Think Positive:

A Helmet Safety Reward Program
A Manual for Law Enforcement to Support and Promote Safety in the Community

Developed by the

BRAIN INJURY ASSOCIATION OF NEW JERSEY

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Funding is provided by the New Jersey Division of Highway Traffic Safety
DEDICATION

TO THE OFFICERS AND STAFF OF NEW JERSEY'S LAW ENFORCEMENT AGENCIES WHO PROTECT AND SERVE THE YOUTH OF OUR STATE
February 2007

Dear Law Enforcement Community,

On behalf of the State of New Jersey, I offer this letter of support for the Brain Injury Association of New Jersey’s new helmet safety resource materials designed for law enforcement in an effort to raise awareness of brain injury prevention and helmet safety on wheeled sports.

Think Positive: A Helmet Safety Reward Program was developed to increase helmet use among children and bring awareness to the expanded helmet law in a positive manner. This manual provides a guide to implementing the program and discusses the benefits for the police department and community. The manual includes step by step suggestions for implementation, tools for evaluation, samples of press releases to promote the program, and lists of resources and websites for helmet safety material and wheeled sport rodeos.

Think Positive: A Helmet Safety Reward Program is a wonderful compliment to the New Jersey Pedestrian Safety Initiative, and I encourage all departments to adopt this program in their community.

Thank you for your interest in this important health initiative. Together, we can prevent traumatic brain injury among the youth of New Jersey.

Sincerely,

JON S. CORZINE
February 26, 2007

To all police officers in New Jersey:

In light of the fact that too many cyclists, skateboarders and roller bladers in New Jersey suffer serious brain injuries due to falls or crashes with motor vehicles, the New Jersey Division of Highway Traffic Safety supports the "Think Positive" program developed by the Brain Injury Association of New Jersey and encourages all police departments to offer this important information to residents of their jurisdictions.

Injury statistics bear out the fact that although biking, skateboarding and rollerblading are wonderful ways to exercise and have fun, unexpected serious injuries, especially to the brain, occur much too frequently. Skinned knees and elbows, although painful, heal quickly. In most cases, brain injuries do not heal and may well leave a person incapable of performing even simple everyday tasks. Sadly, these crashes happen in every community in the State and affect thousands of families each year.

We believe that the "Think Positive" reward program is an important one, and presentations by law enforcement that emphasize helmet safety issues, as outlined in the Brain Injury Association's manual, will encourage children to wear a helmet. The manual will be provided to departments to guide them in implementing the program and to address benefits to the department and community. Technical support and other resources will be provided by the Brain Injury Association of New Jersey. The positive ticket concept of offering a coupon for treats or for reducing the cost of an item in a store for children wearing helmets, has met with success in piloted areas of the State. Commonly held misconceptions of helmets are that they are hot, heavy or "not cool." The "Think Positive" reward program, when presented by a police officer, will be successful in changing these perceptions among many children and have them practicing safe wheeled sports with a helmet.

The goal of all Division of Highway Traffic Safety programs is to reduce fatal, injury and property damage crashes involving motor vehicles. This "Think Positive" program will address that goal, and go one step further, to reduce other types of wheeled crash-related injuries.

Sincerely,

Pamela S. Fischer
Director, Governor's Representative

TEL: (609) 633-9300  (800) 422-3750  FAX: (609) 633.9020
www.njsaferoads.com
Dear fellow law enforcement officers,

As President of the New Jersey Police Traffic Officers Association, I am offering my support of the Think Positive Helmet Safety Reward Program and the accompanying manual which can be used as a valuable safety resource for communities. The manual provides a step by step guide on how to implement a comprehensive helmet safety program or compliment existing traffic and safety initiatives.

As an Association, the traffic officers of New Jersey support the expanded helmet law for ages 17 and under. Helmets are the single most important factor in keeping children safe while participating in wheeled sports activities. However, officers are keenly aware that helmet use still remains low and as a result the number of children seriously injured or killed in our state remains significant.

Enforcing the helmet law is an integral part of traffic safety. The Think Positive Program offers police officers a handbook on how to approach safety in a manner that can engage officers and the larger community in an effort to keep children safe. The program is designed to encourage children to wear helmets when participating in wheeled sport activities by providing information and positive reinforcement. The implementation of this program will help to heighten general awareness of the expanded helmet law and will serve to reinforce the practice of safe behaviors that will follow our children throughout their lifetime.

I urge you to get involved in this program and help save lives in your community.

Sincerely,

Chief William J. Cicchetti
President of New Jersey Police Traffic Officers Association
March 20, 2007

Wendy Berk, LCSW  
Brain Injury Association of New Jersey  
1090 King George Road  
Suite 708  
Edison, NJ 08837

Re: Support for the Helmet Safety Program

Dear Ms. Berk:

After being briefed by Captain R. Rosell, Region 2 Commander about the details of your Helmet Safety Program, and conducting independent research on the subject, I am pleased to inform you that the State Police, Troop “C” would be happy to participate in your program. The State Police is committed to providing high quality community policing services to the communities we patrol. I believe the State Police can effectively integrate your program into our community policing efforts.

The point of contact for this program will be Captain Rosell. Please contact him when you are ready for us to implement your program.

Sincerely,

[Signature]

Daniel Gosgrove, Major  
Troop “C” Commanding  
New Jersey State Police

cc. Captain Rosell
February 20, 2007

Dear Chief/Commanding Officer:

It's truly a pleasure to write to you on behalf of the Helmet Safety Reward Program which is sponsored by The Brain Injury Association of NJ. The Cranbury Township Police Department and our F.O.P. Lodge #68 have been pleased to participate in this worthwhile endeavor for fifteen years. Over this period of time, we've observed a marked increase in bicycle helmet use, with a recent survey revealing upwards of ninety-five percent compliance. We feel that the tangible safety benefits of the Helmet Safety Reward Program are well worth the money we've spent on the reward of pizza and soda for those children who wear their helmets while bicycling or skateboarding.

I hope that you'll consider participating in this very rewarding program. If you have any questions, please feel free to email me at chief_cranburynjpd@mycomcast.com or call us at 609-395-0031.

Sincerely,

John V. Hansen
Chief of Police
# Think Positive: A Helmet Safety Reward Program

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INTRODUCTION
Dear Officer,

The Brain Injury Association of New Jersey is pleased to provide you with a step-by-step manual on how to implement *Think Positive: A Helmet Safety Reward Program* in your community. *Think Positive: A Helmet Safety Reward Program* is a practical resource for law enforcement to use as a reference to either compliment existing helmet safety programs or to help to create new initiatives that address helmet safety.

Traumatic brain injury (TBI) is the leading cause of death and disability among children. The risk of brain injury on wheeled sports is often underestimated, however each year approximately **200,000 children are hospitalized due to brain injuries sustained on bicycles, skateboards, scooters and skates.**

A properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88% (Dr. C. Everett Koop). Helmets have made such an impact in protecting our children, that New Jersey expanded the helmet law in 2006 to include all children under age 17. The law, P.L.-2005, c.208 requires that “Children under the age of 17 must wear a helmet while bicycling, skateboarding and roller-skating.”

As important as helmets are to the safety of our children, most children do not wear them. It is estimated that only 15-25% of children wear helmets, despite the fact that New Jersey has a mandatory helmet law. Law enforcement is often called upon to protect individuals within the community and therefore their involvement in raising awareness of the importance of helmet safety is critical.

National and local studies have shown that helmet reward programs are an effective way to increase helmet usage, in addition to developing positive interaction between police officers and children. *Think Positive: A Helmet Safety Reward Program* provides an incentive (reward) to children who practice safe and responsible behavior by wearing a helmet while participating in a wheeled sport activity. This program provides a foundation of knowledge for establishing safe behaviors throughout their lifetime.

The Brain Injury Association of New Jersey thanks you for your continued efforts in the safety of our children and for joining us to encourage awareness, education and prevention of brain injury.

Sincerely,

Barbara Geiger-Parker
Executive Director
IMPORTANCE OF HELMETS
The Importance of Helmets

Helmets are a necessity not an accessory

A properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88%, according to Dr. C. Everett Koop, Former US Surgeon General.

Helmets are necessary because they protect your brain. The brain is the most important part of the body, and it is also one of the most fragile. While the skull provides some protection, even a mild jolt to the head can cause an injury to the brain. The brain does not heal like a scraped knee or broken bone. The consequences from sustaining a brain injury can be permanent and life long.

The consequences of a brain injury vary based on the severity of the injury and the part of the brain that has been injured. Some of the more common consequences that can occur following a brain injury include memory loss, concentration difficulties, speech problems, personality changes, learning disabilities, headaches, seizures, poor balance and more. Refer to the Brain Injury Fact Sheet in the Appendix for more information.

“I’m faced with the awful task of telling parents that their child suffered brain damage that could have been so easily prevented with a helmet. Most parents and kids don’t understand just how fragile the brain is, and that a fall from as little as two feet and at surprisingly low speeds can be so serious. No parent or child should have to learn such a painful lesson.”

Dr. Martin Eichelberger
Director of Trauma and Burn Services
Children’s National Medical Center
Important facts about helmets

- By wearing a helmet, a brain injury can be prevented every 4 minutes and one death can be prevented each day.

- Approximately 67,000 bicyclists sustain a brain injury each year.

- It is estimated that 75% of all fatal brain injuries among child bicyclists could be prevented with a bicycle helmet.

- 90% of all bicyclists killed in crashes did not wear a helmet.

- It is estimated that between 50-75% of bicyclists do not wear helmets.

- If 85% of child cyclists wore helmets in one year, the lifetime medical cost savings could total between $109 million and $142 million.

- Indirect cost of injuries from not wearing a helmet are 2.3 billion annually.
THINK POSITIVE:
A HELMET
SAFETY REWARD
PROGRAM
Think Positive: A Helmet Safety Reward Program

Think Positive: A Helmet Safety Reward Program is a New Jersey initiative that has been developed as a resource for police officers to use in an effort to enforce the helmet law using education and positive reinforcement. According to psychologists, positive reinforcement is a very effective approach in changing behaviors in children. For this reason, receiving a reward for wearing a helmet encourages the use of helmets and helps to reinforce responsible safe behavior.

Helmet reward programs for law enforcement typically involve the officers “rewarding” children seen wearing helmets with a “ticket” or “coupon.” These tickets are often redeemable for items desired by children, such as free pizza, ice cream, ices, Best Buy Bucks, etc.

These programs, through their success in increasing helmet usage and strengthening community relations, have received positive publicity throughout New Jersey and nationally.

Benefits of a Helmet Safety Reward Program:

The primary reason to implement a helmet safety and reward program is to reduce brain injuries and death as a result of wheeled sport activities. This program will help to:

- Increase awareness among children and parents about the importance of wearing helmets
- Increase compliance with helmet law
- Strengthen relationships within the community
- Facilitate positive interaction between officers and residents while reinforcing the practice of helmet usage and prevention
Impact of a Helmet Safety Reward Program on Helmet Usage

Studies have shown that helmet reward programs are an effective way to increase helmet usage. In a 2006 pilot program in seven towns within Middlesex County, helmet usage increased an average of 15% after implementing a helmet reward program.

A comprehensive study was conducted to evaluate the effect of active police enforcement, combined with a helmet giveaway and education program. According to a study published in Pediatrics, the official journal of the American Academy of Pediatrics (2000), there was a 45% average increase in helmet usage for all children ages 5 through 16+, including both males and females across ethnic and socio-economic lines. Two years after the study, 54% of children were observed wearing a helmet.

