

# **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

**Mark your calendar:  
PUT A LID ON IT!  
BIKE HELMET SAFETY AWARENESS WEEK  
MAY 7 – 11, 2012**

### **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