

Got Wheels? Get A Helmet!

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**By News Canada**

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by: **News Canada**

(NC)–Bikes, in–line skates, scooters and skateboards are popular with Canadian kids. These activities are great ways to keep fit, but it's important to remember the risks that come hand–in–hand with kids on wheels.

In Canada, thousands of children and teens are injured every year doing wheeled activities. For that reason, Safe Kids Canada, a national child safety program, has launched the "Got Wheels – Get a Helmet!" campaign this spring. Safe Kids Canada urges parents and caregivers to follow these three tips to keep their children safe:

1. Make sure your child wears a helmet whenever he or she is on wheels. Head injuries from wheeled activities can be devastating and even fatal. A properly fitting and correctly worn helmet cuts the risk of serious head or brain injury by up to 88 per cent.
2. Make sure your child wears the helmet correctly. A helmet needs to be worn correctly to protect the head. It should cover the top of the child's forehead and sit level on the head. Each side strap should meet in a "V" shape around your child's ears. The chin strap should be snug around the chin, but still comfortable. The helmet should not move when your child nods or shakes his or her head.
3. Supervise your child until at least age 8. Most injuries happen when children lose control of their equipment and fall. The ability to prevent falls requires practice as well as coordination and judgment, which develop with age. Supervise your child to ensure he or she knows all the safety rules and can use equipment properly. Keep your child away from cars and other vehicles.

For more information about safety on wheels, call Safe Kids Canada at 1 888 SAFE TIPS or visit

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

## Got Wheels? Get A Helmet!

. The "Got Wheels – Get a Helmet!" campaign, held during Safe Kids Week,

runs from June 3 to June 9 and is sponsored by Johnson & Johnson. J&J is providing an additional \$100,000 to buy helmets for children from low-income families across Canada. During Safe Kids Week, a portion of each purchase of participating J&J and McNeil products will be donated to the program.

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### **Helmets Work: The Trick Is Getting Your Child To Wear One**

**By News Canada**

(NC)–Bikes, scooters, skateboards and in-line skates are popular with Canadian children. But it's important to stay safe, stresses Safe Kids Canada.

Head injuries are the number one cause of serious injury and death to kids on wheels, says Amy Zierler, information specialist at Safe Kids Canada. "The good news is that a correctly worn helmet cuts the risk of serious head or brain injury by as much as 88 per cent."

In Canada, only half of children wear helmets while riding a bike, even though bike helmet legislation exists in five provinces.

## Got Wheels? Get A Helmet!

"The best way to get your children to wear helmets is to start early and get them involved in the process," says Ms Zierler. She recommends these tips to help your child get into the helmet habit:

Start early. Begin the helmet habit with the child's very first set of wheels (e.g. tricycle).

Take your child shopping. Let your child pick out the helmet he or she likes. Bike helmets are suitable for bikes, scooters and in-line skates; skateboarders need special skateboarding helmets that cover more of the back of the head.

Fit counts. A properly fitted helmet protects your child's head better, and it's more comfortable for him or her. Try them on in the store.

Explain. Tell your child how a helmet protects his or her head and brain.

Positive re-enforcement. Praise and reward your child for wearing a helmet.

Be firm. Always insist your child wear a helmet when he or she is out on wheels, even when close to home (where the majority of incidents take place).

Be a role model. When you're out on wheels, wear your own helmet!

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