



# INTRODUCTION

## Orientation to M.C.A.S.K.

### MODULE 1

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and Jennifer Sarna, MCASK Project Coordinator  
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## **OUTLINE:**

- A. MCASK
- B. MCASK Partners
- C. Active and Safe Kids Manitoba
- D. Additional Modules 1 - 6

**ORIENTATION OUTLINE**



The Manitoba Coalition for Active and Safe Kids (MCASK) is an unincorporated partnership of non-profit organizations with a shared objective of promoting injury prevention during recreational play and informal sport activities.

**ABOUT MCASK**



Recognizing the importance of injury prevention for children 0 – 19 years of age, MCASK has five key initiatives:

1. Promotion of safe participation in play, recreation and informal sport activities through leadership development, dissemination of information and communication of existing resources and research.
2. Increased safe play behaviour through use of protective equipment and supervision.
3. Education in safe play environments for children and youth.
4. Promotion of safe recreational policies and practices.
5. Collaboration with public and private sectors as injury prevention partners.

## KEY INITIATIVES



The MCASK is a partnership between sports, recreation and injury prevention organizations and involves government departments, non-profit organizations, the private sector and public health.

**MCASK PARTNERS**



- Part of National injury prevention commitment
- Funded through Public Health Agency of Canada, administered by Recreation Connections MB and supported through MCASK
- Aims to increase use of protective equipment and to raise awareness about preventing injury during popular recreational activities such as cycling, skateboarding, swimming, ice skating and unstructured play.

**ACTIVE & SAFE KIDS MANITOBA**



**MODULE 1** Introduction to M.C.A.S.K.

**MODULE 2** Kids Don't Float – Water Safety

**MODULE 3** Caught You Using Your Head – Bicycling Safety

**MODULE 4** Playground Safety

**MODULE 5** Ice Skating Safety

**MODULE 6** Skate Safety

**ADDITIONAL TRAINING MODULES**





# Caught You Using Your Head Orientation to Injury Prevention **MODULE 3**

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- A. Overview
- B. Participation Statistics & Injury Rates
- C. Evidence Based Strategies for Injury Prevention
- D. Incentives
- E. Available Resources & Programs
- F. Communication Strategies and Tools
- G. Evaluation Methods
- H. Contact Us

## ORIENTATION OUTLINE



### Module 3 Caught You Using Your Head:

- Training for communities
- Access to helmet safety: statistics, program ideas
- Preventing injuries related to informal recreation for children ages 0 – 19 years of age
- Family & community guides
- Data collection methods
- Review of network support

**CAUGHT YOU USING YOUR HEAD -  
OVERVIEW**

## *Who participates in cycling?*

**90% of children aged 5 to 12 years**

Cycling injuries are the most common injury of summer sports and recreational activities, and they comprise half of all hospital admissions.



**PARTICIPATION RATES**



- In BC, biking is the second leading cause of injury-related emergency department visits for children and youth aged 5 to 14 years
- 95% of the cycling injuries occur during leisure or informal activities rather than organized sports
- Injuries are more common in males (13.6%) females (9.0%)
- The most common injuries sustained are fractures (32%)
- 14% of injuries are head injuries
- 3% requiring hospital admission

## INJURY STATISTICS



- 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 for cycling injuries
- 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

## INJURY STATISTICS



- Evidence suggests that helmet use reduces the risk of head injury by 85-88%
- Observational research in Winnipeg found that over 60% of all cyclists do not wear helmets
- Lowest helmet use was in youth aged 12 to 19 years

## HELMET USE



Studies have shown that helmet use can be improved by:

- Bike helmet legislation
- Community-based interventions that involve education, promotion and/or free helmets.

**EVIDENCE BASED STRATEGIES**





Strategies to encourage effective helmet use:

- ✓ Promote selection of correct helmet for the activity
- ✓ Educate on proper helmet fitting: 2V1
- ✓ Lead by example and model helmet use for every ride
- ✓ Teach the rules of the road

**EVIDENCE BASED STRATEGIES**



Strategies to encourage effective helmet use:

- ✓ Understand a child's ability to make good judgement
- ✓ Reward safety behaviour through incentive programs
- ✓ Coordinate community-based helmet promotion and education campaigns

**EVIDENCE BASED STRATEGIES**



Strategies to encourage effective helmet use:

- ✓ Reduce potential cost barriers by organizing low cost helmet programs or equipment loan programs in facilities
- ✓ Promote helmet use at provincial parks and trails, municipal parks and paths

**EVIDENCE BASED STRATEGIES**



- ✓ Wear an approved properly fitted helmet on every ride
- ✓ Learn the rules of the road
- ✓ Children should not ride alone
- ✓ Children should be 10 years old before cycling in road traffic
- ✓ Ensure child's bicycle is the right size for their height/weight
- ✓ Wear easy to see bright-coloured clothing
- ✓ Children should not ride their bike after dark
- ✓ Keep breaks and other parts in good working order

