

## ACTIVE!

Ice skating is one of the most popular winter recreation activities for children and their families. Indoor arenas and outdoor rinks are used by thousands of children and their families every winter for public skating.

## and SAFE!

Head injuries are the most serious injury resulting from ice skating, and can be prevented by a helmet, adult supervision and a few key safety tips. Whether your children are skating at an indoor or outdoor rink or in your backyard, you can **ACT NOW** to prevent head injuries.

## KEY MESSAGES FOR PARENTS

Visit <http://www.activesafekidsmanitoba.ca/docs/ACTIVEANDSAFEKIDSBrochureSkateFINAL.pdf> for the complete Family Action Guide.

- ✓ **Wear a helmet every time you skate**
- ✓ **Check helmet fit**
- ✓ **Skate together**
- ✓ **Check your gear**
- ✓ **Check the ice**

What **COMMUNITIES** can do to **increase HELMET use** in children when ice skating.

**GOAL:** Increase HELMET use among children.

**WHO:** Children ice skating at indoor or outdoor rinks, in the backyard or on local trails.

**HOW:**

- Helmet incentive programs** (Caught You Using Your Head)
- Promote **low cost and free helmets** for low income families
- Create a **helmet loan program** at community arenas
- Promote the **Family Action Guide: I Skate Safely!**
- 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 – Helmet Incentive Program!**

What you need:

- Staff or volunteers to "ticket" children "caught" using their HELMET.
- Recruit a local private sector sponsor to assist with coupons and contest prizes (e.g. local retailers, food or entertainment vendors).
- Coupons and/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 winter with a contest at the end of March 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.

### **Low-Cost and Free Helmets for Low Income Families**

What you need:

- Low cost helmets can be purchased by community organizations for free distribution or to offer a low cost purchase option for parents. Visit [Safe Kids Canada](http://www.safekidscanada.ca) at [www.safekidscanada.ca](http://www.safekidscanada.ca) or email [Active and Safe Kids Manitoba](mailto:ActiveandSafeKidsManitoba@sportmanitoba.ca) at [safekidsmb@sportmanitoba.ca](mailto:safekidsmb@sportmanitoba.ca) for more information.
- Work with local retailers to offer discount coupons for helmets, or for donations of helmets for low income families.
- Your organization can build on your local Caught You Using Your Head campaign by providing kids "caught" not using their helmet with a coupon for discounted or free helmet.

### **Helmet Loan Program**

What you need:

- Identify a local indoor or outdoor arena.
- Recruit a local private sector sponsor to assist with helmet purchase.
- Purchase or arrange donation of 5-10 helmets of each size (S/M and M/L) for a small loan program.
- Store helmets in plastic box (one box for each size).
- Implement the following hygiene procedures:
  - Do not loan a helmet out to a child known to have lice.
  - Wipe helmets with Lysol and a disposable towel/wipe between users.

- Vacuum the inside of the helmet if lice or nits are visible.
  - You can use a disposable helmet liner (e.g. surgical cap), but this is not necessary.
  - Children may use their own thin microfleece “skull cap” designed for ice hockey helmets, but other caps or hats should not be worn under the helmet as they interfere with helmet fit.
- Install signage to explain the procedure for loans, how to fit and properly wear helmets, and contact information for the loan program operator.
- Survey helmet users for feedback and to find out why they used the helmets, whether they would loan them again, or whether they would purchase them.

Visit [www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca) for Ice Skating Safety Resources and links.

**Other Active & Safe Kids Manitoba Resources**

Kids Don't Float – Water Safety

Caught You Using Your Head – Cycling Safety

Caught You Using Your Gear – Roller Sport Safety

Kids Don't Bounce – Playground Safety