This study further states that having a law regarding helmet use only impacts actual usage if there is enforcement of the law.

Helmet Use Before and After Police Enforcement

In children between the ages of 5 and 12 years, helmet use went from 0% before the program to 45% after enforcement of the law. Teens (13-15 years) use of helmets increased to 18%. Adult helmet use increased to only 3%.

Enforcement of the helmet law is the only mechanism proven to have effective and long lasting results.
New Jersey Success Stories

Communities in New Jersey are seeing dramatic results in the increase of helmet usage as a result of implementing a helmet reward program.

Cranbury (Middlesex County) has a helmet safety reward program that has been in effect for fifteen years. Officer Greg Pfremmer states, “I feel like I’m the ice cream man! As I patrol the town, children will see the police car and immediately drop everything and jump onto their bicycles or scooters with their helmets on and ride in the area to receive a pizza coupon. Throughout the year (even when our program is not in effect) I see most children wearing their helmets while on bicycles, scooters, or skates. This program is a great community policing program and allows our police department to have a positive interaction with the town’s children and parents.” Thanks to the dedicated efforts of the police and support from the community, Cranbury now boasts a 94% helmet usage rate!

Fair Lawn (Bergen County) adopted a department wide helmet safety reward program in 2006 where all patrol officers were involved. They rewarded children wearing helmets with a coupon for a free slice of pizza and spoke to children who were not wearing helmets about the importance of doing so. In 2006, Fair Lawn reported 5 serious bicycle crashes and they are hoping to see an increase in helmet usage throughout the town. According to Officer Tim Franco, “Children are very excited to receive a coupon from a police officer and it helps build good relationships between children and police. For those kids not wearing helmets, it is also helpful to educate them because they seem to respond to us.”

Gloucester City (Camden County) has operated a comprehensive bicycle helmet education and enforcement program for the past five years. They give out several hundred rewards for water ices from a local merchant every summer. Lt. George Berglund states, “Kids are in awe of a police officer saying something positive to them. They look at you, and their eyes get wide when you give them a reward. When other children witness an officer giving out a reward they come over with their helmet and ask if they can have one too.” Prior to starting their bicycle enforcement program, Gloucester City had a helmet usage rate of approximately 20%. Due to the intensive outreach of the police there has been a dramatic increase of helmet usage, now estimated at 65%!

Long Branch Township (Ocean County) was instrumental in creating the Best Buy helmet campaign in 2006. Lt. Paul Vereb has seen too many brain injuries, both professionally and personally, and wanted to find a positive way to encourage children, especially older children, to wear helmets while on wheeled sports. The Best Buy Bucks were initiated by Lt. Vereb as a way to reach the 14-17 year old children who are now covered under the expanded helmet law. Lt. Vereb states, “Kids really responded well to the idea of being rewarded for wearing helmets. I’ve seen lots of kids go home and get their helmets, hoping to be spotted by an officer. The best part is, even after receiving the reward, kids are keeping their helmets on. The Best Buy Bucks were a hit with the older kids.”
Getting Started

Careful planning of a helmet safety reward program will increase the success of the program.

This resource manual is meant to be a reference for implementing all phases of the program. The information that has been included in the manual can be used or modified to meet the specific needs of your department and community.

To implement *Think Positive: A Helmet Safety Reward Program*, consider the following steps:

- Gain support within department
- Establish pre-program helmet use and set goals for post-program study
- Determine time frame for length of program
- Set goals for number of tickets to be distributed
- Collaborate with community partners
- Compile helmet safety resources for distribution, including brochures and free helmets, if give-away is desired
- Develop ticket/coupon, reward and raffle
- Solicit local merchants for rewards and raffle prizes
- Plan media outreach
Gaining Departmental Support

This program provides officers a tool they can use to enforce the helmet law and help create a safer community for children.

For this program to be successful, the support of the Department Chief and/or Commanding Officer is crucial.

Key points to help gain departmental support include:

- *Think Positive: A Helmet Safety Reward Program* can be integrated into other departmental safety initiatives and community education programs

- *Think Positive: A Helmet Safety Reward Program* can be built into routine patrol

- *Think Positive: A Helmet Safety Reward Program* enhances partnerships with schools and community organizations

- *Think Positive: A Helmet Safety Reward Program* strengthens positive relationships between police officers and children

- *Think Positive: A Helmet Safety Reward Program* generates positive media attention
Collecting Baseline Information

_Evaluation of the program is a key component to measure the success of your efforts in this campaign._

Prior to implementing the program, it is important to gather information regarding the current percentage of helmet usage in your community. This information is valuable in helping to evaluate the impact of the program and to solicit future funding and community support.

Helmet observational studies should be done before the program is publicized to obtain accurate numbers. This can be accomplished by using a tally chart (refer to Program Observational Tools section in the Appendix) and noting date, time and location that the observation has taken place. It is important to choose a location, or multiple locations, frequented by children at times convenient for them, such as after school or on weekends. Ideally, this observation should take place over a few days or weeks to generate the most accurate data.

The evaluation of the program needs to be considered prior to implementation and based on your pre-observational studies. It is recommended that the program be evaluated again following the initial implementation and again after one to two years.
Establishing a Time Frame

*It is important to choose a clear start and end date for your program to maximize publicity and participation.*

The time frame for working with the *Think Positive: A Helmet Safety Reward Program* may vary, but can be most effective if implemented during the spring and summer when participation in wheeled sports activities is most popular. When setting up a time frame, keep in mind existing community events that can provide an opportunity to either kick-off or wrap-up the program. The kick-off can coincide with the beginning of the warmer weather (April), unofficial first day of summer (Memorial Day), or last day of school (mid-to-late June). A Memorial Day parade, opening day of youth sport program, or an opening of the community pool can serve as kick-off events. Labor Day events or back to school fairs can be used as wrap-up venues. Combining the promotion of the program with the activities of these events can be very effective and create greater community involvement and media attention.

In addition to establishing a time frame, it is also important to determine a realistic number of “rewards” the department wishes to distribute. This number can be based on town size, number of officers involved in the program and the length of time that the program will be administered. For example, some departments in New Jersey have distributed 75 rewards while others have distributed as many as 500 rewards. This information needs to be discussed with the community merchant who is donating the reward item prior to the start of the program.
Utilizing Community Partners

Community partnerships are valuable in gaining greater awareness and support for the program.

In addition to the Brain Injury Association of New Jersey, there are other organizations that can help publicize and promote this program.

Schools, in particular can be valuable in helping to educate children and their parents and in helping to promote the activities and successes of the program. The school can utilize morning messages, posters within the school and/or flyers to send home to parents as ways to increase education and awareness. Schools may wish to compliment the work of the officers by developing their own policy regarding riding bicycles to school. Some schools have instituted a “no helmet, no bike” policy for children who ride to school, and others have issued bicycle driver’s licenses to help ensure students comply with all bicycle safety laws.

Other community partners may include:

- Parent Teacher Associations/Organizations (PTA/PTO’s)
- Bicycle retailers/helmet manufacturers
- Local merchants
- Hospitals and clinics
- Local health departments
- Municipal government offices/local political leaders
- Local colleges and universities
- Department of Emergency Medical Services/Volunteer EMTs
- Physicians, pediatricians, medical associations
- Service organizations, such as Kiwanis, Rotary, Lions or Red Cross
- Local cycle clubs
- Park’s and recreation programs
- Community youth programs
- Local newspapers, radio and TV stations

There are numerous statewide programs that can offer assistance with resources, helmets and educational programs. Please refer to the Helmet Program Resources in the Appendix for a sample listing of organizations.
Developing the Ticket/Coupon, Reward and Raffle

The design of the ticket can take many forms and can vary based on the needs of the department.

The important facts to include on the ticket are:
- A congratulations message
- Information about helmet safety
- Identifying police department information
- Information about the reward
- Campaign sponsors

Printing costs associated with the tickets are often donated or funded through local agencies, community groups, print shops or merchants. If you choose to incorporate a raffle during the culmination of your program, you may want to design a tear-away stub and number your tickets. Refer to the Sample Tickets section in the Appendix.

The Reward

Rewards are usually items that a local merchant has donated to support the efforts of the police department and the safety of the community. The officers typically solicit businesses to obtain their buy-in to the helmet safety program. Merchants are usually eager to partner with the police in this program as it offers them good publicity and often generates increased business. Refer to the Sample Merchant Support Letter/Flyer in the Appendix.

Some ideas for rewards include:
- Slice of pizza and soda from local pizza shop
- Ice cream cone from local ice creamery
- Italian ices from Rita’s Ice or other merchant
- Burger, fries or other items from McDonalds, Burger King, etc.
- Give-away from Dunkin’ Donuts, Wawa, 7-Eleven or local convenience store
- $5 off coupon from Best Buy
- Discount movie tickets
- Video rental at Blockbuster, Hollywood Video, etc.
- Discount tickets for Six Flags Great Adventure

A Raffle

As an added incentive to increase helmet usage and generate excitement about the campaign, many departments have designed their helmet reward program to include a raffle drawing at the end. The opportunity to win a free bicycle or prize can be an excellent way to encourage participation. Every child who receives a positive ticket throughout the campaign should be included in this drawing. Raffle drawings can be held during a community or health event and should correspond with the culmination of the program.
Media Outreach

The media can be effective in emphasizing the importance of helmet safety and in publicizing Think Positive: A Helmet Safety Reward Program throughout the community.

There are a number of ways to engage the media in support of the campaign including:

Newspaper Coverage: Newspaper coverage can consist of sending out press releases to mark the beginning of the program and the resources that the program offers. Newspaper articles are often more powerful when combined with pictures and/or special interest stories. Personal stories and accounts of people who have sustained injuries on wheeled sports while not wearing a helmet is especially valuable. Refer to Media Outreach in the Appendix for sample press releases.

Press Conferences: Press Conferences can be utilized during the kick-off period of the program or at the conclusion of the program. Health fairs, open houses, bike/wheeled sport rodeos, the end of school, beginning of summer and existing community events may also be used to kick-off the program and gain additional media attention.

Radio Coverage: Public Service Announcements (PSAs) are a useful part of a successful media campaign and offer the ability to reach large numbers of people. Airtime can often be donated. Refer to Media Outreach in the Appendix for sample PSAs.

TV Stations: Many municipalities have their own local stations and provide an excellent opportunity to promote Think Positive: A Helmet Safety Reward Program. For example, one community developed their own Public Service Announcement story by inviting kids who wear helmets to come in with their parents and be photographed and interviewed about why they feel it is so important to wear a helmet while participating in a wheeled sport activity.

Billboards/Banners: Police departments and municipal offices often have billboard space or banners available throughout the community to advertise messages. Refer to Media Outreach in the Appendix for sample billboard messages.
Tips for Maintaining the Program

Once the program is started, it is important to maintain publicity and interest from both the officers and community.

The following suggestions are from police officers across New Jersey who have experience in running a helmet safety reward program.

For a successful program with officer buy-in, police offered these tips:

- Utilize all officers on patrol (not just traffic division) to distribute rewards/positive tickets when they see children wearing helmets
- Provide officers with additional tickets to carry with them in their patrol cars in order to ensure that they are available when they observe a child wearing a helmet
- Set up a drop box in the department for reward ticket stubs, which serves as a visual reminder and allows for a central collection place
- Track the number of rewards each officer distributes as a part of a contest within the department
- Offer an incentive (gift certificate, etc) for the officer who distributes the most rewards/positive tickets to children wearing helmets
- Provide credits for the officers to include on monthly reports based on the number of rewards/positive tickets that they distributed during that time period

Officers also stressed the importance of ongoing publicity to promote the program in order to achieve the greatest success and to get the buy-in from both the children and the parents. Other suggestions from police officers include:

- Send home program flyers through schools
- Utilize town message boards
- Advertise with banners in town
- Publicize program on town website, radio, TV channel
- Report in local newspapers
Program Wrap-Up

This process is important to capture the efforts of the department and the impact of the program.

