

Bike Helmet Promotion Program

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Children's Services Council
PALM BEACH COUNTY
Healthy. Safe. Strong.



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SAFETY IN AND AROUND CARS

- Car Seats
- Booster Seats
- Seat Belts
- In and Around Cars
- School Bus Safety
- Pedestrian Safety

SAFETY AT PLAY

- Sports Safety
- Playground Safety
- Skating and Skateboarding Safety
- Bike Safety

SAFETY AROUND WATER

- Water Safety
- Swim Safety

SAFETY AT HOME

- Batteries
- Burns and Scalds
- Fire
- Falls
- Liquid Laundry Packets
- Poison
- Toy safety
- TV and Furniture Tip Overs

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Train-the-Fitter Objectives



- **Bike Injury Facts**
- **Bike Safety Education**
- **Bike Helmet Fitting Techniques/Recommendations**







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Did You Know?



- There were 843 bicyclist deaths in 2019. This is a 3% decrease from the 868 bicyclist deaths in 2018.
- Sixty-two percent of bicyclist's fatalities in 2019 were not wearing helmets. Helmet use was unknown for 23%.
- Most bicyclist fatalities were ages 20 and older.
- The number one killer of people 1 through 44 is Unintentional Injury



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Who's At Risk?



- Non-helmeted riders are much more likely to be involved in a fatal crash than helmeted riders. You are only given one head, protect it.
- Males are much more likely to be killed or injured on bicycles than are females.
- Most bicyclist deaths occur in urban areas and at non-intersection locations.



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Brain Matters



- **Traumatic Brain Injury** is a major cause of death and disability in the United States contributing to about 30% of all injury deaths.



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Can Traumatic Brain Injuries Be Prevented?




- Any bicyclist who does not wear a bicycle helmet is at increased risk of head injury.
- Wearing a properly fitted helmet every time you ride a bicycle is one important prevention method.
- While there is no concussion-proof helmet, a helmet can help protect from a serious brain or head injury. Even with a helmet, it is important to avoid hits to the head.




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There is no cure for brain injury



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HEALTHY	TBI
<ul style="list-style-type: none"> ● Frontal: Concentration, Problem Solving, Speech ● Parietal: Sense of Touch, Pain, Temperature ● Occipital: Healthy Vision ● Temporal: Memory, Organization ● Cerebellum: Balance & Coordination ● Brainstem: Breathing, Steady Heart 	<ul style="list-style-type: none"> ● Frontal: Lack of Focus, Irritability, Language Difficulty ● Parietal: Difficulty with Reading, Spatial Misperception ● Occipital: Blind Spots, Blurred Vision ● Temporal: Problems with Short- & Long-Term Memory ● Cerebellum: Difficulty Walking, Slurred Speech ● Brainstem: Changes in Breath, Difficulty Swallowing




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Injuries & Deaths Prevented!



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- Bicycle helmets**
- Bicycle helmet laws for children**
- Active lighting and rider visibility**
- Roadway engineering measures**

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“Time” for Thought



- Children are more likely to die from motor vehicle-related crashes:

- At non-intersection locations
- During the months of May through August
- Between 3 and 6 p.m.



- Children ages 14 and under are nearly 4x's times more likely to be injured bike riding in non-daylight hours (e.g., at dawn, dusk, or night)



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- Most bicyclist deaths occur in urban areas and at non-intersection locations.
- The typical bicycle/motor vehicle crash occurs within one mile of the bicyclist's home.
- Children under age 5 are more likely to be injured around the home (driveway, garage, yard).



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Collisions with Cars



- Increased risk for:
 - ❑ Severity of injury
 - ❑ Probability of head or brain injury
 - ❑ Death



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Florida Bike Facts



The Florida Department of Highway Safety has released their 2019 Traffic Crash Facts report. According to crash reports submitted by local police departments and the Highway Patrol . . .

- Bicyclist fatalities are going down.

2018 – 160	to	2019 - 156
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- Reported bicyclist injuries increased from

2018 – 6,590	to	2019 - 6,664
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- Of the 156 fatalities in 2018, 13 of the cyclists were wearing a bike helmet.



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Economic Impact of Motor Vehicles Crashes Involving Bicyclists (2014) in Florida



48	Median age of fatally injured riders in Florida
41%	Bicycle fatalities related to TBI
92%	Bicycle fatally injured in Florida who were Florida residents
7	Non-fatal hospitalizations for every bicyclist fatality
43	Non-fatal ED visits for every bicycle fatality
32%	Bicycle hospitalizations and ED visits who self-paid or did not have enough coverage
\$4,506	Median hospital charge for bicyclist treated and released from a Florida ED for the treatment of bicyclist injuries
\$65,308	Median hospital charge for bicyclist admitted to a Florida hospital for the treatment of bicyclist injuries



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Bike Defensively



- Drive with the flow, in the same direction as traffic.
- Obey street signs, signals, and road markings.
- Assume the other person doesn't see you.
- No distractions.



