

## **SAMPLE COLUMN COPY OR NEWSLETTER ARTICLE**

In 2010, the number of people injured by not wearing a bike helmet was 51,000, enough people to fill Nationwide Arena in Columbus 2½ times. Universal use of bicycle helmets by children ages 4 to 15 could prevent between 135 and 155 deaths, between 39,000 and 45,000 head injuries and between 18,000 and 55,000 scalp and face injuries annually.

To help prevent injuries and save lives, I am joining the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) in a statewide effort to remind children to *“Put a Lid on It! Protect Before You Pedal”* during the week of May 2-10 – Ohio Bike Helmet Safety Awareness Week.

And, this week is not just for kids. We know that parents who model wearing their bike helmet increase the likelihood of a child wearing their helmet, so this week is not only to get children to wear their helmets, but also to allow them to see adults in all walks of life wearing their helmets proudly.

Importantly, it also makes fiscal sense to ensure children wear helmets. For the cost of a \$10 bike helmet, we can take \$41 out of Ohio’s health care system. That’s a significant return on an affordable investment for our families.

To learn more and show your support, visit [OhioAAP.org](http://OhioAAP.org), or the [“Put A Lid On It”](#) Facebook page, [www.facebook.com/bikehelmetsafety](http://www.facebook.com/bikehelmetsafety) .