At the conclusion the program, there are some essential steps to follow. These include:

Raffle:
If your department offered a raffle prize, a winner will need to be selected. Often the raffle give-away is presented at a community event to optimize publicity. This is a great opportunity to highlight the importance of helmets and the strong efforts of the police and community in reaching out to the children and the greater community to increase awareness about helmet safety and compliance of the law.

Post-Program Observational Study:
Performing the post-program observational study is a crucial component to evaluate program effectiveness. This should be done using the same tool and method for evaluation as was used for the pre-observational study (refer to Program Observational Tools section in the Appendix). Once again, track the number of children seen wearing helmets over a selected time period.

Program Evaluation:
The effectiveness of this helmet safety campaign can be evaluated by comparing the results from the pre- and post observational studies. Ideally there should be an increase in the amount of children seen wearing helmets at the conclusion of the program. For assistance calculating the data, please contact the Brain Injury Association of New Jersey. This information is also helpful if the department seeks to receive grant funding for future safety programs.

Media Coverage:
Once again, media outreach is utilized to emphasize the importance of this program and the role the police department took in helping to keep children safe. The media can announce the raffle winner and discuss the impact of the program based on the results of the pre- and post- campaign studies. In addition, the local merchant(s) who donated services can also be recognized. Media attention at the conclusion of this program can assist with gaining support in subsequent years to run the Think Positive: A Helmet Safety Reward Program.
APPENDIX
# Think Positive: A Helmet Safety Reward Program

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OBSERVATIONAL TOOLS
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Helmet Use Pre- and Post-Campaign Survey

Please fill out the following survey form completely. The Pre- and Post-Survey observation forms are identical, so be sure to indicate whether you are completing your observations before or after your helmet campaign. It is recommended that you use a simple method such as tally marks to record your observations. When you have finished, total the number of tally marks and enter that number in the columns provided.

PRE-SURVEY          (circle one)          POST-SURVE

Location of observation: _______________________________________

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SAMPLE TICKETS
**THINK POSITIVE: A HELMET SAFETY REWARD PROGRAM**
2007 Union County Campaign

**CONGRATULATIONS! YOU HAVE BEEN CAUGHT USING YOUR HEAD!**
**REMEMBER – ALWAYS WEAR YOUR HELMET!**

"Better a bucket on your brain than your brain in a bucket.”
Kevin Staab, Skateboarding Pro

**NJ STATE LAW REQUIRES THAT CHILDREN UNDER THE AGE OF 17 WEAR A HELMET WHILE BICYCLING, SKATEBOARDING & ROLLERSKATING. (P.L. 2005, c.208)**

Helmets could prevent up to 45,000 brain injuries to children each year.

Because you are smart enough to know that a helmet is so important, you are being rewarded with:
- A raffle entry making you eligible for the grand prize and
- A “freebie” redeemable from your township merchant below:
  1. (1) slice of pizza
     - Tony's Café, Cranford
  2. (1) small ice cream cone
     - Mike & Annie's Frozen Delights, Kenilworth
  3. (1) small ice cream cone
     - Dairy Queen, Linden
  4. (1) small ice cream cone
     - Dairy Queen, South Avenue, Plainfield
  5. (1) donut or munchkin
     - Dunkin Donuts, West Front Street, Plainfield
  6. 1 slice of pizza and small drink
     - Cosimos, Westfield
  7. (1) small ice cream cone
     - Friendly’s, Raritan Road, Clark

THANKS FOR WEARING YOUR HELMET!
EXPIRES SEPTEMBER 2007

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**RETAIL FOR RAFFLE SEPTEMBER 2007**

I was hit by a car. I flipped over the car, followed by my bike. If I hadn’t been wearing my helmet, I could have died. I almost missed out on my life.
~ 16 year old girl from New Jersey

**CORRECT HELMET FIT**

1. The helmet should fit directly over the forehead, two fingers above the eyebrows.
2. Tighten the chinstrap to keep the helmet from slipping backward or forward. Only two fingers should fit under the chinstrap.
3. The straps of the helmet should form a “V” under you ears when buckled.

---

**Campaign Sponsors:**
- Safe Kids Union County/Children's Specialized Hospital
- Brain Injury Association of New Jersey, Inc.
- Office for Prevention of Mental Retardation and Developmental Disabilities/ NJ Department of Human Services
- Kohl's Cares for Kids Campaign
- NJ Division of Highway Traffic Safety
- Allstate New Jersey Insurance - Ron Bansky & Associates Agency

Brain Injury Association of New Jersey, Inc.
KOHL’S
Safe Kids Union County

PARTICIPATING AGENCY:
Your Local Police Department
HEELS UNDER YOUR FEET?
HELMET ON YOUR HEAD!
2006 MIDDLESEX COUNTY CAMPAIGN

CONGRATULATIONS!
YOU HAVE BEEN CAUGHT USING YOUR HEAD!
REMEMBER – ALWAYS WEAR YOUR HELMET!

Brain injury is the leading cause of death and disability in children and young adults.

NEW!
NJ STATE LAW REQUIRES THAT CHILDREN UNDER THE AGE OF 17 WEAR A HELMET WHILE BICYCLING, SKATEBOARDING & ROLLERSKATING.
(P.L. 2005, c.208)

Because you are smart enough to know that a helmet is so important, you are being rewarded with...
* a raffle entry making you eligible for a voucher for a new bicycle and helmet and
* a “freebie” redeemable from your township merchant below:
   (1) Small Kids Cone or (1) Slice of Pizza
   What's the Scoop, Metuchen
   (1) Small Italian Ice
   Rita's Italian Ice, Parlin
   (1) Slice of Pizza / small soda
   Avellino's Italian Restaurant, Dunellen
   (1) Slice of Pizza / small soda
   Villagio's Pizza, South River
   (1) Slice of Pizza/ small soda
   Lucas Pizza & Restaurant, Middlesex
   (1) Small Italian Ice
   Rita’s Italian Ice, South Plainfield
   (1) Slice of Pizza/ small soda
   Cranbury Pizza, Cranbury

THANKS FOR WEARING YOUR HELMET!
EXPIRES SEPTEMBER 2006

Middlesex County 2006 program
RETAIN FOR RAFFLE SEPTEMBER 2006

A properly worn helmet is the single most effective safety device available. It can reduce brain injury and death by as much as 88%.
- Dr. C. Everett Koop, MD
(Former US Surgeon General)

CORRECT HELMET FIT
1. The helmet should fit directly over the forehead, two fingers above the eyebrows.
2. Tighten the chinstrap to keep the helmet from slipping backward or forward. Only two fingers should fit under the chinstrap.
3. The straps of the helmet should form a “V” under your ears when buckled.

www.saferoads.com

Campaign Sponsors:
* Safe Kids Middlesex County
  Level One Trauma Center
  Robert Wood Johnson University Hospital
* Middlesex County Prosecutor’s Office
* Brain Injury Association of New Jersey, Inc.
* NJ Division of Highway Traffic Safety

PARTICIPATING AGENCY:
Your Local Police Department
CONGRATULATIONS
OFFER GOOD FROM 02/12/2006 to 12/31/2006

$5 off'

Coupon issued for operating a bicycle while wearing proper head protection. Valid at participating stores in New Jersey.


Valid at participating stores in New Jersey.
Sample Merchant Support Letter

(Insert Date)

Dear (Insert Business Owner/Store Name),

We are all concerned about the health and safety of our children. Each year in the United States, approximately 200,000 children are hospitalized due to brain injury sustained on bicycles, skateboards, scooters and skates. Even a mild brain injury, a concussion, can have significant consequences throughout the individual’s lifetime. Research shows a properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88% (Dr. C. Everett Koop).

In an effort to promote the use of helmets and encourage safe behavior (Insert name of Police Department) in collaboration with the Brain Injury Association of New Jersey is implementing the “Think Positive: A Helmet Safety Reward Program.” The program reinforces the importance of prevention and helmet safety through a positive reinforcement approach. Children who are seen wearing a helmet when participating in a wheeled sport activity are given a “positive ticket” by an officer. The ticket includes information on brain injury and helmet safety and a reward for the child which can include a coupon for such items as a free slice of pizza, ice cream or a discount on a movie ticket. The ticket, when shown to the parent, provides additional information about helmet safety and the resources and partners involved in the program.

We are asking local businesses to become partners in this effort and to donate a product or service that could be included on the “positive ticket.” Your support, in addition to appearing on the ticket, will be included in press releases that promote the implementation and success of the program.

Please contact me at (insert contact information) if you have any questions regarding Think Positive: A Helmet Safety Reward Program or opportunities to support the program. For more information on brain injury and the services of the Brain Injury Association of New Jersey call (732) 738-1002 or go to www.bianj.org. Thank you for your support.

Sincerely,

(Insert Name and Title)

*This letter available to download at www.bianj.org
Insert Merchant Name (Insert Town, NJ) in partnership with the (Insert Town) Police Department

IS A PROUD TO PARTICIPATE IN THE

THINK POSITIVE - A HELMET SAFETY REWARD PROGRAM!

NJ STATE LAW REQUIRES THAT CHILDREN UNDER THE AGE OF 17 WEAR A HELMET WHILE BICYCLING, SKATEBOARDING & ROLLERSKATING.

(P.L. 2005, c.208)

Campaign Sponsors:
SAMPLE LETTERS
Sample Community Leader Letter

(Insert Date)

Dear (Insert name),

There is a growing concern regarding the safety of our children and the prevention of unintentional injury. Each year in the United States approximately 200,000 children are hospitalized due to brain injury sustained on bicycles, skateboards, scooters and skates. Research shows that a properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88%.

New Jersey state law P.L.2005, c.208 requires that children under the age of 17 wear a helmet while bicycling, skateboarding and roller-skating. The Brain Injury Association of New Jersey’s Think Positive: A Helmet Safety Reward Program is a program that partners local police officers with local businesses and the greater community in an effort to increase helmet use and prevent possible injury and death among our children.

We are asking for your support and commitment for this program. Your leadership and the leadership of the police department will help to ensure the success of the program and the health and safety of our children.

Please contact me at (insert contact information) if you have any questions regarding Think Positive: A Helmet Safety Reward Program. If you would like more information on helmet safety, brain injury prevention programs, or the services of the Brain Injury Association of New Jersey, please call 732-738-1002 or go to (www.bianj.org).

Sincerely,

(Insert name and title)

*This letter available to download at www.bianj.org
Sample School Personnel Letter

(Insert date)

Dear (Insert name of Principal or Superintendent),

We are all concerned about the health and safety of our children. Brain injury is a leading cause of death and disability among children and adolescents. Research shows that each year in the United States approximately 200,000 children are hospitalized due to brain injury sustained on bicycles, skateboards, scooters and skates. Even a mild brain injury, a concussion, can have significant consequences including problems with processing information, short and long term memory and new learning. Research shows that a properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88% (Dr. C. Everett Koop).

In an effort to promote helmet safety and prevent serious injury among our children the (insert name of Police Department) is working in collaboration with the Brain Injury Association of New Jersey to implement the Think Positive: A Helmet Safety Reward Program. New Jersey state law P.L.2005, c.208 requires that children under 17 wear a helmet while bicycling, skateboarding and roller-skating. Think Positive: A Helmet Safety Reward Program has been proven effective in increasing helmet usage and improving the safety and lives of our children.

