



**Don't
get
busted.**

SAFETY IS A NO BRAINER AND A HELMET CAN REDUCE THE RISK OF SERIOUS HEAD AND BRAIN INJURY BY MORE THAN 85%.

AS OF MAY 1, 2013
ANYONE UNDER 18 IN MANITOBA
MUST WEAR A PROPERLY FITTED
AND FASTENED PROTECTIVE
HELMET WHILE CYCLING.

FOR MORE INFORMATION, VISIT MANITOBA.CA

Manitoba 

Bike Helmet Legislation

IMPACT

Injury Prevention Program

Winnipeg Regional Health Authority

April 2013



Participation rates

- Popular activity among all ages
- 90% of children aged 5 to 12 years
- Cycling injuries are the most common injury of summer sports and recreational activities; 50% of summer sports-related hospital admissions



Injury rates

- Biking is the second leading cause of injury-related emergency department visits for children and youth aged 5 to 14 years (BC Emergency Department data)
- The most common cycling injuries are fractures (32%)
- 15% of injuries are head injuries
- 3% requiring hospital admission



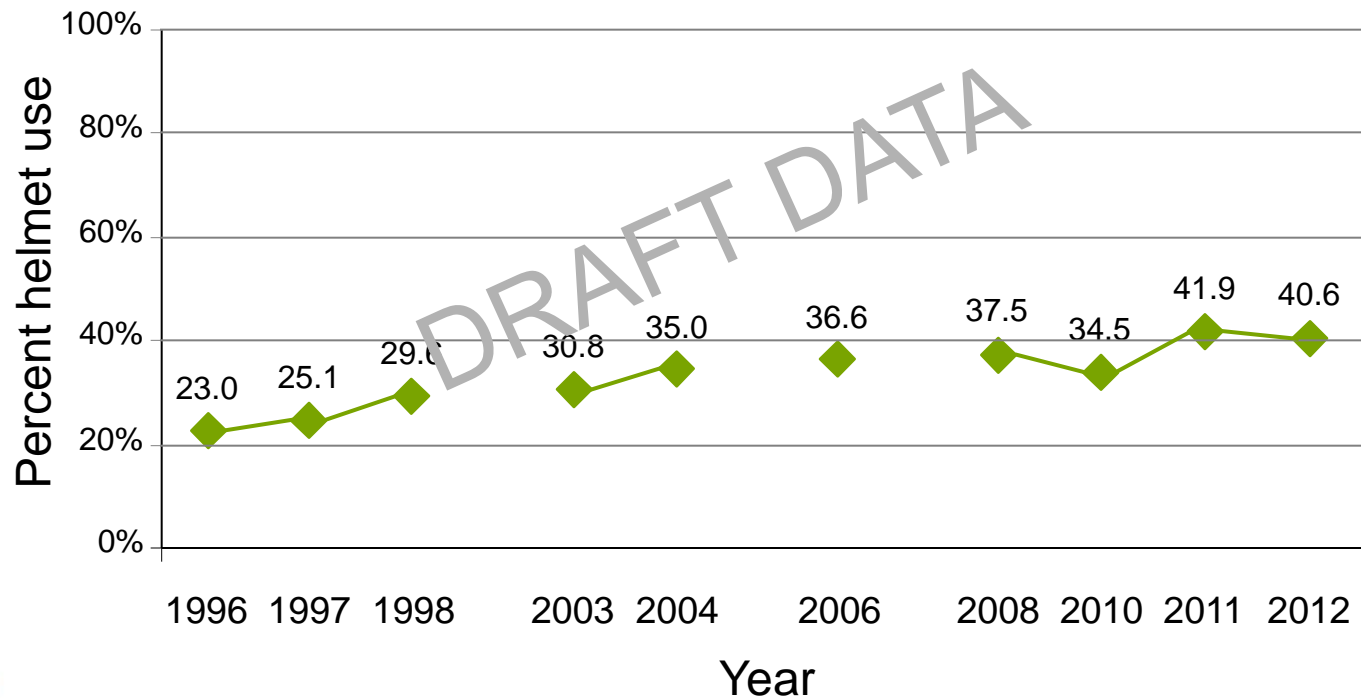
Injury rates

- In Canada, bike collisions with automobiles kill about 9 children and result in over 800 hospitalizations each year
- Head injuries are the cause of 80% of child cycling deaths and 28% of hospital admissions
- Most children who are seriously injured or killed when cycling are hit by a motor vehicle
- A child's riding behaviour and road safety skills are found to be a factor in more than 50% of cycling deaths



