

Pedestrian and Bicycle Safety for Hispanics
Bike Safety PSA Radio Script
:60

English	Spanish
<p>Concept</p> <p><i>Two adult friends (between the ages of 25-35) are going to go play soccer with other friends. They are riding their bikes to the soccer field which is close by in the neighborhood. One of the guys shows up at his friend's house wearing a new helmet.</i></p>	
<p>Pedro's House</p>	
<p>Joaquín—Hey, Pedro, are you ready for the soccer game?</p> <p>Pedro – Yes, let's go. What's up with the bike helmet?</p> <p>Joaquín – Cool, isn't it?</p> <p>Pedro – What! <i>(he laughs)</i> You look like a girl! Joaquin, please take that off; you're embarrassing me; bike helmets are only for kids. <i>(Sounds over confident)</i> We are experts riding bikes; we don't need to wear a helmet. Besides, they make your head hot.</p> <p>Joaquín – Well, this helmet is lightweight and has a lot of vents for air... you know what? I prefer not to risk it; what would my family do if something happened to me?</p> <p>Pedro – Yeah whatever, man... let's just get going!</p>	<p>Joaquín—Hola Pedro, ¿listo para el partido?</p> <p>Pedro—Sí, vamos, ¿Y ese casco?</p> <p>Joaquín—Está super, ¿no?</p> <p>Pedro—¿Qué? <i>(se ríe)</i>. ¡Te ves como una niña! No Joaquín quítate eso, me estás poniendo en ridículo, los cascos de bicicleta sólo son para los niños. <i>(suena seguro de sí mismo y burlón)</i> Nosotros somos expertos montando en bicicleta y NO necesitamos un casco. Además te calientan la cabeza.</p> <p>Joaquín—Pues éste es bien liviano y tiene entradas de aire, ¿sabes qué?... yo prefiero no arriesgarme. ¿Qué haría mi familia si algo me pasara?</p> <p>Pedro— <i>(sounds incredulous)</i> Sí, sí, lo que digas ...más bien vámonos ya.</p>
<p><i>Joaquín and Pedro start riding towards the soccer field. Joaquín loses control of his bike because he tries to avoid a hole, falls, and hits the ground. Sound effect of the bike hitting the ground or something similar...</i></p>	
<p>Bicycle crash</p>	
<p>Pedro – Joaquín, Joaquín! Are you</p>	<p>Pedro—¡Joaquín, Joaquín! <i>(llama</i></p>

<p>ok? Your head really hit the ground! (<i>Sounds scared and desperate</i>)</p> <p>Joaquín – Whew- I wiped out trying to avoid that pothole! Good thing that wasn't you Pedro.... without a bicycle helmet you would've cracked your head open.</p> <p>Pedro – you're right, man. I need a helmet!</p>	<p><i>desesperado</i>) ¿Estás bien? Te golpeaste duro la cabeza contra el piso.</p> <p>Joaquín— ¡Uy, por tratar de esquivar ese hueco en la calle perdí el control! Pero menos mal no fuiste tú Pedro porque tú sin casco si te hubieras roto la cabeza.</p> <p>Pedro – tienes razón amigo, necesito comprar un casco!</p>
Announcer	
<p>Every time you ride a bicycle make sure you:</p> <ul style="list-style-type: none"> ✓ wear a bike helmet that fits properly ✓ stay visible using lights and reflective materials and ✓ follow the rules of the road <p>Don't put you and your family's life at risk... pedal safely.</p>	<p>Siempre que usted monte en bicicleta asegúrese de:</p> <ul style="list-style-type: none"> ✓ utilizar un casco de bicicleta y ajustarlo adecuadamente ✓ mantenerse visible usando luces y materiales reflectivos, y ✓ cumplir con las normas viales. <p>No ponga su vida ni la de su familia en riesgo... pedalee seguro.</p>
Bike Logo	
<p>A message from the National Highway Traffic Safety Administration.</p>	<p>Un mensaje de la Administración Nacional de Seguridad del Tráfico en las Carreteras.</p>