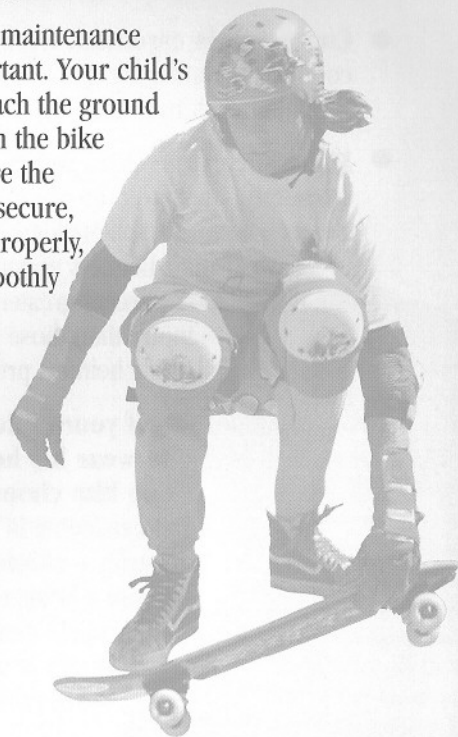


PROTECT your child with the proper gear

- **Bikes** – helmet
- **Scooters** – helmet, knee pads, elbow pads
- **Skateboards** – helmet, knee pads, elbow pads, wrist guards
- **Inline Skates** – helmet, knee pads, elbow pads, wrist guards

Proper fit and maintenance are also important. Your child's feet should reach the ground while sitting on the bike seat. Make sure the reflectors are secure, brakes work properly, gears shift smoothly and tires are tightly secured and properly inflated.



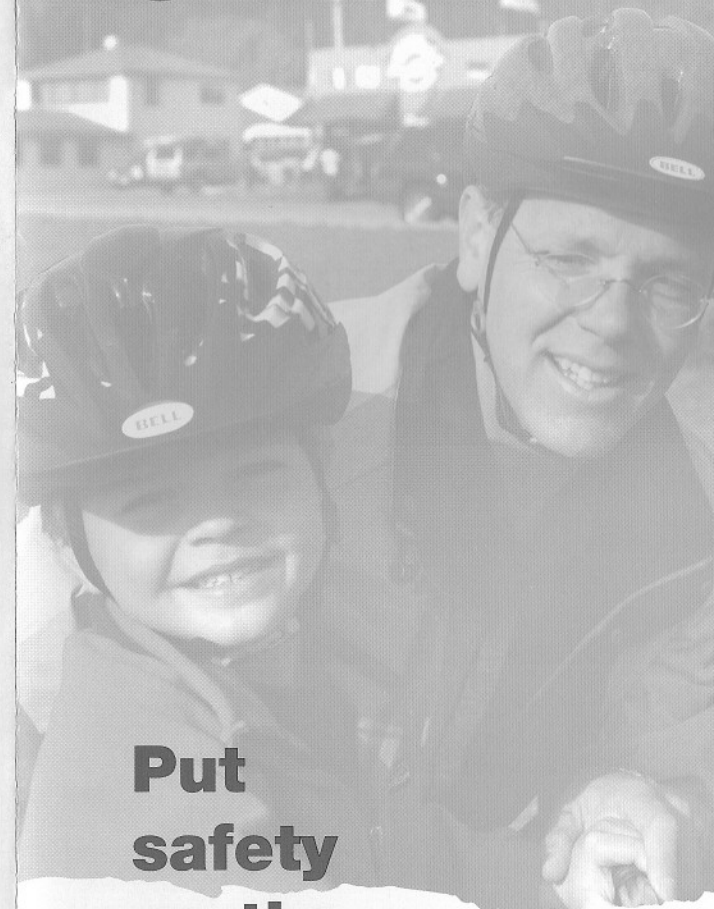
PROTECT children across your community

You can help make your community safer for all children.

- **Get involved** in a local sports and recreational safety effort. To find a SAFE KIDS coalition near you, visit www.safekids.org.
- **Support state and local legislation to require all children to wear helmets** when on bikes, scooters, skateboards and inline skates.
- **Wear a helmet when you ride.** Children are more likely to wear helmets when riding with others who wear them. Encourage other parents to do the same.
- **Support bike safety education** in your community. Attend a class with your child.



BIKE and other wheeled sports SAFETY



Put safety on the brain.

National
**SAFE
KIDS**
★ ★ ★ ★ ★
Campaign

Founded By
 Children's
National Medical Center

Founding Sponsor
 Johnson & Johnson

Program Sponsor
 BELL

For more information contact:
The National SAFE KIDS Campaign
1301 Pennsylvania Ave., NW
Suite 1000
Washington, DC 20004-1707
202-662-0600

www.safekids.org

1/04 No. 3380

National
**SAFE
KIDS**
★ ★ ★ ★ ★
Campaign

Your child is 14 times more likely to survive a bike crash if she is wearing a helmet.

Bikes, scooters, inline skates and skateboards help kids stay physically fit, and develop balance and coordination. Yet more than 1,000 children a day are treated in emergency rooms for injuries received while riding. Younger children are most at risk; however, even experienced riders get hurt, often when they collide with motor vehicles. Head injury is the leading cause of death and disability in bicycle crashes.

Unfortunately, children's actions can also put them at risk. Many injuries occur when kids ride into a street without stopping, turn left or swerve into traffic coming from behind, run stop signs or ride against the flow of traffic. The majority of bicycle injuries occur on shorter streets, within a mile of the child's home.

The good news is that supervision, instruction and proper protective equipment including helmets can help prevent and reduce the severity of many of these injuries. The following tips will help you protect your child from harm.

PROTECT your child by teaching the rules of the road



Riders should be restricted to sidewalks and paths until they reach the age of 10 and can demonstrate they know the rules of the road. Supervision is essential until children develop the necessary traffic skills and judgment.

Teach your children:

- **Bicycles are vehicles, not toys.** Riding bikes, scooters, skateboards and inline skates – especially around traffic – is an important responsibility.
- **When on the road, ride with traffic** rather than against it. Ride as far to the right as possible.
- **Use appropriate hand signals.**
- **Respect traffic signals.** Stop at all stop signs and red lights.
- **Stop and look left, right and left again** before crossing an intersection.
- **Look back and yield to traffic coming from behind before turning left at intersections.**
- **Don't ride when it's dark.** If riding at dusk, dawn or in the evening is unavoidable, use lights on the bike. Make sure your bike has reflectors as well. Wear clothes and accessories that incorporate retroreflective materials.

PROTECT your child with proper helmet use

Encouraging your children to wear helmets when they ride is the best thing you can do to protect them from injury.

- **Don't negotiate.** It's estimated that 75 percent of bicycle-related deaths among children could be prevented with a bicycle helmet.
- **Be sure the helmet bears a CPSC (U.S. Consumer Product Safety Commission) label.**
- **Correct fit is essential.** Helmets should be comfortable and snug, but not too tight. They shouldn't rock back and forth or side to side.
- **Make sure your child wears her helmet correctly** – centered on top of her head and always with the straps buckled. Children who wear their helmets tipped back have a 52 percent greater risk of head injury than those who wear their helmets properly.
- **If your child is reluctant to wear his helmet, try letting him choose his own.** Helmets come in many colors and styles – allowing children to choose a helmet that's "cool" may make them less likely to take it off when you're not around.

