



Wear Your Bike Helmet to Work or School Day

September 21, 2011

Partner Outreach Toolkit





Ohio Chapter

Ohio Chapter

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August 29, 2011

Dear Partner,

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 the first-ever “Wear Your Bike Helmet to Work or School Day” on September 21, 2011

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!

By encouraging children and adults alike to wear their helmets on September 21st to demonstrate support of our efforts, we hope to draw attention to this important issue as a way to jump-start a statewide campaign to increase usage among Ohio’s children.

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 our efforts on September 21st.

The toolkit that follows contains materials for your use in promoting “Wear Your Bike Helmet to Work or School Day.” There are several ways you can help:

- Encourage your Ohio legislators to participate in the day!
- 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 on September 21st!
- Post messages to your Twitter Feed and Facebook Page – we’ve provided some samples – in the days leading up to September 21st.
- Send a letter to the editor to your local newspaper prior to September 21st.
- Encourage your local “celebrities,” community leaders and public officials to wear their helmets to work on September 21st.
- Send an email message to your members/employees to inform them of September 21st! Consider making September 21st a casual day at your office for anyone wearing a bike helmet to work!
- 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
Executive Director

Executive Department

OFFICE OF THE GOVERNOR

Columbus

RESOLUTION

WHEREAS, the safety of our youth within our community is of paramount importance; and

WHEREAS, there has been an increase in the use of skateboards, roller skates and scooters within Ohio communities; and

WHEREAS, the U.S. Consumer Product Safety Commission recommends that helmet use be required for bicycles, skateboards, rollerblades and scooters alike; and

WHEREAS, the Bicycle Helmet Safety Institute recommends the use of helmets for several forms of recreation, including skateboards, roller skates, and scooters; and

WHEREAS, the encouragement of the use of helmets for these sports will help to provide needed protection to those participating in these sports; and

WHEREAS, according to the American Academy of Pediatrics, universal use of bicycle helmets by children ages 4-15 could prevent between 135 and 155 deaths, between 39,000 and 45,000 head injuries, and between 18,000 and 55,000 scalp and facial injuries annually.

NOW, THEREFORE, I, John R. Kasich, Governor of the State of Ohio, do hereby designate September 21, 2011 as

**WEAR YOUR BIKE HELMET
TO WORK/SCHOOL DAY**

throughout Ohio and that all persons are encouraged to wear helmets when using bicycles, skateboards, roller skates and scooters.

On this 18th day of April, 2011;



John R. Kasich
Governor



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Ohio Chapter



Wear Your Bike Helmet to Work or School Day

SEPTEMBER 21, 2011

Join the Ohio Chapter, American Academy of Pediatrics and Governor Kasich in a statewide effort dedicated to raising awareness of the importance of wearing a bike helmet!

Join in the day!

- Wear your helmet to work and tell everyone you see why you're wearing it!
- Make sure your children wear their helmets every time they are riding their bikes.
- Contact your Ohio legislators and encourage them to participate in the day.

To show your support or learn more, visit www.ohioaap.org.

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.



PUT A LID ON IT!

Ohio Bike Helmet Safety Awareness Coalition Fact Sheet



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Ohio Chapter

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.

Bike Helmets Save Lives

- Currently in Ohio, estimates indicate that just 10-20% of children wear bike helmets.
- 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. More than 70 percent of children ages 5 to 14 ride a bicycle regularly.

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. These include:
 - 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

Current Efforts in Ohio

- The Put a Lid on It! Bike Helmet Safety Awareness coalition has been formed to support bike helmet usage for children and identify long-term interventions to encourage bike helmet use statewide.
- September 21, 2011, will mark the first “Wear Your Bike Helmet to Work or School Day, which will include a statewide public awareness campaign to encourage adults and children to wear their helmets.
- Bike helmets will be distributed through pediatricians and children’s hospitals to families throughout the month of September, and families will be made aware not only of the day in September to wear their helmets to work/school, but also the importance of wearing a helmet anytime they ride their bikes.

PUT A LID ON IT!




How To Properly Fit A Child's Bike Helmet

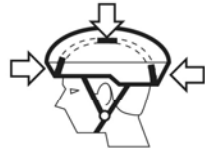


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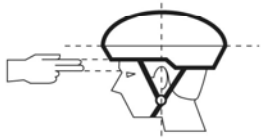



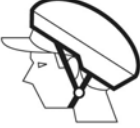



Help save lives and prevent injuries by properly fitting and wearing helmets whenever you are riding a bike! Put a Lid on It and Protect Before You Pedal!

- 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.

Checking		
		
<input checked="" type="checkbox"/> Has CSA, ASTM, CPSC or SNELL label inside.	<input checked="" type="checkbox"/> No cracks, dents or damage.	<input checked="" type="checkbox"/> No paint or stickers.