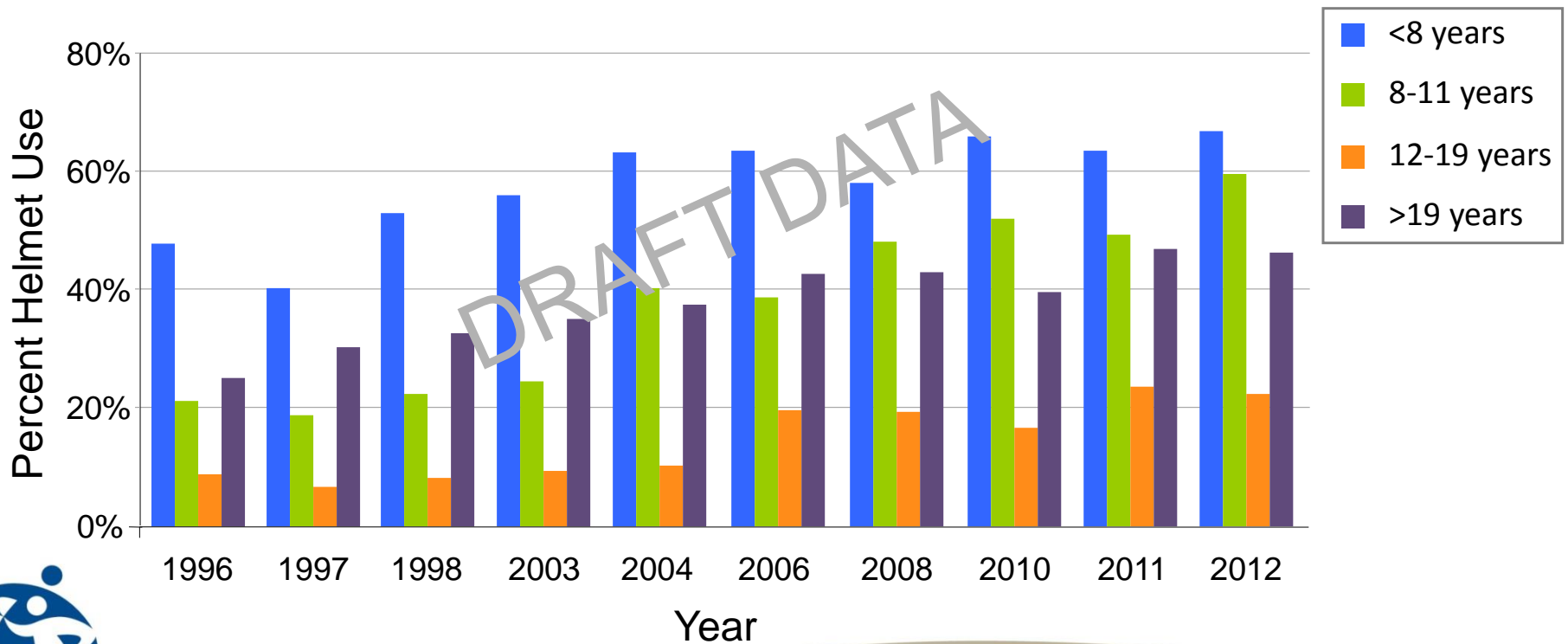
Helmet use in Winnipeg

- Observational research indicates that bike helmet use has increased steadily since 1996, but in 2012, still only 40% of cyclists wore helmets