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Children.....



- Cannot see things out of the corners of their eyes, as well as adults
- Have trouble telling where a sound (like a siren) is coming from
- Have trouble judging speed and distance of oncoming cars
- Feel powerful & invincible (can go a “zillion” miles an hour to get out of the way)
- Focus on things that interest them most (across the street)
- Believe that adults will look out for them..



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Teach Predictable Riding



- Stop at the end of the driveway--look left, right, then left again before entering the road
- Ride on the right, with the traffic
- Ride single file
- Ride straight--no surprises!
- Look back and signal before turning
- Yield to people walking (on sidewalks and in crosswalks)
- Use lights if riding at night
- Obey all traffic laws



Remember: You have the same responsibility as any vehicle



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Road Safety



Whether you are driving a car or a bicycle, always remember:

- Driving on the road requires care and courtesy
- 3' law
- Look Left, Right, Left again before pulling out in traffic or making a turn



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Reasons.....



To Wear

Not To Wear



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Do you know what . . ?



The single most effective safety device available to reduce head injury and death from wheel-related crashes is a _____



Source: Worldwide SAFE KIDS



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The “LAW” F.S. 316.2065(3)(d)(e)



A bicycle rider or passenger who is under 16 years of age must wear a bicycle helmet that is properly fitted and is fastened securely upon the passenger's head by a strap and that meets the federal safety standard for bicycle helmets, final rule, 16 C.F.R. part 1203. As used in this subsection, the term “passenger” includes a child who is riding in a trailer or semitrailer attached to a bicycle.

Law enforcement officers and school crossing guards may issue a bicycle safety brochure and a verbal warning to a bicycle rider or passenger who violates this subsection. A bicycle rider or passenger who violates this subsection may be issued a citation by a law enforcement officer and assessed a fine for a pedestrian violation, as provided in s. 318.18. The court shall dismiss the charge against a bicycle rider or passenger for a first violation of paragraph (d) upon proof of purchase of a bicycle helmet that complies with this subsection.



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The “Law” Section 316.2065

Selections



- Every person propelling a vehicle by human power has all rights and all of the duties applicable to the driver of any other vehicle, except as to special regulations in this chapter.
- May not carry more persons than the number it was designed to carry.
- May not allow a passenger to remain in a child seat when not in immediate control of the bike.
- Bicycle in use between sunset and sunrise shall be equipped with white lamp on front and a red lamp and reflector on rear; additional lighting permitted.
- Bicyclist riding on a sidewalk, or across a roadway within a crosswalk, has all the rights and duties applicable to a pedestrian.
- Bicyclist on a sidewalk or crosswalk shall yield to pedestrians and give an audible signal before overtaking.

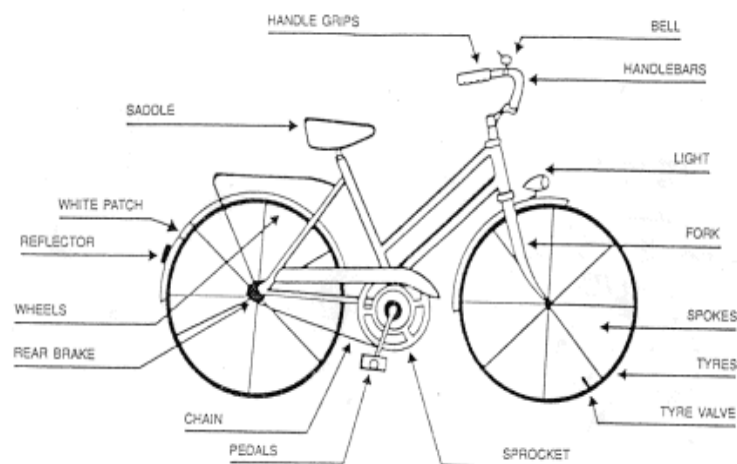


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ABC Quick Safety Check



- **AIR**
- **BRAKES**
- **CRANK/CHAIN**



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Clothing for Consideration



- Wear light, bright, or reflective clothing
- Tuck away shoelaces, strings, or cords so they don't dangle
- Avoid loose or baggy clothing



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Avoid sandals, flip flops or going barefoot



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Hand Signals



LEFT



RIGHT



RIGHT



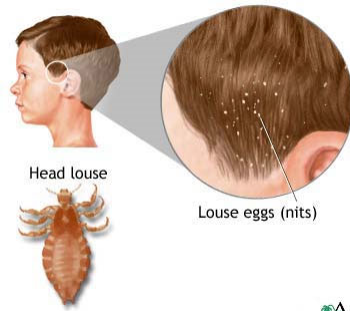
SLOW/STOP

Helmet Fittings

- **Time** invested in fitting a helmet, pays big safety and comfort dividends!
- **Objective:** Snug, Level & Stable



Pre-Event Consideration



ADAM.

