



INTRODUCTION

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

MODULE 1

Presented by Janelle Curtis, Injury Prevention Consultant, MB Healthy Living, Seniors & Consumer Affairs, Michelle Smith, Injury Prevention Coordinator, IMPACT
and Jennifer Sarna, MCASK Project Coordinator
August 29, 2012



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**

Presented by

Janelle Curtis, Injury Prevention Consultant, MB Healthy Living, Seniors &
Consumer Affairs

Michelle Smith, Injury Prevention Coordinator, IMPACT

Jennifer Sarna, MCASK Project Coordinator

August 29, 2012



- 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

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

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

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

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

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

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

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.

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. 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 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:

- 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

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 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

Phone: (204) 925-5651

Email: safekidsmb@sportmanitoba.ca

www.activesafekidsmanitoba.ca

Funding for this initiative is provided in part by the Public Health Agency of Canada. The views expressed herein do not necessarily represent the views of the Public Health Agency of Canada.

BE ACTIVE, BE SAFE!