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

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

- 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 1\textsuperscript{st} 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

Helmets for cycling:
- Bike
- Multi-sport

### Which Helmet for Which Activity?

<table>
<thead>
<tr>
<th>WHEELED ACTIVITY</th>
<th>Bicycling, Low-Speed Scooter</th>
<th>In-Line Skating</th>
<th>BMX Cycling</th>
<th>Skateboarding</th>
<th>Roller Skating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helmet</td>
<td>Bicycle</td>
<td>Bicycle, in-line skating or skateboard</td>
<td>BMX or Off Road with facial protection</td>
<td>Skateboarding</td>
<td>Bicycle or in-line skating</td>
</tr>
<tr>
<td>Type of Impact</td>
<td>Single</td>
<td>Mostly Single</td>
<td>Single/Multiple</td>
<td>Single/Multiple</td>
<td>Single</td>
</tr>
</tbody>
</table>
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
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](http://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?