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Why it Helps to SEE

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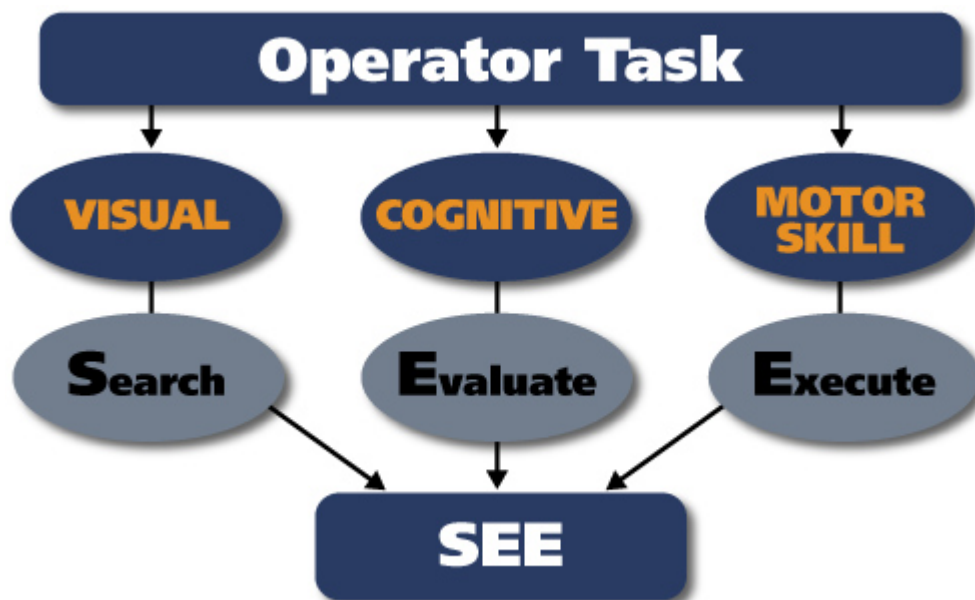
Additional Resources

Invest In Safety

SEESM: A Strategy for Managing the Risk of Motor Vehicle Operation

Overview:

The Motorcycle Safety Foundation (MSF), in its Basic *RiderCourse*SM (BRC) and other curricula promotes a three-part process with the acronym SEE (Search, Evaluate, Execute) as the core personal safe-riding strategy (see diagram).



Operating a motor vehicle, especially on public roads, is not a passive activity but a complex task that involves more than just knowing how to use the accelerator, brakes, and steering. Motor vehicle operation requires visual, cognitive and motor skills. In the chart above, these three distinct skills are translated into three easily understood terms: Search, Evaluate, Execute. **Search** means to actively scan the environment to identify factors that could create increased risk; **Evaluate** means to consider potential problems from the interaction of those factors; and **Execute** refers to the physical motor skills used to avoid the resulting hazards. (Please refer to the Appendix for an in-depth review of the use of the Search, Evaluate, Execute process.) An additional benefit of the three terms is that they form an acronym that is easy to remember and is relevant to the driving/riding task in and of itself. The SEE process is applicable not only to the operation of any type of motor vehicle, but can work equally well as a management strategy for bicyclists or even pedestrians interacting within a motor vehicle environment.

Analysis:

SEE is an active, thinking strategy that places responsibility on the motor vehicle operator to control a personal margin of safety. Besides being a simple three-step process and easy to remember, SEE as a word acronym connects a thinking strategy to visual perception, which is dominant for safe vehicle operation. This is supported by the Hurt Report, which stated in one of its recommendations and proposed countermeasures "...the need for the motorist to develop a traffic strategy so that he can SEE AND BE SEEN in traffic. This should be the most important component of any motorcycle rider training program."

Recommendation:

All car drivers should use SEE, which due to its simplicity and effectiveness may prove to be a in reducing traffic collisions as another well-known strategy that it complements, the "two-sec

Appendix: The Process of Search, Evaluate, Execute

The Motorcycle Safety Foundation is a national, not-for-profit organization sponsored by BMW, BRP, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio/Vespa, Suzuki, Triumph, Victory, and Yamaha.