[www.wrha.mb.ca/healthinfo/preventinj/files/CyclingSafety\\_May08.pdf](http://www.wrha.mb.ca/healthinfo/preventinj/files/CyclingSafety_May08.pdf)

**BEST CYCLING PRACTICES**



Communities may benefit from participating in the Active & Safe Kids Manitoba initiative by:

- Sharing in a Provincial/National commitment on active & safe play
- Gaining experienced “trainers” in recreation injury prevention
- Accessing multiple sources to create local active and safe campaigns
- Networking with other injury prevention organizations/communities
- Leveraging local support through public and private partnerships
- Learning how to observe safe play behaviour and measure the impact of community injury prevention strategies
- Learning the importance of recreation safety and preventing unnecessary injuries

**COMMUNITY INCENTIVES**



Active and Safe Kids Manitoba

[www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca)

*CAUGHT YOU USING YOUR HEAD – Family Guide: Tips and information on effective helmet use and cycling safety.*

*CAUGHT YOU USING YOUR HEAD – Community Guide: Informative participation and injury statistics , key safety messages, and helmet safety program ideas for your community.*

ThinkFirst

[www.thinkfirst.ca](http://www.thinkfirst.ca)

*The document “Which Helmet for Which Activity” guides you through the process of selecting the appropriate head gear for the most effective injury prevention. It also provides a colourful helmet fitting card as a reference.*

<http://www.thinkfirst.ca/aboutus/documents/helmet-fitting-card.pdf>

**AVAILABLE RESOURCES & PROGRAMS**



Safe Kids Canada [www.youtube.com/watch?v=Ak6tmRqjE68&feature=plcp](http://www.youtube.com/watch?v=Ak6tmRqjE68&feature=plcp)

*A family focused video that demonstrates how to correctly wear your cycling helmet. This also explains “Why do kids lack good judgment about traffic?”*

Winnipeg Regional Health Authority [www.ride2win.ca](http://www.ride2win.ca)

*Fun things for families to do at home and on the road, with links to Winnipeg cycling maps.*

Sport Medicine and Science Council [www.sportmed.mb.ca](http://www.sportmed.mb.ca)

*Information on summer helmet education campaign “We Caught You Using Your Head” as well as a helpful “Helmet Safety” poster to download. Information on education, research and risk management is also available.*

**AVAILABLE RESOURCES & PROGRAMS**





Manitoba Public Insurance

[http://www.mpi.mb.ca/english/rd\\_safety/BikeSafe/BikeSafe.html](http://www.mpi.mb.ca/english/rd_safety/BikeSafe/BikeSafe.html)

*Information on cycling safety, traffic skills, cycling infrastructure, and resources including links to “Adult cycle safe” booklet and “I Cycle Safely” brochure for children.*

Manitoba Healthy Living, Seniors and Consumer Affairs

<http://www.gov.mb.ca/healthyliving/hlp/bikesafety/index.html>

Site offers bike safety information, CTV Ride Safe summer advertisements, and information on the Province of Manitoba Low Cost Bicycle Helmet Initiative.

**AVAILABLE RESOURCES & PROGRAMS**



## Wear a Helmet for Every Ride

- ✓ Helmets should be worn by children and youth riding bikes, scooters, and skateboards, every time they ride
- ✓ Parents are important role models for kids, and should always wear a helmet when cycling.
- ✓ Remember that serious injuries usually happen close to home, on neighbourhood streets, parks, and paths

**ACT NOW:** Make a family rule that you all wear helmets for every ride.

**WHAT FAMILIES CAN DO**



## Choose the Right Helmet

- ✓ Bike helmets can be used for cycling, scooters, and inline skating
- ✓ Skateboard helmets should be worn for inline tricks and skateboarding
- ✓ There are a few types of helmets designed for multiple activities. The CPSC standard is one example.

**ACT NOW:** Find out what helmet is best for each activity, and what standards to look for when choosing a helmet at [www.thinkfirst.ca](http://www.thinkfirst.ca).

**WHAT FAMILIES CAN DO**



## Check Your Helmet Fit

- ✓ Learn the 2-V-1 rule: only 2 fingers should fit between your eyebrows and the helmet, the straps should form a V around your ears, and only 1 finger should fit between your chin and the chin strap
- ✓ Helmets work best when the straps are fastened and worn correctly.

