Bike Helmet Safety Awareness Week

May 9 – 21, 2016

Ohio AAP Member Outreach Toolkit

PUT A LID ON IT

protect before you pedal
Ohio Chapter

We are excited that you have agreed to join us in promoting our *Put a Lid on It! Bike Helmet Safety Awareness* campaign by participating in Bike Helmet Safety Awareness Week, May 9-21, 2016.

As you know, bike helmets save lives and prevent injuries – in fact, 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! And, by simply providing a $10 helmet to a child, we can take $41 out of our health care system!

Our ongoing efforts include an analysis of bike helmet usage among children in Ohio through a series of observations and phone surveys, a pediatrician education program, helmet distribution through pediatricians’ offices and an advertising/public relations campaign surrounding efforts during this exciting week.

The toolkit that follows contains materials for your use in promoting “Bike Helmet Safety Awareness Week.” There are several ways you can help:

- Host an event in your district to give away and properly fit bike helmets or participate in a bike rodeo or other event with a local school, community center or after-school program.
- Encourage your constituents to participate in activities to promote helmet safety during the week!
- Send out a news release to local media.
- “Like” our Facebook Page “Put A Lid On It” and change your profile photo to the “Put A Lid On It” logo May 9-21!
- Post messages to your Twitter Feed and Facebook Page – we’ve provided some samples – in the weeks leading up to May 9 and during the week.
- Send a letter to the editor to your local newspaper.
- Distribute the enclosed flyer to anyone and everyone!

We look forward to working with you to raise awareness of this important safety initiative and to try to encourage everyone to “Put a Lid on It – Protect Before You Pedal!”

Thank you for all you do for Ohio’s children,

Melissa Wervey Arnold
Chief Executive Officer
Mark your calendar:
PUT A LID ON IT!
BIKE HELMET SAFETY AWARENESS WEEK
MAY 9 – 21, 2016

Activities will include:
bike rodeos – bike helmet safety lesson & helmet giveaways
public awareness activities – and much, much more!

Bike Helmets Save Lives - and Dollars!

- In 2010, the number of people injured by NOT wearing a bike helmet was 51,000 – enough people to fill Nationwide Arena in Columbus 2 ½ times.
- Currently in Ohio, estimates indicate that just 10-20% of children wear bike helmets, yet more than 70 percent of children ages 5 to 14 ride a bicycle regularly.
- 75 percent of bike-related fatalities would be prevented with a helmet. Helmet use can reduce the risk of head injury by 85 percent and severe brain injury by 88 percent.
- Apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product, including trampolines, ladders and swimming pools.
- 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.
- A $10 bike helmet saves healthcare system $41 per child.
- If 85 percent of the children injured in the U.S. per year wore helmets, we could save up to $256 million in just one year.

Proven Interventions Exist

- Parents who model wearing their bike helmet increase the likelihood of a child wearing their helmet.
- Various studies show that bicycle helmet legislation is effective in increasing bicycle helmet use and reducing bicycle-related death and injury among children covered under the law. One study showed that within the five years of passage of a state mandatory bicycle helmet law for children ages 13 and under, bicycle-related fatalities decreased by 60 percent. Police enforcement increases the effectiveness of these laws.
- A combination of efforts is necessary to effectively increase helmet usage rates among Ohio children:
  - Raising awareness of the benefits of bike helmet use
  - Encouraging modeling behavior among adults
  - Distributing bike helmets to Ohio children
  - Advocating for supportive public policies
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Currently in Ohio, estimates indicate that just 10-20% of children wear bike helmets, yet more than 70% of children ages 5 to 14 ride a bicycle regularly.

75% of parents support a mandatory bike helmet law for children.

Bicycle-related head injury rates among children have decreased by up to 45% following the passage of bicycle helmet legislation in other states.

The Ohio AAP supports policies that require bike helmet use for all children 16 years of age and younger.

Bike Helmet Week 2016 is May 9 – 21.
The Ohio AAP’s Bike Helmet Safety Awareness Program started in 2011 as a one-day event in September, and evolved into an annual week in May.