Fitting		
		
<input checked="" type="checkbox"/> Pads touch head at front, back, sides and top.	<input checked="" type="checkbox"/> Not too big or loose.	<input checked="" type="checkbox"/> Not too small or tight.

Wearing		
		
<input checked="" type="checkbox"/> Helmet sits level—about 2 fingers above eyebrows.	<input checked="" type="checkbox"/> Chin strap is snug. Straps meet just below ears.	<input checked="" type="checkbox"/> Vision and hearing are not blocked.
		
<input checked="" type="checkbox"/> Do not wear on back of head.	<input checked="" type="checkbox"/> No hats or kerchiefs.	<input checked="" type="checkbox"/> No hair in way.



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NEWS RELEASE

Ohio AAP Promotes Bike Helmet Safety with First Ever *Wear your Bike Helmet to Work or School Day* on September 21, 2011

August 11, 2011

Columbus, OHIO – The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) will kick off their *Put a Lid on It! Bike Helmet Safety Awareness* campaign with the first “Wear Your Bike Helmet to Work or School Day” on September 21, 2011. The statewide public awareness campaign’s goal is to encourage adults and children to wear their helmets.

As part of the public awareness campaign, the Ohio AAP has joined with other organizations throughout the state to start the Bike Helmet Safety Awareness Coalition and is working with Ohio legislators, pediatricians and children’s hospitals to distribute bike helmets throughout the month of September.

Coalition members include Kiwanis Cincinnati, Kiwanis Columbus and Voices for Ohio’s Children. The coalition is open to everyone and is actively seeking additional members.

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 apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product including trampolines, ladders and swimming pools.

“Parents who model wearing their bike helmet increase the likelihood of a child wearing their helmet, so this day 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,” said Melissa Wervev Arnold, Executive Director for the Ohio AAP. “And, because about three out of four children ride bicycles regularly, we are working hard to increase bike helmet usage statewide.”

The statistics regarding bicycle helmets are staggering...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 sign an online show of support for bike helmet usage among Ohio’s children or learn more about Wear Your Bike Helmet to Work or School Day, visit www.ohioaap.org.

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well being of children and adolescents so they may reach their full potential. The Ohio AAP works to accomplish this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care.

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INTERVIEWS WITH LOCAL PARTICIPATING PEDIATRICIANS AVAILABLE
CONTACT: Angela Krile, 740-974-3948, angela@krilecommunications.com

SAMPLE E-MAIL TO EMPLOYEES/MEMBERS

Dear Employees/Member:

On September 21, 2011, I'd like to invite everyone in our organization to help me save children's lives by doing a simple thing: wear your bike helmet to work! And, if you wear your helmet to work that day, you can also dress casual for the day. However, if you don't wear your helmet, standard dress code rules apply!

Why we are doing this:

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, the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) will kick off a statewide campaign "*Put a Lid on It! Protect Before You Pedal*" to encourage children to wear bike helmets on September 21 with "Wear Your Bike Helmet to Work or School Day."

Adults who model wearing their bike helmet increase the likelihood of a child wearing their helmet, so this day 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.

Learn more:

To learn more and show your support, visit www.OhioAAP.org, or the "Put A Lid On It" Facebook page [<http://www.facebook.com/#!/pages/Put-A-Lid-On-It/105563589546395>].

Let's wear our helmets on September 21st to ensure that kids in our community "Put a Lid on It!" and stay safe while biking.

SAMPLE SOCIAL MEDIA POSTS

Week of September 5:

Mark your calendars! We're participating in Wear Your Bike Helmet to Work or School Day on September 21! Wear yours and be cool like us! Check out ["Put A Lid On It"](#) !

September 12:

Did you know that Gov. Kasich declared September 21st Wear Your Bike Helmet to Work or School Day in Ohio? We're going to wear ours...you should too! Check out ["Put A Lid On It"](#) for more info.

September 14:

One week from today, show your support for saving children's lives and preventing injuries by wearing your bike helmet to work or school! ["Put A Lid On It"](#) has more information!

September 16:

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!

September 19:

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. Visit ["Put A Lid On It"](#) to learn more!

September 20:

Don't forget, tomorrow's the day: Wear Your Bike Helmet to Work or School Day! Visit ["Put A Lid On It"](#), and hey, why don't you put a lid on it, tomorrow, too?!

September 21: (CHANGE YOUR PROFILE PIC TO THE PUT A LID ON IT LOGO!)

We've ["Put A Lid On It"](#) today!!! Did you??

SAMPLE LETTER TO THE EDITOR

To the Editor:

On September 21, 2011, I'd like to invite everyone in our community to help me save children's lives by doing a simple thing: wear your bike helmet to work or school!

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To learn more and show your support, visit OhioAAP.org, or the "Put A Lid On It" Facebook page.

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NAME

ADDRESS

PHONE NUMBER