Strategies: Environments and Policies, Campaigns and Promotions

Purpose of the Intervention: To reduce ATV-related injuries

Population: All-terrain vehicle users

Setting: Community-based

Partners: None mentioned

Intervention Description:

- Environments and Policies: ATV distributors agreed to the following in consent decrees: to stop the sale of new three-wheeled ATVs, to implement a nationwide riders' training program and to develop a voluntary standard to make ATVs safer. In addition, the industry agreed to put into effect more stringent age recommendations on the ATVs they sell.
- Campaigns and Promotions: The ATV industry agreed to develop a multimillion dollar public awareness campaign and to provide extensive safety warnings to both past and prospective purchasers.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Multi-million dollar budget for media campaign
- Intervention: Consent decrees, agreement from industry leaders
- Evaluation: Surveys, access to survey data, budget for analysis, sales data, injury data

Evaluation:

- Design: Risk analysis
- Methods and Measures:
 - Changes in driver behavior were evaluated by comparing the results of risk analysis conducted in the pre- and post-consent decree time periods. Data for the risk analysis came from four independent surveys, including two cross-sectional surveys of drivers involved in accidents resulting in hospital emergency room medical treatment and two cross-sectional surveys of the general population of ATV users.
 - Changes in market behavior were evaluated by analyzing the impact of the consent decrees on ATV sales patterns.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The results suggest that the policy actions implemented by the ATV distributors at the request of the Consumer Product Safety Commission have had a positive impact in reducing ATV injuries.

Maintenance: Not mentioned

Lessons Learned: Although an impact of this magnitude may appear to be modest, it must be recognized that ATVs are driver-interactive vehicles and inherently risky products that have lengthy useful lives. Like other types of off-road recreational vehicles, their continued use makes injuries and deaths unavoidable.

Citation(s):

Rodgers, G. B. (1993). "All-terrain vehicle injury risks and the effects of regulation." *Accid Anal Prev* 25(3): 335-46.