As the warm weather approaches more students will be heading outdoors to participate in wheeled sport activities. These activities, although fun, can result in serious injuries. As a representative of the (insert name of Police Department) I would be happy to meet and speak with you to discuss the benefits and resources that are available through this program and how you too can support this community wide effort.

Please contact me at (insert contact information) if you have any questions regarding Think Positive: A Helmet Safety Reward Program. For more information on brain injury prevention programs and the services of the Brain Injury Association of New Jersey call (732) 738-1002 or go to www.bianj.org.

Sincerely,

(Insert name and title)

*This letter available to download at www.bianj.org
MEDIA OUTREACH
Media Outreach

Billboards

Several communities have used large billboards to publicize helmet safety messages.

Cranford, New Jersey in Union County hung a large banner from an overpass that spanned one of the busiest roads in town. Nearly everyone got the message.

Here are some messages used in various helmet campaigns:

Kids:

- "Are you cool enough to wear a helmet?"
- "Use your head...use a helmet."
- "Don't knock yourself out on a bicycle. Get a bike helmet today!"
- "O.S. Cat says...Wear a helmet every time you ride a bike! He is One Smart Cat!"
- "Helmets are for cyclists who think for themselves...and want to go on thinking."
- "Protection: you're not born with it. Wear your helmet"
- "Protect your brain- Wear a helmet!"
- "Keep your brains where they belong: In your head!"
- "Get the hard-head safety habit. Smart kids wear helmets."
- "Don't be a street stain. Wear your helmet."
- "Wear a helmet....it won't kill you!"
- "Your head is not as hard as you think it is."

Parents:

- "Your child's head is not as hard as you think it is."
- "Protect your child with a helmet."
- "Parents are Precious Too - Wear a Helmet"
- "Be smart. The child in your life depends on you for a lifetime of health."
- "Heads you win."
- "Do your kids need a helmet?"
- "Protect your child from brain injury."
Adults:

- "Friends don't let friends ride ignorant!"
- "Keep your head in a safe place...wear a helmet."
- "Be a well-dressed cyclist - wear a helmet."
- "Helmets: the smart choice."

All ages:

- "No helmet, no brains!"
- "Get your head into a helmet."
- "Get into the helmet habit."
- "Buy a helmet - and wear it!"
- "It never hurts to be in style. Get your head into a helmet."
- "Helmets make safety sense."
- "Helmets: the smart choice."
- "Helmets: For your head's sake...show your good sense...buy and wear a helmet today!"
- "Helmets: Do you use your head?"
- "Protect your head. Where would you be without it?"
- "Helmets - Don't hit the road without one."
- "Helmets make sense."
- "If we could predict when accidents are going to happen, there wouldn't be any!"
**Public Service Announcements**

**10-Second Spot**

So your teen won't wear a helmet? Remind him or her that wearing a helmet correctly every time is responsible behavior...the same kind needed to drive the family car at 17.

**10-Second Spot**

So your child won't wear a helmet? Remind him or her that wearing a helmet correctly every time is responsible behavior...the same kind needed to earn that new privilege he or she has been asking for.

**15-Second Spot**

It's a fact. Approximately 900 people, including more than 200 children, are killed annually in bicycle related incidents nationwide, and about 60 percent of these deaths involve a brain injury. The good news: (pause) research indicates that a helmet can reduce the risk of serious brain injury by 88 percent. Use your head. Use a helmet.

A message brought to you by (name of local organization).

**15-20 Second Spot**

So you've heard that 60 percent of all bicycle deaths involve a brain injury, and now you want to buy a helmet. The problem is, you don't know what kind of helmet to buy. As of March 1999, all helmets are required to meet a standard set by the U.S. Consumer Product Safety Commission that ensures adequate protection of the head. Now you know. So what are you waiting for? Get your helmet today!

A message brought to you by (name of local organization).

**15-20 Second Spot**

You've bought the helmet for your kids, and now it's time to enjoy the beautiful weather and start riding those bikes, skateboards, scooters and skates! But your child won't wear the helmet. So ride with your kids and wear your helmet too! Kids tend to model what their parents do. So if you want your children to practice good wheeled sport safety, make sure you practice what you teach!

A message brought to you by (name of local organization).
30 Second Spot

Hi, I'm Officer [NAME] of the [STATE/LOCAL] police department. Too often I've seen the tragedy of children seriously injured or killed in wheeled sport crashes simply because they weren't wearing a helmet. I've seen the devastating effect it has on families and on the community. We can prevent these senseless deaths. That's why law enforcement across [STATE/CITY] are out, right now, enforcing [STATE's] helmet laws. No warnings. No excuses. So do your job, or I'll do mine. Make sure your children wear their helmet each and every time they ride their bikes, skateboards, scooters or skates! There's just too much to lose.

A message brought to you by (name of local organization).

30 Second Spot

Hi, I'm Officer [NAME] of the [STATE/LOCAL] police department with a safety tip we can all live with. It's simple...make sure your children wear their helmets. Every year I see too many children seriously injured or killed in wheeled sport crashes. In fact, bicycle crashes are the leading cause of death and injuries among children 5-14. I'm working hard to prevent these senseless deaths...but I need your help. There's just too much to lose.

A message brought to you by (name of local organization)

30 Second Spot

What protects children, saves lives and saves taxpayers millions? Wearing a helmet. In fact, if every child in [STATE] just put on a helmet, we would save the lives of more than [XXX] children next year alone. Plus it would save taxpayers [SXX] in health care and insurance costs. So make sure your children wear their helmets and support stronger enforcement of [STATE'S] helmet law. There's just too much to lose.

A message brought to you by (name of local organization)
Sample Kick-Off Press Release

FOR IMMEDIATE RELEASE

Date: (insert date)

Contact: (insert contact information)

Phone: (insert phone number)

(NAME of town) Distributes “Positive Tickets”

(Insert town), NJ- On (insert date), the (insert name) Police Department began handing out “Positive Tickets.” In an effort to promote the use of helmets and encourage safe behavior, (insert name of police department) in collaboration with the Brain Injury Association of New Jersey, is implementing Think Positive: A Helmet Safety Reward Program. This safety initiative uses positive reinforcement and education as a means to reinforce the importance of helmet safety and brain injury prevention.

Children under the age of 17 seen wearing a helmet, when participating in a wheeled sport activity, are given a “positive ticket” by an officer. The ticket includes a (insert reward) for the child for practicing safe responsible behavior. The reward donated by (insert name of business) can be redeemed for a (insert item). The ticket when shown to the parent provides additional information on brain injury and helmet safety. The reward makes the program appealing to the kids and encourages them to get “caught” wearing their helmet.

Brain injury is a leading cause of death and disability in children and young adults. A properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88% (Dr. C. Everett Koop). New Jersey’s helmet law requires that “Children under the age of 17 wear a helmet while bicycling, skateboarding and roller-skating.” Think Positive: A Helmet Safety Reward Program is a community program that involves not only police and local children, but also schools, businesses, community leaders, media and most importantly parents.

For more information please contact (insert name) at (insert number). For more information on brain injury, visit www.bianj.org or call the Brain Injury Association of New Jersey at 1-800-669-4323.

###

*This letter available to download at www.BIANJ.org
Sample Ending Press Release

FOR IMMEDIATE RELEASE

Date: (insert date)

Contact: (insert contact information)

Phone: (insert phone number)

(NAME OF TOWN) completes “Positive Ticket Program”

(Insert town), NJ- On (insert date), the (insert name) Police Department wrapped up its “positive ticket” program. In an effort to promote the use of helmets and encourage safe behavior, (insert name of police department), in collaboration with the Brain Injury Association of New Jersey, implemented Think Positive: A Helmet Safety Reward Program. The safety initiative used positive reinforcement and education as a means to reinforce the importance of helmet safety and brain injury prevention.

Children under the age of 17 seen wearing a helmet when participating in a wheeled sport activity, were given a “positive ticket” by an officer. The ticket included a (insert reward) for the child for practicing safe responsible behavior. The rewards were donated by (insert name of business) and could be redeemed for a (insert item). The ticket, when shown to parents, provided additional information on brain injury and helmet safety. The reward made the program appealing to kids and encouraged them to get “caught” wearing their helmet. The (insert name of police department) gave out (insert number) “positive tickets.” The success of the program is demonstrated by (insert specific success, quotes or stories from your campaign).

Brain injury is a leading cause of death and disability in children and young adults. A properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88% (Dr. C. Everett Koop). New Jersey’s helmet law requires that “Children under the age of 17 wear a helmet while bicycling, skateboarding and roller-skating.” Think Positive: A Helmet Safety Reward Program is a community program that involved not only police and local children, but also schools, businesses, community leaders, media and most importantly parents.

For more information please contact (insert name) at (insert number). For more information on brain injury, visit www.bianj.org or call the Brain Injury Association of New Jersey at 1-800-669-4323.

###

*This letter available to download at www.BIANJ.org
IDEAS FOR
HELMET SAFETY
PRESENTATIONS
Ideas for Helmet Safety Presentations

Interactive presentations are a great way to increase awareness and education about helmets. The following presentations and grade suggestions are meant to be used as a guide. The presentations can be altered to meet the needs of your audience, or you may choose to develop your own presentation.

Helmet safety videos, books and hand-outs can be used in conjunction with these presentations. In addition, staff from the Brain Injury Association of New Jersey may be available to assist you. For more information please contact the Association at 732-738-1002.
Demonstrations  
(Suggested for all ages)

Sometimes a physical demonstration can do more to drive home your point than all the talking in the world! Many helmet demos involve eggs or other breakables. In fact, one organization makes an "egg helmet" for just that purpose. There are a number of creative ways to drop an egg with or without protection, and kids love to see something break. Here are two demonstrations using melons, jell-o and light bulbs:

- **Hal Fenner’s Melon Drop** - You need a not-too-ripe honeydew melon. Pumpkins can be better, but finding head-sized ones is difficult. Take your helmets to the grocery to find the right size honeydew. Shaking the melon tells you which is ripe--you can hear the seeds rattle in a ripe honeydew, so avoid the noisy ones. Draw faces on the melons. Put one melon in a helmet. Hold the helmeted and unhelmeted melons out to your sides, one in each hand, and tip your hands toward the audience to drop them in unison. The unhelmeted honeydew will smash. The helmet on the other melon will typically last for three drops, then the helmet may split on the fourth one, still preventing the melon from smashing. **The helmet must be destroyed, and never used for anything again!** Some of its foam will be crushed where it hit.

- **Dane Luhrsen’s Light bulb Drop** - Wrap a light bulb in heavy-duty kitchen plastic wrap. Secure the bottom with a rubber band. Tape the wrapped bulb into a bicycle helmet. Drop the helmet top down from above your head onto a hard, flat surface. The light bulb will not break. Now drop the light bulb without the helmet. The bulb will shatter. **Do not use this helmet again for riding,** although with only a light bulb inside it should last indefinitely for more demos. Be sure it is marked "demo only - not for riding."

**The Jell-o Brain** - Only your imagination limits you in the use of the famous Jell-o brain mold, a mold that you fill with gray or pink jell-o to make a model of the brain. You can order one from Archie McPhee for approximately $7.95 plus shipping. They also have posted the recipe for making brain gelatin.