**ACT NOW:** Learn how to fit a helmet at

<http://www.youtube.com/watch?v=Ak6tmRqjE68&feature=plcp>. For a helmet fitting card and a safe cycling safety checklist visit

<http://www.thinkfirst.ca/aboutus/documents/helmet-fitting-card.pdf>

**WHAT FAMILIES CAN DO**



## Ride Together

- ✓ Younger children should always cycle with a parent
- ✓ Before age 9 most children do not have the maturity and skills to cycle safely on the road alone. To decide if your child is ready to bike on the road visit:  
[http://www.richmond.ca/shared/assets/Get a Helmet Brochure21851.pdf](http://www.richmond.ca/shared/assets/Get_a_Helmet_Brochure21851.pdf)

**ACT NOW:** Visit <https://www.ride2win.ca/for-families/> for fun stuff for families to do at home and on the road. For Manitoba Trails maps visit <http://www.mrta.mb.ca/maps.html>.

**WHAT FAMILIES CAN DO**



## Learn the Rules of the Road

- ✓ Everyone should learn the rules of the road

**ACT NOW:** Check out the Manitoba Public Insurance Bike Safety information at

[http://mpi.mb.ca/english/rd\\_safety/BikeSafe/BikeSafePDF.pdf](http://mpi.mb.ca/english/rd_safety/BikeSafe/BikeSafePDF.pdf). Have a look at the [I Cycle Safely](#) booklet, which is a fun little booklet about rules of the road designed for kids, and the [Bike Safely](#) booklet for older kids and adults which includes tips on cycling in traffic, using bike lanes, and how drivers should share the road with cyclists.

**WHAT FAMILIES CAN DO**



**WHAT:** Increase helmet use

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

**HOW:** 1) Offer helmet incentive programs such as the **Community Action Guide: Caught You Using Your Head**  
2) Promote the **Family Action Guide: Caught You Using Your Head**  
3) Use the **Key Messages** for parents in your newsletter, website, or recreation guide

**SUCCESS?** Monitor helmet use before and after the program/activity

**WHAT COMMUNITIES CAN DO**





## Caught You Using Your Head Incentive program

What you need:

- Staff or volunteers to “ticket” children “caught” using their helmet
- Community sites where kids cycle, ride or skateboard to “ticket” kids as they arrive at summer camp, the community recreation centre, pool or park
- 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)

**WHAT COMMUNITIES CAN DO**



## Incentive Coupon



### We Caught You Using Your Head!

Bring this coupon to <<INSERT  
RETAILER NAME>> to receive  
<<INSERT ITEM>>.

Valid until December 31, 2012

Visit [www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca) for tips on staying active  
and safe.

Coupon redeemable at <<INSERT RETAILER NAME>> in  
<<LOCATION>>. One time purchase. Cannot be combined with  
any other offer or sale.

**WHAT COMMUNITIES CAN DO**



## Tip for implementing Caught You Using Your Head

- ✓ The most effective “ticketing” incentive programs reinforce repeated use over time, so continue the program for a period of a few months with a contest at the end, 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

**WHAT COMMUNITIES CAN DO**



## Key Messages for Families

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

**COMMUNICATION STRATEGIES**



The following resource templates are available at [www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca):

- Sample Communication Plan tool
- Sample Press Release/Public Service Announcement
- Sample Sponsorship Letter
- Sample Coupon Template

**COMMUNICATION STRATEGIES**



## Why evaluate?

- To gauge how injury prevention strategies are impacting behaviour
- Provides valuable motivational feedback
- Provides data to support additional funding or programs

## How to evaluate?

- A simple process of observing and recording helmet use
- Observations must be made before and after an event/activity to measure impact on behaviour

**EVALUATION**



## Data collection form – long form

Site: _____		Date: _____	Time: _____	Day: Mon Tue Wed Thu Fri Sat Sun		
Activity	Sex	Age	Helmet	Wrist Guard	Type of Wrist Guard	
Cycling	M	Toddler	Yes	Yes	Loaner	
In-line/roller skating	F	Child	No	No	Owned	
Scootering		Youth	Other	Other	Unknown	
Skateboarding		Adult				
Comments:						

**EVALUATION**





## Data collection form – short form

Site: _____		Date: _____		Time: _____		Day: M T W R F Sa Su		
Observation	# of Toddler	Toddlers w/Helmets	# of Children	Children w/Helmets	# of Youth	Youth w/Helmets	# of Adults	Adults w/Helmets
1								
2								

Printable copies of data collection forms and instructions for use are available at: [www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca)

**EVALUATION**



1. Share the information with other community leaders
2. Explore the resources and links to organizations who share the injury prevention objective
3. Visit the website [www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca) regularly
4. Join the network Active & Safe Kids Manitoba
5. Work with others to coordinate educational campaigns featuring the key helmet safety messages
6. Coordinate events or activities to raise awareness of helmet safety strategies
7. Call MCASK for promotional materials to assist in your event
8. Be Active, Be Safe!

**ACT NOW**



**Thank you for participating in  
“Caught You Using Your Head” Module 3.**

## **Questions?**

**Manitoba Coalition for Active & Safe Kids**

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[www.activesafekidsmanitoba.ca](http://www.activesafekidsmanitoba.ca)

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**BE ACTIVE, BE SAFE!**