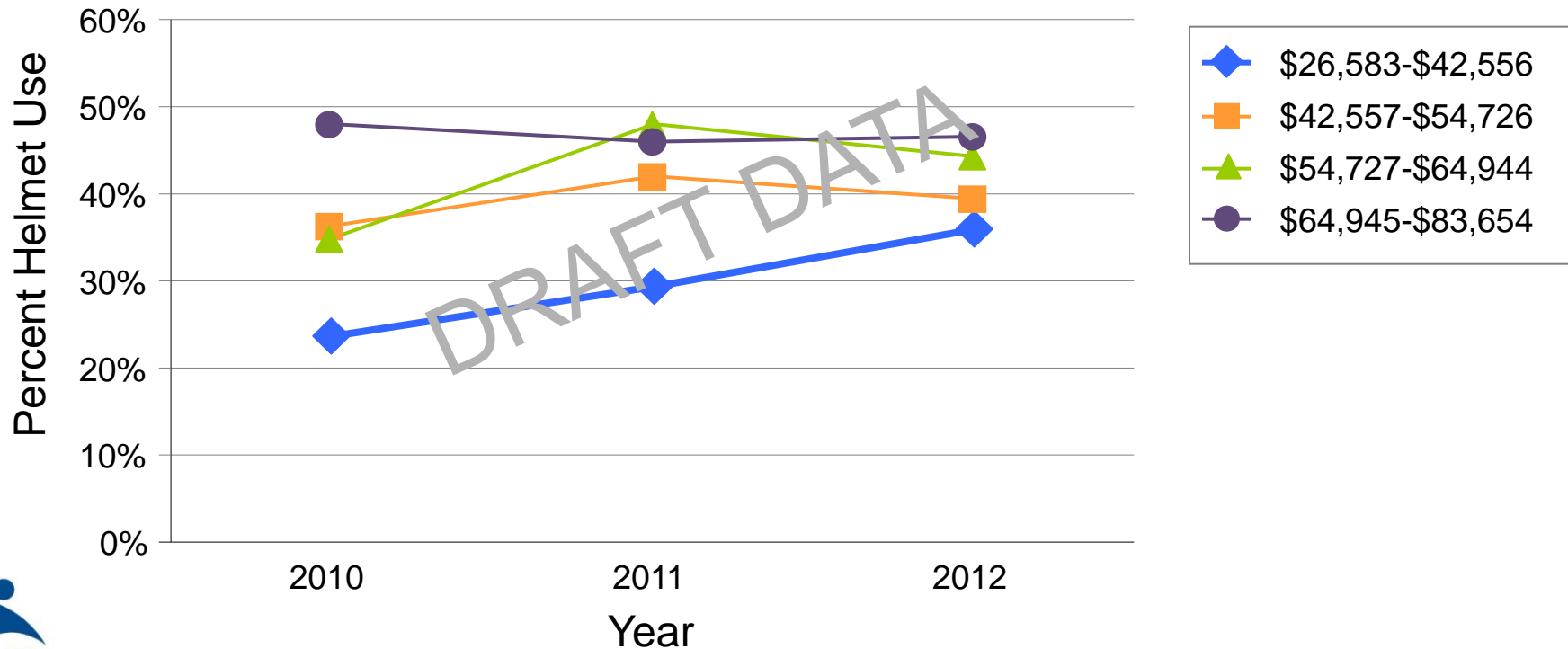
Helmet use in Winnipeg

- Helmet use is consistently highest among children under 8 years of age and lowest among youth between 12 and 19 years of age and adults