If McPhee is out, you can also order the mold for about $17.00 including shipping from SKS Sibley Co., "Qwiggle-gel Products", P.O.Box 1351, El Segundo, CA 90245-9998. Phone 323-756-9880.
**Learning about the Brain**  
*(Suggested Grades: Pre-school – Grade 4)*

**Objective:**
At the end of the lesson, the children should be able to 1) identify where the brain is located, 2) understand some basic functions of the brain, and 3) understand the basic need to protect the brain.

**Materials:**
Illustration of the body showing the location of the brain, egg or melon, paper towels, large aluminum platter.

**Directions:**
1. Show the children the illustration of the body. Have children point to their brain. Ask them to knock on their head. “What does it feel like?” “Does it feel like a brain? A skull?” Explain that the hard part of the head is the skull. The brain is soft and wrinkled and feels like jell-o. The skull’s job is to protect the brain. The brain makes it possible to think, walk, talk, play, remember, and feel happy and sad.
2. Show the children the egg or melon. Tell the children the egg or melon is like their heads. The white shell is hard and protects the soft part inside the egg just like their skulls protect their brains. Explain that if they got hurt and scraped their arms or knees, they would probably need a grownup to clean the scrape and put a band-aid over the scrape to keep it clean and help it heal. Then that scrape would be gone in a few days. Explain that if someone broke their arm or leg, that person would need to go to a doctor. The doctor would put the broken arm or leg in a cast. Tell the children it would take a long time to get better.
3. Explain to the children that a doctor cannot fix their heads the way that broken bones and scrapes can be fixed. Hold the egg 2-3 feet above the large platter. Drop the egg onto the platter. Ask the children if the egg can be put back together with a band-aid or a cast. Explain to them that a doctor cannot put their heads back together either.
4. Explain to children that the shell of the egg or the rind of the melon is a type of protection to keep the egg or melon safe from harm. Ask children if they can think of an animal that also has a type of protection. Possible suggestions would be a shell on a turtle, antlers on deer, and the needles on a porcupine. All of these are protection. We can protect our brain by wearing a helmet.
5. Help children understand how fragile their head and brain are. They need extra protection in certain situations.
6. Tell the children they are going to be learning about ways to keep their brains safe. Tell the children one way to keep their brains safe is to wear seat belts when riding in cars, pickups, vans, and jeeps. The seat belts hold them in the vehicle in the event of a crash. Another way to keep their brains safe is to wear a helmet when riding a bicycle, scooter or skates.

*Alternate version: If food cannot be used in the classroom, other fragile items such as a puzzle of a brain may be dropped. A balloon may also be popped to demonstrate how the brain cannot be put back together with a band-aid.*
**Helmet Safety**
(Suggested grades: Pre-school – Grade 4)

Objective: Demonstrate to the children the importance of wearing a helmet for protection of their brain.

Material: raw egg, egg helmet (newspaper, Styrofoam, padding, tape)

Directions:

1. Explain to children whether you bike, skateboard, or rollerblade, it is a good idea to wear a helmet to protect your brain. Remind children of the activity you performed in Section One on the brain. Ask if they remember what happened when the egg fell to the ground. If necessary, remind them how messy it was when it broke into pieces. Remind them that the egg shell is like our skull and the inside of the egg is like our brain.

2. Tell children today you are making a helmet to protect the egg. This helmet can be made of paper, Styrofoam, or anything else that will cushion the egg. Drop the egg wearing the "helmet."(may want to drop over newspaper in case the helmet does not work) Notice that it remained unbroken (we hope). This should reinforce the idea that wearing helmets while biking, skating, etc. is a good idea. Actually, if the eggs break while wearing the "helmet," it is a good opportunity to ask why...was the "helmet" unsafe? Did the egg fall at an angle so that it was not protected? How would you make the best helmet?

3. Help children understand how fragile their head and brain are. Remind the children of the following concepts learned earlier: their brain tells their body what to do, their brain can not be fixed like a broken arm or leg, their brain needs extra protection when riding a bike, skateboard, rollerblades, or a scooter.

4. If available, demonstrate to children how to wear their helmet correctly. Show diagram of how to wear a helmet. Teach children that the tip of their helmet should touch the wall before the tip of their nose touches the wall. Inform children to wear their helmet every time they ride, even in their own driveway or on the sidewalk in front of their house. No helmet, no bike.

5. Ask the children if they know of another type of person who might wear a helmet besides a bicyclist. If available, show pictures of the following people wearing helmets: Football players, baseball players (while batting), race car drivers, hockey players, construction workers, fire fighters, motorcycle police officers.

Reminder:

- Reinforce wearing a helmet whenever children discuss riding a bike, skates or scooter, etc. during the course of the day.
Bicycle Safety
(Suggested grades: Pre-school – Grade 4)

Objective: Young children learn to ride bikes starting with tricycles; then bikes with training wheels and finally two-wheeled bikes. Bikes are a good source of fun and exercise for people of all ages. Safe bike habits need to be established (and modeled by adults) early in a child’s life to ensure lifelong fun and safety.

Materials: Pictures of different types of bikes (bicycle, tricycle, unicycle, tandem, and bike with training wheels), crayons, paper

Directions:
1. Ask children what they know about bicycles. Ask if they know that there are different bicycles with different numbers of wheels. Show pictures of the different types of bikes. Invite children to help you count the wheels on each bike. Which picture(s) best represents the bikes each student rides?
2. Ask children if they know of any safe things to do while on their tricycle or bicycle.
3. Discuss with the children the following safety rules:
   - walk bikes across streets
   - always stop, look left, look right, look left again, and listen to be sure no cars are coming before crossing a street
   - ride on sidewalks or designated paths
   - obey stop signs
   - always wear a helmet
   - always use bicycle reflectors and lights
   - only ride bike during daylight hours
   - keep both hands on the handlebars
   - know the correct way to wear a helmet
   - learn how to correctly and safely brake
4. Give each child a piece of paper. Ask them to draw a picture of themselves riding their bikes with a helmet. When everyone is finished, put the pictures on a bulletin board titled, "We’re on a roll!"
5. Teach this version of the song "The Wheels on the Bus"
   "The Wheels on the Bike"
   "The wheels on the bike go round and round...
   "The horn on the bike goes honk, honk, honk...
   "The pedals on the bike make it go, go, go...
   "The brakes on the bike go stop, stop, stop..."
Child Bike and Safety Talk (includes traffic safety)
(Suggested for grades 5 and up)

Introduction:

- Bike safety is more than wearing a helmet
- It's more than just balance
- You need to learn the survival rules!

What we will cover:

- The four rules to avoid fatal crashes
- Wearing a helmet
- Bike maintenance for safety
- Teaching your parents how to ride

The Safety Rules Can Protect You

1. Never ride out into a street without stopping first.

Nearly a third of car-bike crashes involving kids occur when the kid rides a bicycle down a driveway or from a sidewalk into the street and in front of a car. You must learn to stop, look left, look right, look left again and listen to be sure no cars are coming before entering a street. Look left that second time because cars coming from the left are on your side of the street and are closer-they're the first ones that can hit you! You need to practice that: looking left, looking right and looking left again. Make it a habit. And remember, you see the car, but that does not mean the driver sees you! You must always assume that the driver has not seen you. They may be dialing a cell phone or distracted in another way. If there are cars parked at the curb, always go to the edge of the street where you can see the traffic coming before you start your right and left looking.

2. Obey stop signs.

Nearly a third of the car-bike crashes with kids occur when the kid rides through a stop sign or red light without yielding to crossing traffic. You must learn to stop, look left, look right, and then look left again at all stop signs, stop lights and intersections before crossing. If you arrive at the intersection at the same time as a car, never assume the car sees you. Wait for them to look and wave you on before crossing, even if you are on the through street. Do you know the basics about stop signs and stop lights? You need to go to a controlled intersection with your parents and practice crossing safely. When you ride in a group, each rider must stop and make sure it is clear before crossing. (see Rule 4 below) If it's a bad intersection, walk your bike. It is the law to obey traffic signals even when no one appears to be coming. And the law about one-way streets applies to you. Lots of kids get hit on one-way streets going the wrong way because drivers don't expect them to be there, so they are not looking for a bike.
3. **Check behind before swerving, turning or changing lanes.**

Nearly a third of the car-bike crashes involving kids occur when a rider turns suddenly into the path of the cars. You must learn to look behind you, signal and look behind again before swerving, turning or changing lanes. The best place to practice this is in a quiet parking lot or playground. Ride along a straight painted line and practice looking back over your shoulder without swerving off the painted line. That’s not as easy as you think. You should not ride your bike on a street until you have learned to do that.

4. **Never follow another rider without applying the rules.**

Many fatalities occur when the first rider violates one of the three rules above and the second one just blindly follows and gets hit by a car. The accident report will show one of the three rules above caused the crash, but the real reason was following another rider. Running stop signs or red lights, riding out of driveways or zipping across lanes all seem natural to you if you are following the other rider and not thinking about the rules. So this is a hard one to learn. Be extra careful when you are following another rider.
Wear a helmet!

1. Why wear a helmet?

- Every year about 800 people die in the U.S. from bicycle crashes. Most of them die from brain injuries.
- Many more have brain injuries and live for a long time or sometimes for the rest of their lives with something that doesn't function correctly. Brain injury can cause learning disabilities, personality changes and rob you of the ability to think clearly.
- Hospital emergency room studies show that a helmet can prevent that most of the time -- about 88 percent of the time. So you don't want to ride a bike without one, even on your block, on the sidewalk or on a bike trail. The fall is from the same height wherever you ride, and it's the fall that gets you, not the forward speed.

2. Make sure it fits

Your helmet needs adjustment to give you all the protection you paid for:

- Make sure the pads touch all around.
- Make sure the straps meet in a V just under your ear.
- Adjust the length of the front and back straps to hold the helmet level on your head, not tilted back.
- Make sure the chin strap is snug but doesn't dig in.

With all of that done your helmet should stay on when you shake your head in any direction or have a friend try to pull the helmet off.

3. Don’t wear it on the playground

- A few kids have died from strangulation on monkey bars or other playground equipment when their helmet got caught.
- Take your helmet off when you get off your bike! Don’t wear it on the playground or when you are climbing trees.

4. Other gear

- Gloves protect the skin on your hands.
- Skaters’ knee and elbow pads are good protection too.
- Eye protection helps keep bugs and dust out of your eyes.
Your Bike

- Adjust it or have your parents adjust it to be sure you can reach pedals, bars and brakes comfortably.
- Try the brakes and make sure they are working well.
- Check the tires for air. Just pinch them to see if they have gone soft.
- Check seat, pedals and handlebars to be sure they are tight.
- Lube the chain if it squeaks. It will eventually break if you don’t.

Riding

- Be careful where you ride. Riding on streets is not like riding on a playground—it’s much more dangerous and you have to be much more careful. Traffic is a problem almost everywhere. A driver talking on a cell phone has no better reactions than a drunk driver.
- Follow the four rules we have talked about. Do you remember them?

Teach your parents well

- Lots of parents never got a talk on bike safety when they were in school.
- You can teach them about the safety rules—if you can remember them.
- You can also teach them about helmets. They should wear one to be a good example for you if for no other reason.

Be safe on your bike. It’s a lot of fun to ride, and it gets you places on your own power, without using up the planet’s supply of gasoline.
Workshop on Helmets  
(Suggested for grades 5 and up)

The Need

- You always need a helmet wherever and whenever you ride.
- Brain injury causes 75% of our 600+ annual deaths from bicycle crashes. Medical research shows that a helmet can prevent 88% of cyclists’ brain injuries.

