

Caught You Using Your Head

ACTIVE!

Keep kids in your community active this summer riding bikes, scooters, and skateboards to summer camp, to the neighbourhood park or just around the block. Manitoba trails, bike paths and parks are visited by many children and their families who are out to explore or just out for a ride. Get kids and their parents on wheels today!

and SAFE!

Head injuries are the most serious injury resulting from wheeled sports such as cycling and skateboarding, and can be prevented by a helmet, adult supervision, and a few key safety tips. Whether children in your community are riding a bike, scooter or skateboard, you can **ACT NOW** to prevent head injuries.

KEY MESSAGES FOR PARENTS

Visit <http://www.activesafekidsmanitoba.ca/docs/ACTIVEANDSAFEKIDSBrochureCycleFINAL.pdf> for the complete Family Action Guide: Caught You Using Your Head!

- ✓ **Wear a helmet for every ride**
- ✓ **Choose the right helmet**
- ✓ **Check helmet fit**
- ✓ **Ride together**
- ✓ **Learn the rules of the road**

What **COMMUNITIES** can do to **increase HELMET use** in children and youth.

GOAL: Increase HELMET use among children and youth.

WHO: Children and youth riding bikes, scooters, skateboards and inline skates.

HOW:

- Helmet incentive programs** (Caught You Using Your Head)
- Promote low cost and free helmets for low income families
- Promote the **Family Action Guide: Caught You Using Your Head!**
- Use the **Key Messages** for parents in your newsletter, website, or recreation guide.

SUCCESS? Monitor HELMET use before and after the program (click [here](#) for sample form)



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Promoting Helmet Use in Your Community

Caught You Using Your Head!

What you need:

- Staff or volunteers to “ticket” children “caught” using their HELMET.
- Community sites to “ticket”: catch kids as they arrive at summer camp, at the community recreation centre, pool, or park; choose anywhere kids cycle, ride or skateboard.
- Recruit a local private sector sponsor to assist with coupons and contest prizes (e.g. local retailers, food or entertainment vendors).
- Coupons and/or or contest entry forms to use as tickets (you can also use stickers, tattoos or other promotional items). Visit <http://www.activesafekidsmanitoba.ca/docs/HelmetCouponSample.pdf> for a sample template.

- TIPS

- ✓ The most effective “ticketing” incentive programs reinforce repeated use over time, so continue the program all summer with a contest at the end of August, so kids and families gain additional entries/tickets the more times they are observed using a HELMET.
- ✓ Immediate reinforcement is also important, but can be simple, such as collecting one in a series of different stickers or tattoos, or small “buy one get one” coupons from local retailers

Visit http://mpi.mb.ca/english/rd_safety/BikeSafe/CyclingLinks.html for Bike Safety Resources and links.

Other Active & Safe Kids Manitoba Resources

Kids Don't Float – Water Safety

Caught You Using Your Gear – Roller Sport Safety

Kids Don't Bounce - Playground Safety

I Skate Safely - Ice Skating Safety