Over 20,000 bike helmets have been distributed to Ohio’s children since 2011 through the Ohio AAP.

The Ohio AAP now has over 300 partners involved in the Put a Lid on It! Program.

What Can You Do?

Send a letter to the editor to your local newspaper sharing why you support bike helmet use.

Use #bikehelmetsafety to post messages to your Twitter Feed and Facebook Page, and change your profile photo to the “Put A Lid On It” logo May 9-21!

To learn more, visit http://ohioaap.org/PutALidOnIt or contact Hayley Southworth at hsouthworth@ohioaap.org.
May 9–21, 2016
Ohio Bike Helmet Safety Awareness Week

Remember to always wear your helmet when biking, skateboarding or rollerblading!

For more information about how to properly fit a helmet, bike helmet safety events throughout the state and ongoing safety updates, visit and “like” us on Facebook: Put a Lid on It or facebook.com/bikehelmetsafety.

**Remember: “Put a Lid on It – Protect Before You Pedal” during this special week and every day!**

This program sponsored by the Ohio Chapter, American Academy of Pediatrics.
Help save lives and prevent injuries by properly fitting and wearing helmets whenever you are riding a bike! **Put a Lid on It and Protect Before You Pedal!**

- Place the helmet low on the forehead, just above the eyebrows.
- Show the children that the helmet straps should be snug under the chin so the helmet stays in the same position.
- Show the children that the helmet should not move back and forth or side to side.
- Demonstrate that when children wear a helmet on the back of their head (move helmet so forehead is well exposed) that the helmet cannot do a good job of protecting the brain.

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**Checking**

- Has CSA, ASTM, CPSC or SNELL label inside.
- No cracks, dents or damage.

**Fitting**

- Pads touch head at front, back, sides and top.
- Not too big or loose.
- Not too small or tight.

**Wearing**

- Helmet sits level—about 2 fingers above eyebrows.
- Chin strap is snug. Straps meet just below ears.
- Vision and hearing are not blocked.
- Do not wear on back of head.
- No hats or kerchiefs.
- No hair in way.
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 9-21 – 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, or the “Put A Lid On It” Facebook page, www.facebook.com/bikehelmetsafety.
SAMPLE LETTER TO THE EDITOR

To the Editor:

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.

As a pediatrician, I see these types of injuries first hand and want to encourage all children – and adults – to wear a helmet when they ride a bicycle, especially as the weather is warming up.

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 9-21 – Ohio Bike Helmet Safety Awareness Week.

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NAME
ADDRESS
PHONE NUMBER
SAMPLE SOCIAL MEDIA POSTS

Don’t forget to use the hashtag #bikehelmetsafety on Facebook/Twitter/Instagram!

Week of April 11:
Mark your calendars! We’re participating in Bike Helmet Safety Awareness Week May 9-21, 2016! Wear yours and be cool like us! Check out “Put A Lid On It”!

Week of April 18:
Did you know that by spending $10 on a bike helmet for a child, we can take $41 out of Ohio’s health care system? Check out “Put A Lid On It” for more info.

Week of April 25:
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. “Put A Lid On It” to save lives and prevent injuries!

Week of May 2:
One week from today, show your support for saving children’s lives and preventing injuries by participating in Bike Helmet Safety Awareness Week. “Put A Lid On It” has more information!

May 9: (CHANGE YOUR PROFILE PIC TO THE PUT A LID ON IT LOGO!)
It’s Bike Helmet Safety Awareness Week! What are you doing to help promote the use of bike helmets by children in your community? Visit “Put A Lid On It” to share!

May 10:
Summer is right around the corner, and this is the perfect time to make sure your child’s helmet fits properly! It might be time for a new one, and it’s Bike Helmet Safety Awareness Week. Visit “Put A Lid On It” for a free “fit a helmet” fact sheet to be sure your put a lid on it correctly!

May 11:
It’s “Put A Lid On It” week! Bike Helmet Safety Awareness Week! Check it out!

May 12: Show your support for saving children’s lives and preventing injuries by participating in Bike Helmet Safety Awareness Week. “Put A Lid On It” has more information!