The physics of crashing

- Forward speed is not the most important crash force, it’s the fall to the pavement. Even a low-speed fall can injure your brain.
- Car crashes are the most deadly, and there the closing speed with the car can be important, but at city speeds the fall after the car hits you and the second hit on the pavement can still be the hardest blow.

The Helmet

- A helmet reduces the peak energy of a sharp impact.
- This requires a layer of stiff foam to cushion the blow by crushing.
- Most helmets do this with expanded polystyrene (EPS), the familiar picnic cooler foam. Once crushed, EPS does not recover. Another foam, expanded polypropylene (EPP), does recover, but is much less common.
- The helmet must stay on your head even when you hit more than once--usually a car first, and then the road. So it needs a strong strap and an equally strong fastener.
- The helmet must meet national safety standards, which will be displayed on the inside of the helmet.
- Pick white or a bright color for visibility to be sure that motorists and other cyclists can see you.

Fitting

- Make sure your helmet fits to get all the protection you are paying for.
- A good fit means level on your head, with the foam pads touching all around.
- Adjust the straps first so that the V on the sides meets just below your ear. Then adjust the chin strap comfortably snug.
- The helmet should not move more than about an inch in any direction, and must not pull off no matter how hard you try.
- You may have to tighten the front straps if the helmet tilts back, or the rear straps if it pushes forward.
• It may take some time to obtain the right fit.
• It's not enough for the helmet to just sit on your head. The straps have to hold it there or it will be gone when the car hits you and you may hit the pavement with a bare head.

**Comfort Requirements**

• Coolness, ventilation, fit and sweat control are the most critical comfort needs.
• Air flow over the head determines coolness, and larger front vents provide better air flow.
• If you sweat a lot you may need a brow pad or separate sweatband.
• Weight is not an issue with today's helmets.

**Special Problems**

• Pony tail ports are useful for anyone with longer hair. They can improve fit and comfort.
• Some head shapes require extra fiddling with fitting pads and straps.
• Very small heads usually need thick fitting pads.
• Very large heads require one of the extra large helmets out there, including the 8 1/4 Bell Kinghead.

**When Must I Replace a Helmet?**

• Replace any helmet if you crash. Impact crushes some of the foam, although the damage may not be visible. Helmets work so well that you need to examine them for marks or dents to know if you hit.
• Replace the buckle if it cracks or a piece breaks off.
• Even if you don’t crash, most manufacturers recommend replacement after three to five years.
• If your helmet is from the 90’s, it’s time to replace it.

**Bike Helmets for Skating?**

• The American Society for Testing Materials’ standards for biking and inline skating are identical. Consumer Product Safety Commission says that bike helmets are fine for inline skating.
• Aggressive skating and skateboard helmets are different. They have their own ASTM standard, designed for multiple hits with lesser impact severity.
• If you are skateboarding and falling every day, a one-hit bike helmet is not very well designed for you. You need either a skateboard helmet certified to ASTM F1492 or a dual-certified helmet that meets both standards and can be used for biking and skateboarding.
Warning! No Helmets on Playgrounds!

- Anyone must remove helmets before climbing on playground equipment or trees, where a helmet can snag and choke them.
- There have been a few choking incidents, some on playgrounds and some in trees.
WHEELED SPORT RODEO RESOURCES
Wheeled Sport/Bike Rodeo Resources

Rodeos are an effective and fun way to involve children, parents, and community members in the safety aspects of bicycling and other wheeled sports. A rodeo typically involves simulating real life riding situations and teaches children and their parents how to enjoy their wheeled activities safely.

Riders must have a properly fitted helmet to participate in this event and some rodeos include a helmet fitting station. Some rodeos also feature an inspection center where participants can make sure their bikes, skateboards, scooters or skates are in good working condition. Volunteers, bike shop owners or police officers can perform these inspections. There may also be safety presentations, exhibits and give-aways. Some communities also include a "drivers licensing" booth and a bike registration center. Often, this is followed by a ride through an obstacle course, utilizing cones or chalk, where children can practice safe riding.

Organization and planning are important for a successful rodeo. Community partners can be utilized as volunteers to plan and publicize the event, and to help out on the day of the rodeo.

The following is an example of how to set up a rodeo in your town. For assistance in organizing a wheeled sport rodeo, you may also contact your local Safe Kids chapter, AAA or State Farm Insurance office.
What is the Bicycle Rodeo?
The goal of the Rodeo is to teach children the importance of seeing, being seen, and remaining in control, at all times when riding a bike. This is achieved through a series of bike handling drills and the simulation of traffic situations. This activity is a follow up activity to two classroom lessons focusing on helmet usage, basic safety strategy, laws and regulations.

What do I need?
You must bring a bike, helmet, water, snack, hat and sunscreen.

Managing Students
The students arrive excited and ready to participate but are easily distracted because there is so much happening at once. Participation in the rodeo is a privilege, we explain this at the beginning of the event and we are very clear about the behavior we expect. You should not tolerate disruptive or disrespectful behavior. Students respond well to “Time Outs” where they are off their bikes until allowed to participate again. Consult lead staff or school teacher for additional support if unsafe or disruptive behavior continues.

Communication Tips

Require Respect for yourself as an instructor and for one another as students. Do not tolerate or ignore disrespectful behavior. Use the specific language “I expect you to respect me/one another”. Don’t allow disruptive students to ruin the event for everybody. “Participating in the rodeo is a privilege and riding on your own is an important responsibility”.

Be enthusiastic, use this as a tool to engage them. Build on their enthusiasm.

Set high performance standards. Many children genuinely lack confidence and this can be a valuable confidence building experience. Many youth think these exercises are too easy. If you explain the stations correctly and provide them with feedback that is positive and encouraging, you can challenge their ability. If they are working hard they won’t get bored and they will be easier to manage.

Keep an open ear. Youth are constantly being told what to do by adults, so keep an ear open to what they have to say. You must balance being firm and clear with your expectations and instructions with being welcoming and friendly.

Breathe! Especially when total chaos breaks out; smile and remember to BREATHE! Think about what needs to happen and act to make sure that it does. Ask for help. Improvisation is healthy.

Modeling. You should model (on bike) what you want them to do.

Ask a lot of questions. Rather than telling them, ask them, prompt them to provide the answers about how and why we do things.
What is my job?

1. Set up and Break down.
You may need help loading and unloading the rodeo supplies and setting up the stations. All four stations and the orientation/debriefing area are set up as described below. You must place a white sandwich sign with the name of the station beside each of the four courses. Students will gather for start and finish of rodeo in a central area from which other stations are visible.

Notes: After deciding on the general layout, first chalk the slalom course, then chalk Safetyville.
Incorporate the van/trailer into the Safetyville course and leave it parked. Leave Safetyville materials in van until course is chalked. Remove equipment for other stations and continue setup.
During orientation: if there is a large number of scooters- keep them in the same group.

a. Initial Orientation with Students.
When students initially gather there will be a large number of bicycles needing minor adjustments. We will need your help with pumping up tires, checking brakes, adjusting seats and helmets and other details. Someone will be assigned to help students that don’t have bikes and helmets. Safe Routes to Schools has extra bikes and helmets to lend out. Staff will be responsible for sizing the students for the right bikes. Two students can share a bike but not a helmet. Please remember to work quietly during these tasks as other instruction will be happening concurrently.

b. Running the Stations
Each station has specific teaching objectives. Use this manual to orient yourself with these objectives. Every teacher has his or her own style and ways of communicating with youth. Don’t be hard on yourself the first few times explaining the stations. This manual will explain how many volunteers you need for your station and what to expect them to do. Just remember that keeping it simple and modeling instructions on your bike will always help.

Super Slalom
Set up The course consists of a circuitous chalk line, which winds and turns tightly then opens up into straight away sections. The line crosses itself at several points creating intersections. Think of a triple figure 8. Use arrows at crossings to indicate the direction riders should follow. The chalk line is outlined by traffic cones. The traffic cones are placed far enough apart that any child should be able to navigate the course while remaining between the cones. Traffic signs (supported by sawhorses) are placed to the left and right of the course so that students can use their peripheral vision to read them.
On separate section, place railroad crossing bars perpendicular to direction of rider.
Super Slalom Course Objectives:
- Bike handling
- Smooth stopping
- Peripheral vision
- Yielding to cross traffic
- Navigating obstacles (railroad Tracks)

Instructions:
Ride the course once and demonstrate.
The object is to follow the chalk line drawn on the blacktop with their front wheel. Cones are set up to mark the course and they must stay within the cones. Keeping their tire right on the line will be very difficult (impossible actually) to do, but everybody should be able to stay within the cones. As riders practice this course, suggest that they pick up their speed.

Teaching Points:
Peripheral Vision Demonstration. Have students hold their hands out in front of them at shoulder level and wiggle their index finger and thumb. They are easy to see in front of us. We are used to seeing this way, but we are going to learn about how much we can see on either side. Have students look forward while moving their arms at shoulder level out to the side. Find out how far you can hold your arms out to the side and see your wiggling fingers. This side vision is called Peripheral Vision. *Explain that is “what we see out of the corners of our eyes”; we can see things without looking directly at them.* Use this vision to help you read the street signs (out loud) on either side of the course and to watch for things out on the road. We always want to focus on where we are going, so instruct them to follow the chalk line but also to be aware of the other riders, they must avoid collisions at each intersection and avoid running into the rider ahead of them.

Crossing at Intersections. Students will need to slow down where the paths cross. The goal is to take turns. Explain that slowing or stopping to let someone else go ahead is the best way to stay safe and the kind, courteous thing to do. The Concept of “Yield” or surrendering your right of way will be introduced in Safetyville.

Crossing Rail Road Tracks is an important skill. Start the course with the railroad track section closed off. After students are comfortable with the triple figure 8 course, open the RR section. The railroad track unit can be turned over and the height adjusted or surface to be crossed changes from metal to wood to increase or decrease the difficulty of crossing. Initially angle the railroad tracks to be perpendicular to the slalom course line. As the course is being run, they will get used to crossing on this angle. Later on, change the orientation of the tracks and have students adjust their crossing angle to be perpendicular. Feed the riders onto the course one at a time, several seconds apart.

Volunteer Jobs. Volunteers can be used to clean up knocked over cones and to help students navigate through intersections.

Things to watch for:
Talk to the riders, offering positive and encouraging feedback but holding riders to the goals of the exercise. Keep the riders at a safe speed and do not allow passing. Replace cones when they get knocked over.
Turtle Race

Set Up

The course consists of 6 (or more) lanes about 3 feet wide and 75 feet in length. Mark the start, middle and finish with medium sized cones. You will need at 21 cones for 6 lanes. It helps students to mark lane numbers 1-6 in front of the cones. This station will need the red, yellow and green poly/plastic dots.

![Diagram of Turtle Race Setup]

Turtle Race Station

Objectives:
- Balance and control when riding slowly
- Quick stopping
- Shoulder check

Instructions for stage one, Turtle Race: how slow can you go?

Ask the riders if they find it harder to control their bikes at slower speeds. They will most likely agree. Explain that this is a balance exercise, that we want them to practice controlling their bikes at slow speeds. *The objective for kids on scooters is to coast as much as possible, pushing off with their foot the least amount of times. Group all the scooters in the same heat.*

- The last person across the finish line is the winner
- Try not to put your foot down and stay in your lane.
- Start the riders by blowing the whistle, coach the riders, offering positive and encouraging feedback and challenging them to stay in their lanes.

Cheer the riders enthusiastically

Teaching Points

Power Pedal: Starting from a stop with your pedal up in a 2 o’clock position gives cyclist a strong start. Demonstrate what a “scooter step” looks like and contrast it to a strong “power pedal position”.

