



## We redesigned the ICE stickers, leaflets and registration process using behavioural insights

**Saliency:** To prompt riders to ride safely when they see the sticker on their helmet, we emphasised the emergency circumstances under which the ICE stickers would be used, and the potential impact of a KSI on loved ones across the sticker, leaflet and registration process.

**Address misconceptions:** We addressed the misconception that riders are not able to change their risk of involvement in KSIs by highlighting they can “Choose how you ride”.

*Sticker*



**No response?**  
Scan to contact  
next of kin  
ID: 00000    ssrp.org.uk



*Leaflet front*

### ICE HELMET STICKER

In case of emergency, first responders can retrieve your vital medical information and next of kin contact details.

Register at: [cerqi.co.uk/register](https://cerqi.co.uk/register)

*Leaflet back*



Who would miss you if we have to use this sticker?  
Choose how you ride.

*Registration process*

“What message would you like a first responder to give to your next of kin in the event of an emergency?”

**Ease:** We reduced the size of the leaflet from A6 to card-sized so it could fit in people’s wallets.

**Call-to-action:** We wanted to ensure the stickers could be distributed without in-person explanation by the SSRP. We drew attention to the most important action for people (registering online) using a yellow callout and icon on the leaflet.

**Visual aid:** We encouraged riders to place the sticker at the base of their helmet to maximise the likelihood they see the sticker before they ride and are reminded to ride safely.