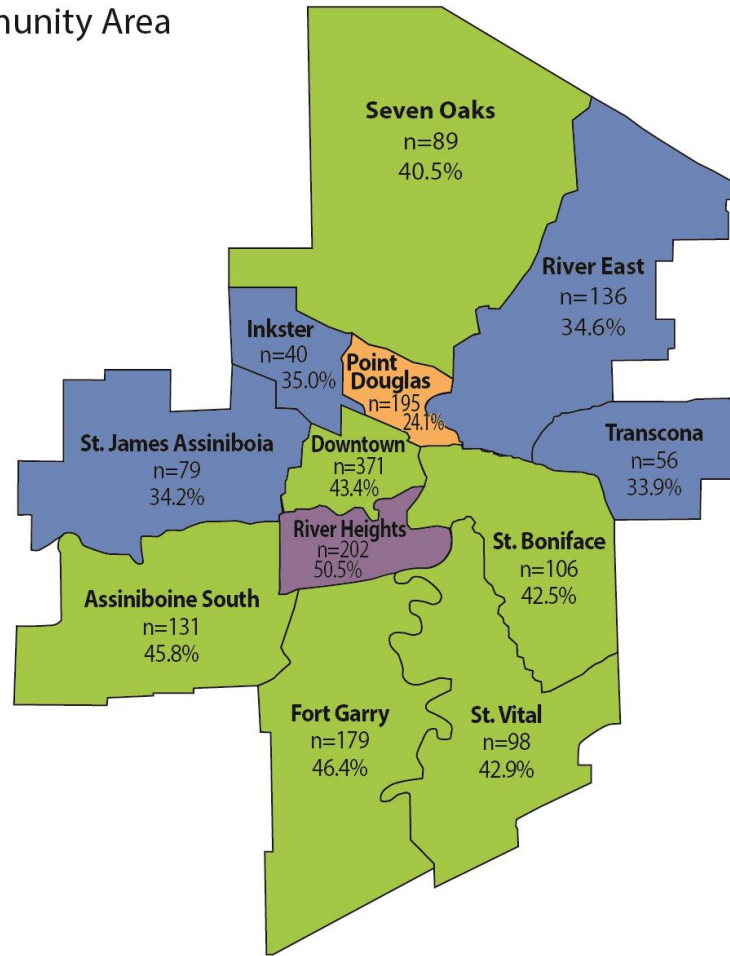
Helmet use in Winnipeg

- The disparity in helmet use between the lowest and highest income areas has decreased significantly, with a helmet use gap of 25.8% in 2010 and 10.2% in 2012.



Helmet use in Winnipeg

Helmet Use Rates by Community Area



Helmet use

- Evidence suggests that helmet use reduces the risk of head injury by 85-88%
- Studies have shown that helmet use can be improved by:
 - Bike helmet legislation
 - Community-based interventions that involve education, promotion and/or free helmets
- Without legislation, rates level off at 40%



Promoting helmet use

- Community-based helmet promotion and education campaigns
 - Selecting correct helmet for the activity
 - Proper helmet fitting: 2V1
 - Cycling skills
 - Rules of the road
 - Bicycle fit and maintenance
- Low cost or free helmet programs to reduce potential cost barriers
- Reward safety behaviour through incentive programs
- Lead by example and model helmet use for all ages



Bike helmet legislation

- The new Manitoba law requires:
 - Mandatory bicycle helmet use for cyclists **under 18 years of age**
 - Effective May 1st 2013
 - Parents are responsible for children under 14
 - If ticketed for not wearing a helmet you can:
 - Pay a fine of \$63.10
 - Complete an alternate disposition if it is the person's first offence



Bike helmet legislation

- Applies to passengers on bikes and children towed behind a bike
 - Bike carriers
 - Bike trailers
 - Other towable devices
- See our **NEW** bike trailer/carrier and infant helmet fact sheets



Bike helmet legislation

- Helmets must be certified
 - Canadian Standards Association (CSA)
 - Consumer Product Safety Commission (CPSC)
 - Snell Memorial Foundation
 - American National Standards Institute (ANSI)
- Helmets must be properly fitted and fastened



Alternate disposition

- An online (or paper based) bike helmet safety course designed to educate people about bicycle helmet safety
 - Visit www.bikehelmetcourse.ca
 - View the video and take the quiz
 - Enter the ticket information
 - Complete this before the ticket due date
 - Anyone can take the course or view the video

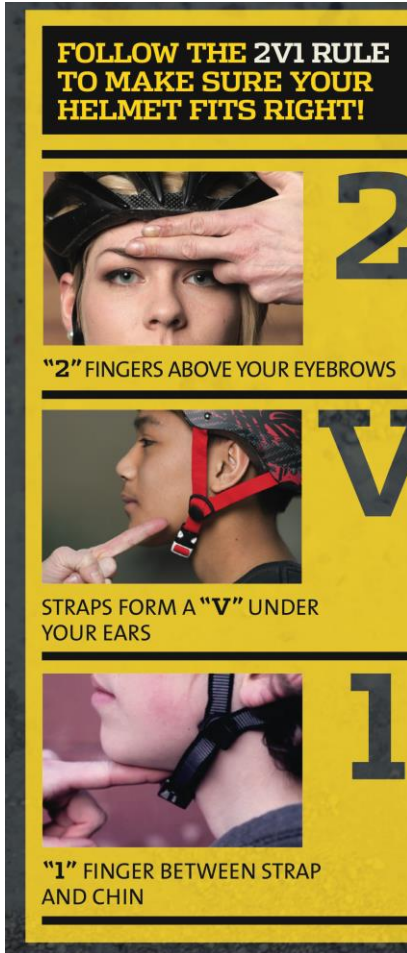


What we can do

- Teach children how to fit their helmets properly
- Ensure parents and children are choosing the right helmet for the right activity
- Provide helmets to children and youth who cannot afford them
- Encourage helmet use through an incentive program



Helmet fit



2 = 2 fingers between
helmet and eye brows

V = V-shape around ears

1 = 1 finger between chin
and strap








Helmet choice

Which Helmet for Which Activity?