- Staying in your lane is the most important thing because you never want to swerve out in front of a car

Things to watch out for:

If a child is having difficulty going slow without swerving into other lanes, encourage them to put down their feet if they have to.
**Instructions for stage two, Braking.**

Explain that now that we have mastered straight-line riding we will be adding a new challenge, this time they can pick up some speed but the marshal will be standing at the end of the lanes and will hold up a "stoplight". There are three circles, red, green and yellow. Review what each color means at a stoplight. As they ride down the lane they must do what the card means. (Slow down for yellow, stop for red or keep going for green.)

**Teaching Points:**

- Breaking evenly to keep from going over the bars
- Shifting your weight back, over the rear wheel to maintain control

**Instructions for stage three, Shoulder Check**

Increase the challenge by looking over your shoulder while riding in a straight line. Model this by riding up the lane and scanning back to the right and the left without swerving. Explain that the natural tendency when we look back is to swerve in the direction we are trying to see. When riding on the street this can put you in the path of traffic. *This exercise is easiest if students can take one hand off the handlebars when peering behind them.*

Riders proceed down the lane one at a time, the Marshal stands behind the rider and randomly calls out either "check right" or "check left" and holds up one of the big red, yellow or green colored circles which tells to slow, stop, or keep riding.

**Volunteer Jobs**

Volunteers can be used as cheerleaders and to help kids move from the end of the race back to the starting point efficiently and safely.
Quick Turn/Fast Dodge Set up
The course consists of a starting chute marked with chalk and/or cones. One at a time students will cycle toward a Course Marshall who will direct them to turn either left or right. Students will cycle around a perimeter cones and ride over a teeter-totter obstacle on their way back to the student line to try it again. An area of at least 100 feet by 40 feet is suggested; it works best when riders have the opportunity to build up speed.

Quick Turn/Fast Dodge
Objectives
Quick decision making
Fast turning
Balance and control
Dodging an obstacle (optional)

Instructions stage for stage one, Basic Route:
Instruct the riders to line up at the top of the course (designated by the sandwich board) and ride through the marked chute toward the Marshal at the other end of the course, just as the rider reaches them they will direct the rider to turn right or left. Instruct them to then ride out between the marker cones and circle back to the top of the chute and repeat the drill.
Demonstrate this. Encourage them to build up speed as they become comfortable with the activity. Have students ride the teeter-totters on the return trip, as they are comfortable.
**Instructions for stage two, the Chute (optional)**

On the way from the Marshall create a small chute 1’ x 2’
Instruct students to ride through the chute on their return to the top.
Demonstrate this.

**Instructions for stage three, the Rock Dodge (optional)**

Place the obstacle in the center of the chute. Instruct the students to
continue to stay within the chute but flick their front wheel around the
obstacle. **Demonstrate this.** This practices dodging road hazards like
glass and rocks.

**Teaching Points:**

- Why is it more dangerous to hit something with the front wheel but not such a big deal if you
  roll over something with the rear wheel?
  
  *Hitting something with the front wheel affects steering, the rear does not steer. Hitting things causes
  flats.*

- Why is it more dangerous to get a flat on your front tire?
  
  *A front flat makes it harder to control because you are steering with the front. A rear flat is not so bad
  because our weight is over the rear and this helps to stabilize the bike.*

**Volunteer Jobs**

It is extremely useful to have one or two volunteers at this station. Since the course is long, it is
useful to have the instructor starting kids at the chute and providing feedback near the teeter-totters. A
volunteer can act as the marshal signaling the turn directions to students. It is useful to have someone
stationed at the chute to pick up cones and fix the teeter-totter, etc.
Safetyville Setup: Safetyville is the most complicated course in this program. Please consult the picture below. Use the chalk cart and props to set up a street course as pictured below. The basic idea is to create a course, simulating traffic patterns. Each intersection is a little different. Some have a barrier that covers a stop sign, others encourage yielding and communication among bikers/drivers. Rules of the Road are reinforced by giving bikers a Ticket/time out when they break the rules.
**Safetyville Objectives:**
- Learning to hand signal
- Practice stopping at edges
- Learning to yield
- Judgement and Bike Handling Skills

**Instructions**
Instruct the students to line up behind each other in groups of three. They will be pulling out of their driveway and entering into the roadway. The student on the left hand column will turn left out to the driveway, the student on the right column will turn right out of the driveway and the center column will cross the road and continue straight. Tell the students that Safetyville is a place where bikes get to Judgment and Bike take over the road. Since bicycles and cars are both vehicles, bikes need to follow all the rules of the road. Students will get a ticket (placed into the middle of the route for 1 minute) if they break a rule.

- All students will demonstrate peeking around the fence barriers and looking left, right, left before pulling into the course
- At stop signs and intersections, students should demonstrate appropriate hand signals and yielding practices. They should also practice looking left, right and left before proceeding through the intersections
- Students can get a ticket for speeding and passing.

**Teaching Points**
- Teach students hand signals.
- Review stopping at edges and looking Left, Right and Left and using hand signals.
- Introduce the concept of “Yield.” It means to surrender or give up your right of way. When you see the Yield sign you let other people go first unless there is no one there. At intersections you yield to pedestrians and the other riders who were there first.
- Pedestrians have the right of way (right to go first) at intersections. Pedestrians can practice in the marked crosswalk areas.

**Volunteer Jobs**
Volunteers can be used as police officers in this course. They should be placed at intersections to reinforce the use of hand signals and looking left, right and left before proceeding through intersections. Students can be used as pedestrians at cross walks to reinforce the idea of pedestrian right of way.
NEW JERSEY HELMET PROGRAMS IN THE NEWS
ARIA—Starting March 1 through May 30, seven police departments in Union County will begin rewarding kids who wear a helmet when bicycling, skateboarding, rollerblading or when riding scooters with "summonses" for free ice cream, pizza or prizes from local retailers.

Think Positive Helmet Safety Reward Program is part of a statewide education and awareness initiative designed to promote the newly expanded helmet law, effective in March of 2006, requiring all children under 17 to wear a helmet. The previous law mandated children under 14 must wear helmets.

In an effort to increase helmet safety awareness and ultimately reduce traumatic brain injury in children, the Union County Chapter of Safe Kids, supported by Children's Specialized Hospital, has joined forces with the New Jersey Brain Injury Association and seven Union County townships including Cranford, Kenilworth, Linden, Plainfield, Union, Westfield, Winfield to launch a three month helmet safety awareness campaign called Think Positive Helmet Safety Reward Program. Participating police departments will distribute "summonses" to children spotted wearing their helmets during wheeled activities. Each summons can be redeemed for free items at area merchants and will enter the child in a raffle to be drawn at the end of the program. The summons also contains valuable information about the new state helmet law and helpful hints for correct helmet sizing and placement. Safe Kids will supply police officers with helmets for children whose families are unable to purchase them.

According to the U.D. Consumer Product Safety Commission, approximately 190,000 children sustain head injuries while participating in wheeled activities.

"Brain injuries often have lifelong effects, such as problems with thought process, mobility and emotions. There is no cure for brain injuries, so prevention is extremely important," said Wendy Berk, Prevention Outreach Coordinator and Mentor Coordinator, for the New Jersey Brain Injury Association.

The Centers for Disease Control and Prevention estimate a properly worn helmet can reduce the risk of brain injury by as much as 90 percent.

Unfortunately, less than 50 percent of children wear helmets regularly.

Think Positive Helmet Safety Reward Program is sponsored by Children's Specialized Hospital, Safe Kids Union County Chapter, The Brain Injury Association of New Jersey, Allstate Ron Bansky Associates, Kohl's Cares for Kids Campaign and the Office for Prevention of Mental Retardation and Developmental Disabilities. The Union County Police Department donated additional safety materials for the program.

Police departments from Cranford, Kenilworth, Linden, Plainfield, Union, Westfield, Winfield are all participating in the program. Summonses prizes have been generously donated by the following retailers: Cosimos, Westfield; Dairy Queen, Linden; Dairy Queen, Plainfield; Dunkin Doughnuts, Plainfield; Friendly's, Clark; Galloping Hill Catering, Union; Larchmont Pizzeria, Union; Lutz Bakeria & Catering Services, Union; Mike & Annie's Frozen Delights, Kenilworth; Reggio Pizzeria, Union; Rita's Italian Ice, Union; Seven Eleven, Cranford and Victory Bike, Board & Ski Shop, Union.

For additional information about the program contact Sue Driscoll, Children's Specialized Hospital, at (908) 301-5478 or Wendy Beck, New Jersey Brain Injury Association, at 732-972-3451.
Bayonne Police Remind Public About New Bicycle Helmet Law

Release Date: 03/13/2006

The Bayonne Police Department reminded residents that a new bicycle helmet law took effect on March 1 that requires anyone under the age of seventeen to wear an approved helmet while riding a bicycle in New Jersey. The law also applies to any child in a restraining seat that is attached to a bicycle or in a trailer towed by a bicycle.

Mayor Joseph V. Doria, Jr. said, "This law applies at all times on any property open to the public or used by the public for pedestrian or vehicular purposes." Police Chief Robert Kubert said, "The Bayonne Police Department is enforcing the state's new helmet law. For the protection of our children, I urge all parents and guardians to make sure that their children wear helmets whenever they ride bicycles." Law Enforcement Director Mark Smith advised, "Bicycle helmets should be fitted properly and meet the standards set by the American National Standards Institute (ANSI) or the Snell Memorial Foundation's Standard for Protective Headgear for Use in Bicycling."

If you have a bicycle helmet that meets one or more of the voluntary bicycle helmet standards such as ANSI or Snell, you do not need to buy a new helmet. However, when you purchase a new helmet, buy one that meets the Consumer Product Safety Commission (CPSC) certification.

Anyone who violates a requirement of the act shall be warned of the violation by the law enforcement official. The parent or legal guardian of that person also may be fined a maximum of $25 for the person's first offense and a maximum of $100 for a subsequent offense, if it can be shown that the parent or guardian failed to exercise reasonable supervision or control over the child's conduct. Penalties provided in this section for the failure to wear a helmet may be waived if an offender or his parent or legal guardian presents suitable proof that an approved helmet was owned at the time of the violation or has been purchased since the violation occurred.

Bike helmets reduce the risk of head injury by 85 percent and the risk of brain injury by almost 90 percent.

The North Jersey Foundation for Safety offers the following tips for parents buying helmets for their children:

1. Take your child with you when purchasing a helmet to make sure the helmet fits properly.

2. The helmet should fit comfortably but snugly. With the buckle fastened and the straps adjusted properly, the helmet should not rock from side to side.


4. Convince your child how important the helmet can be to his or her safety.

5. Develop a bicycle helmet habit in the family, and set a good example by wearing your own helmet when bicycling.
PRESS RELEASE

The Ocean County and Monmouth County Police Traffic Safety Officer’s Associations officially kicked-off it’s “Bucks for Helmet Safety” program in preparation of a new law which will go into effect tomorrow, Wednesday March 1st. It’s New Jersey’s amended helmet law and Police Officers from Ocean and Monmouth County will be armed with “Best Buy Bucks” to encourage helmet use. The new law will require anyone under 17 years of age to wear a helmet while cycling, roller skating, in-line skating or skateboarding. On Wednesday March 1st Ocean and Monmouth County officers will be armed with “Bucks” not just summons. Understanding the importance of helmet safety, these Associations and their members will promote helmet use through positive reinforcement. Lt. Paul Vereb, Long Beach Township Police Department and author of this idea admits, “it’s great to have another tool available, other than issuing a summons to promote helmet safety.” Lt. Vereb reached out to Best Buy knowing that teenagers, including his own, understand the value of Best Buy Bucks.

