

The Right (and Wrong) Way to Wear a Helmet

Remember – the right fit means the right protection. Get the right size and allow your child to try it on. The right helmet

- Should not pinch
- Includes foam pads to adjust the fit
- Has perfectly adjusted straps
- Covers the top of the forehead
- Does not rock back and forth or side to side



WRONG



WRONG



RIGHT

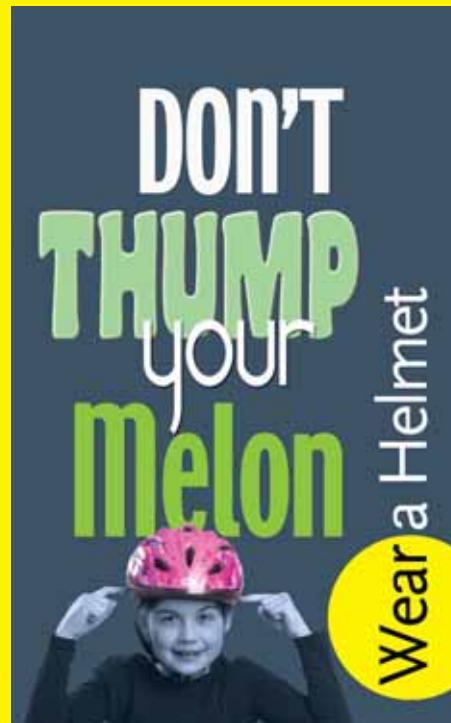
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For more information contact:

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Helmets Prevent Serious Injury

It should come as no surprise, really. Helmets help protect heads. And because 75% of all bicycling-related deaths are the result of head injuries, it only makes sense to get a helmet on those melons.

After all, with an 88% reduction in brain injury during an accident with a helmet, your kids can't afford not to wear one.

Other notes:

- Nearly 800 people are killed each year bicycling – a majority of whom were not wearing helmets
- More than a half million people visit the emergency room due to bike-related injuries
- Riding at night is 7 times more risky than during the day

Six quick tips on getting your kids to wear a helmet.

- Let your child pick out the helmet.
- Remind your child to always wear a helmet when bicycling
- Lead by example – wear your own helmet
- Begin the habit early – get a helmet with the first bike
- Praise and reward your child each time it's worn
- Spread the love – encourage other parents to buy helmets

Kids Love
Helmets
(As Long As They
Get to Pick Them Out)

CPSC means SAFE: As of March 1999, all bicycle helmets made in or imported in the United States must meet a uniform safety standard issued by the U.S. Consumer Product Safety Commission (CPSC). Look for the CPSC label or sticker that says the helmet meets the new standard.