- Consider hair nets
- or Prayer



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Event Experience



- Take:
 - Scissors
 - Trash Container
 - x-tra pads – optional
 - Table / Chair
 - Tylenol
- Fitting Anxiety~ Snap before putting on
- Write in helmets???



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Doing Less Is Better



- **Get participant involved in the process:**
 - **Adult**
 - **Youth**
 - **Some children**
 - **Parent**



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Teach for the Future



- **Before shopping:**
 - **Measure just above eyebrow**
- **Look for:**
 - **Correct type of helmet**
 - **CPSC**
 - **Smallest that fits properly (Try in store)**
- **Not recommended for under 1yr.**
- **Replace after a major impact**
- **Replace as manufacturer recommends**



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Helmet Longevity



- **According to the study: “Age Does Not Affect the Material Properties of Expanded Polystyrene Liners in Field-Used Bicycle Helmets”**
- Bicycle helmet foam liners absorb energy during impacts. Based on these data, the impact attenuation properties of EPS foam in field-used bicycle helmets do not degrade with the age.



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Five Basic Helmet Sizes



- **Toddler**
- **Child / Small**
- **Youth / Medium**
- **Adult / Large**
- **Adult / Xtra**
- **Remember:**
Always try, before you buy



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Helmet Use



Do Not Use When:

On playground equipment

Climbing in trees




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The Helmet







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Hair “Don'ts”



Cannot achieve appropriate fit with hair beads / ponytails / big styles



**BICYCLE
HELMET
FITTING STATION**



15 & UNDER MUST BE ACCOMPANIED BY PARENT

MUST BE FITTED BY TECHNICIAN

HELMET CANNOT BE FITTED WITH PONYTAILS OR BEADS


BICYCLISTS UNDER AGE 16 MUST WEAR A HELMET. VIOLATORS MAY BE FINED.

F.S.S. 316.2065 3 D

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Snug, Level, & Stable



- Side straps should form a “V” just under the ear







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Two Finger Test



- Two fingers over eyebrow
- Should be able to see tip of helmet



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And...Two for the Chin Strap



- Two fingers fit under the helmet chin strap



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SAFE KIDS
WORLDWIDE

Does your helmet fit properly?
Take the Helmet Fit Test



1



Eyes: Put the helmet on your head. Look up. You should see the bottom rim of the helmet.

2



Ears: Make sure the straps form a 'V' under your ears when buckled. The straps should be a little tight, but comfortable.

3



Mouth: Open your mouth as wide as you can. Does the helmet hug your head? If not, tighten the straps.

Now you're ready to roll!





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Different Mechanism on a Helmet









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Helmet Slipping



Put a hand on each side of the helmet and rock from side to side.
Have the child shake his/her head "no" as hard as possible.



- Helmet too large?
- Install padding
- Make sure the strap is evenly adjusted



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Adding the Padding



- **Padding supports a proper fit**
- **Too much padding may be a sign of an incorrect size**



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The Lift Test



Gently lift front to test

- Helmet too large?
- Front strap needs tightened?
- Need to install pads?



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Lift Test - Continued



Gently lift back to test

- Helmet too large?
- Back strap needs tightened?
- Need to install pads?



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“O” Ring



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Straps must go back through the
“O” ring gripper.




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The Good, Bad and Oh no!



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1

More than 2 fingers from eyebrows to helmet.



2

Helmet too small.



3

Helmet on backwards.



4

Perfect fit!




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We All Need Helmets That Fit Properly



**You never know whose life
you may save!**



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Teach children



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Florida Bike Helmet Promotion Program



You've taken the first step. Follow the remaining steps to be a part of the Bike Helmet Promotion Program:

- Become a Community Partner
- Create a Plan for Distribution of Bicycle Helmets

- For helmet program information, go to:

http://www.pedbikesrc.ce.ufl.edu/pedbike/How_To.asp



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REMEMBER



- People who have been trained via this program are the only ones who can fit the grant helmets
- The helmets must be fitted, not handed out – yes, each helmet
- Have fun when fitting helmets
- Remind EVERYONE you see that they need a helmet
- Return your evaluations after EACH event



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THE END

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