WHEELED ACTIVITY

	 Bicycling, Low-Speed Scootering	 In-Line Skating	 BMX Cycling	 Skateboarding	 Roller Skating
Helmet	Bicycle	Bicycle, in-line skating or skateboard	BMX or Off Road with facial protection	Skateboarding	Bicycle or in-line skating
Standards	CSA D113.2, CPSC, Snell B-95, N-94, ASTM 1447, F-1898	<i>Recreational:</i> CSA D113.2, Snell B-95, CPSC, ASTM F-1446, F-1447 <i>Aggressive:</i> Snell N-94, ASTM 1492	CPSC, ASTM F-2032	Snell N-94, ASTM F-1492, CEN	CSA D113.2, CPSC, Snell B-95, N-94, BS EN 1078
Type of Impact	Single	Mostly Single	Single/Multiple	Single/Multiple	Single

Helmets for cycling:

- Bike
- Multi-sport



Provision of helmets

- Low cost helmets are available to individuals and families who cannot afford them through:
 - The Manitoba Government Low Cost Bike Helmet Initiative
 - A form is sent home through schools and childcare centres
 - Helmets can be purchased for approximately \$15 per helmet
 - Only available once per year



Low Cost Bike
Helmet Initiative



Provision of helmets

- Free helmets are available to individuals and families who cannot afford them
 - IMPACT, the Injury Prevention Program at the WRHA
 - Active and Safe Kids Manitoba
- Community partners will fit and provide helmets
 - WRENCH (1057 Logan Ave)
 - The Bike Dump (631 Main St)
 - South Osborne Bike Hub (725 Kylemore Ave)
 - Orioles Bike Cage (444 Burnell St)
 - The Bike Lab at the University of Winnipeg (515 Portage Ave)
 - Further distribution sites will be advertised once confirmed



Provision of helmets

- IMPACT, the Injury Prevention Program at the WRHA
 - Families identified through the Public Health Nurses and Families First Home Visitors
 - Determine family is unable to afford helmets
 - Ensure family member requiring helmets have bikes
 - Measure the head circumference of those requiring helmets
 - Contact IMPACT at (204) 940-8300 or injuryinfo@wrha.mb.ca to request helmets
 - Arrange to pick up or have delivered to Community Area Office
 - Provide 2V1 card and helmet brochure



Provision of helmets

- KidSport
 - Children from lower income families can apply for free helmets from KidSport
 - Application forms are available through the Manitoba Aboriginal Sport and Recreation Council (MASRC) at www.masrc.com



Helmet incentive program

- “Caught You Using Your Head” helmet incentive program for bike rodeos, events, and in target neighbourhoods
- Children and youth on their bikes “caught” wearing helmets receive:
 - Reward coupons for free or discounted merchandise at a local retailers or a promotional item
 - Contest entry for an end-of-summer contest
- Children and youth caught without a helmet are provided a ticket about the law and where to get a helmet



Helmet incentive program

- To facilitate a “Caught You Using Your Head” program, IMPACT will provide Community Areas with:
 - Coupon templates for free or discounted items from local retailers
 - Contest entry forms for end-of-summer contest
 - Posters to identify the “Caught you using your head” contest
 - T-shirts to identify “Caught you using your head” workers
 - Wrist bands, reflectors or other incentives to give away
 - A prize for the end-of-summer contest



Key points

- In 2012, only 22% of youth and 62% of children wore bike helmets in Winnipeg
- Bike helmets will be required by law for individuals under 18 years of age as of May 1st 2013
- Consequences for not wearing a helmet will be a fine or completion of a bike helmet safety course (1st offence only)



Key points

- WRHA can help to increase helmet use by:
 - Educating families and individuals about helmet fit and selection
 - Providing free helmets to people who cannot afford them
 - Running a “Caught you using your head” incentive program to encourage helmet use



For more information

- For more information about running a “Caught you using your head” program or to order copies of our resources contact IMPACT
 - Email: injuryinfo@wrha.mb.ca
 - Phone: (204) 940-8300

Any questions?