This pilot initiative right now is only in Ocean and Monmouth Counties and is coordinated through the two associations. It is hopeful that the program will become statewide in the near future. The program will allow an officer observing any individual wearing a helmet be given a coupon worth $5.00 at participating Best Buy Stores. The coupons can be used towards any purchase at these stores. The best part of this program is that it is possible for kids who were rewarded once to be rewarded again if observed wearing their helmet.

The kick-off event was held at the Ocean County Police Academy in Lakewood and the following list of agencies were given almost 5000 coupons to start handing out as soon as possible. Police Departments in attendance included: Allenhurst, Colts Neck, Freehold Township, Holmdel Township, Howell Township, Keyport, Lake Como, Little Silver, Matawan, Middletown, Red Bank, Sea Girt, Shrewsbury, Barnegat, Bay Head, Beachwood, Brick Township, Dover Township, Harvey Cedars, Jackson Township, Lacey Township, Lakehurst, Long Beach Township, Manchester Township, Mantoloking, Point Pleasant Beach, Point Pleasant Boro, Ship Bottom and the Ocean County Prosecutors Office. Representatives from Safe Kids New Jersey, the Epilepsy Foundation of New Jersey, Community Medical Center as well as the Brain Injury Association of New Jersey were on hand to receive coupons and hand out free bicycle helmets.
Best Buy Bucks Kick off, March 2006
Carol Ann Giardelli, Safe Kids
Police Officer Frank Zangara, Toms River Police Department
Chief William Cicchetti, President New Jersey Police Traffic Officers Association
Sgt Richard Maxwell, President of Monmouth County Traffic Officers Association
Wendy Berk, Brain Injury Association of New Jersey
Police Officer Tom Leach, President of Ocean County Traffic Officers Association
Lt. Paul Vereb, Long Beach Township
Nelia Lane, Epilepsy Foundation
Howell Officer Scott Brooks hands out a different kind of "summons" to Frank Papasso and Evan Morrell. The 12-year old students each received Best Buy Bucks for wearing their safety helmets, courtesy of a new partnership incentive program from the electronics superstore and Ocean and Monmouth County Traffic Officer’s Associations.

By Keith Hagarty

When is the last time you actually looked forward to being pulled over by a cop? For youngsters across the area, getting spotted by a police officer while wearing their bicycle helmet could put them a step closer to buying that much anticipated video game, DVD, CD, or whatever item they may crave from Best Buy.

In an effort to promote helmet safety, the electronics superstore recently launched a partnership incentive program with the Monmouth and Ocean County Traffic Officer’s Associations authorizing police officers to hand out $5 Best Buy Bucks to any youngster they see wearing a helmet.

Being “ticketed” by Howell Township Traffic Safety Officer Scott Brooks as they swerved around on their scooters was a rewarding experience for friends Frank Papasso and Evan Morrell, of Natalie Way. The 12-year old Middle School South students are eager to put their Best Buy Bucks to good use.

"It’s cool," said Papasso. "I think I’m going to put it towards an iPod."

(Bike Safety - See Page 6)
The program is in response to the state’s new helmet law, enacted March 1, which requires that anyone 17 years and younger wear a safety helmet when cycling, skateboarding, roller-skating or inline skating. The old law only required riders under the age of 14 to wear a helmet. The initiative was authored by Lt. Paul Vereb, of the Long Beach Township Police Department, and sponsored by Best Buy.

Seeing kids get excited as a police squad car pulls up is a rewarding feeling for Brooks and his fellow patrolmen.

“It feels good to help the youth of the community, while also encouraging them to wear their helmets,” said Brooks.

The program is a great way for the police to interact with the kids, according to Sgt. Joseph B. Markulic, of the Howell Township Police Department’s Traffic Safety Division.

“Personally I think it’s a good thing,” said Markulic. “You know how kids are days, like as soon as they’re 13 or 14 they’re not wearing (their helmets), but god forbid they get hit—if they fall of their bikes and hit the curb or something, it’s really going to help.”

Markulic has seen first hand how just doing something as simple as strapping on their helmets can save kids’ lives.

“Several times we’ve encountered incidences when a car had come by and hit (a bike rider) and for the most part I must say that in all the accidents I’ve seen, the kids were wearing helmets,” he said. “So I’ve seen that it’s prevented injuries.”

The program is expected to be in full swing once the warmer weather starts to bring all the riders and skaters outside, said Markulic, who had a memorable experience when approaching his first young bike rider wearing a helmet.

“The one nice day we had out there, I actually stopped a young kid and his mom ran out the door like something was wrong,” said an amused Markulic. “Two of the kids weren’t wearing their helmets but one was, so I gave the little guy his $5 (Best Buy) gift certificate ... he realized that he could put something towards whatever he wanted to buy, and he was really happy.”

Markulic is encouraged by Best Buy’s efforts and is hopeful that this program can be just the first of many in encouraging youth safety.

“Best Buy doesn’t want any ‘atta-boys!’ or nothing like that, they just want kids to wear their helmets,” he said.
Helmet safety promoted

MIDDLESEX COUNTY — IN AN EFFORT to reduce accidental traumatic brain injury in children, Safe Kids Middlesex County of the Level 1 Trauma Center at Robert Wood Johnson University Hospital has kicked off a four-month helmet-safety campaign in several Middlesex County municipalities.

"Wheels Under Your Feet? Helmet on Your Head!" is a helmet-safety campaign that will reward children who wear a helmet when participating in wheeled activities, such as bicycling, skateboarding, in-line skating, riding a scooter or any other activity on wheels.

Starting yesterday through Sept. 30, police officers will give a "summons" to any child "caught" wearing their helmet. Each summons can be redeemed for free items and entitles the child to participate in a raffle drawing.

"The helmet-safety campaign is part of a statewide education and awareness initiative to promote the expanded helmet law, which requires all children under 17 to wear helmets. The prior law mandated children under 14 to wear helmets, but this new law took effect March 1 as a way to reduce brain injuries in older children as well.

Last year, Cranbury police gave out 500 summonses and parents began wearing helmets as well after realizing the importance of helmet use.

"You would think we are the ice cream man," said Cranbury police officer Greg Pfremmer. "The children see a police car and, if they aren't riding their bicycles already, they will run out and put on their helmets and ride their bikes in front of us."

Each summons entitles the child to a free scoop of ice cream, Italian ice, or slice of pizza and small soda, depending on the town's sponsoring merchant. The summons also contains information about the new state helmet law requiring anyone under the age of 17 to wear a helmet, as well as information about the correct way to wear a helmet.

Every time a child receives a summons the child's name will be entered into a raffle for $200 toward a new bike and helmet and one winner from each town will be selected at the end of the campaign.

Cranbury's program, sponsored in part by the Brain Injury Association of New Jersey and the Level 1 Trauma Center at Robert Wood Johnson University Hospital, will join the Safe Kids Middlesex County campaign this summer along with Dunellen, Middlesex Borough, South Plainfield, Metuchen, South River and Sayreville.

Each participating town is required to hold an "All-Wheeled Sports Rodeo" where children showing up with wheels and a helmet can go through an obstacle course and receive a "license" upon completion of the course.

Each event also will have bicycle maintenance checks, bike registrations, and opportunities for education and proper helmet fitting.

For children in need, new helmets will be provided through the generous support of the Brain Injury Association of New Jersey. In addition, participating towns are encouraged to spread the message about wheeled-sports safety by providing educational programs in their respective schools.
FOR IMMEDIATE RELEASE

Monday, November 22, 2004

Atlantic County Kicks Off Holiday Season With Annual Operation Thanksgiving

On November 24, 2004, 19 Atlantic County Police Departments will be participating in "Operation Thanksgiving" officially kicking off the holiday season. They will join their counterparts across New Jersey in urging motorists to drive alert, courteous, sober and buckled over the four day Thanksgiving Holiday.

"The day before Thanksgiving is the busiest travel day of the year," according to Atlantic County Executive Dennis Levinson. "It is a time when we see a dramatic increase in the number of vehicles traveling on state and local roadways," said Levinson. "Awareness efforts such as "Operation Thanksgiving" are an excellent way to reinforce the need to drive alert, sober and buckled," he said. The County Executive is also encouraging participation in the Hero Campaign for Designated Driving over the holidays. The Hero Campaign promotes the use of Designated Drivers in public drinking establishments, in private clubs and at private parties.

Local traffic officers, in cooperation with the Atlantic County Highway Safety Task Force, Atlantic County Association of Chiefs of Police, NJ Police Traffic Officers Association, Region 7, New Jersey State Police Troop A and the NJ Division of Highway Traffic Safety, will be thanking drivers and passengers who are buckled-up and driving in a safe manner.

Police in patrol cars will be positioned at selected intersections between the hours of 4 and 6 PM on Wednesday, November 24, 2004. Officers will be handing out incentives that include buckle-up key chains, pens, stickers, coloring and activity books, buckle-up and sober driver pads, bike reflectors, bike safety slide guides, emergency stickers, insurance card holders & evacuation maps and other materials.

"Operation Thanksgiving" will also be expanded to those communities that have bike paths. Police in Pleasantville, Northfield, Linwood, Egg Harbor Township, Galloway Township and Somers Point will be giving out extra treats to children wearing bike helmets.

Police Traffic Officers & members of the Atlantic County Highway Safety Task Force will be visiting local radio stations during morning drive time on November 24, promoting "Operation Thanksgiving."

The Thanksgiving Holiday period officially begins at 6:00 PM on Wednesday, November 24, 2004, and ends at 11:59 PM on Sunday, November 28, 2004. Ten people were killed in traffic crashes in New Jersey during the four-day Thanksgiving Holiday in 2003.

In an effort to make our roads as safe as possible, police departments will be maintaining extra patrols and checkpoints during the holiday season beginning with Thanksgiving and continuing through New Years Day.

For further information contact Atlantic County Director of Highway Safety & Community Affairs Michael Schurman at (609) 407-6739.

GROUP VISITS CENTRAL REGIONAL TO SPREAD MESSAGE

Wendy Berk of the Brain Injury Association of New Jersey solicits input from Central Regional High School students on getting the word out about wearing helmets while bicycling. (STAFF PHOTOS, TIM McCARTHY)

Wear a helmet, teens told

By BONNIE DELANEY  
STAFF WRITER

In a second, a brain injury can change your life. That was the message that two representatives from the Brain Injury Association of New Jersey brought to students at Central Regional High School in Berkeley on Jan. 25.

"But helmets are big and ugly," said Jen Farnan, 16, of Berkeley, one of the teens whose opinion was solicited by Wendy Berk, a traumatic brain injury outreach specialist, and Susan Quick, a prevention and outreach counselor for the education and advocacy group based in Edison.

Berk and Quick met small groups of students in school career counselor Vincent Kelly's office in order to solicit the teens' opinions about helmets and to assess what they know about brain injuries.

Berk said she met with groups of high school students in New Brunswick and Paterson before coming to Berkeley. She said the association wants to step up efforts to get older teens to wear helmets.

"The highest incidence of brain injury occurs among people 15 to 24," she said.

New Jersey law requires people under 17 years of age to wear a helmet when bicycling, roller skating or skateboarding. Before March 1, 2005, helmets were required for people 14 and under.

"We're trying to get the message out that it's a safety issue. It's about brain safety," Berk said. "It's not just about helmets."

A traumatic brain injury is defined as a blow or jolt to the head or a penetrating head injury that disrupts the function of the brain, Berk said. Of the 1.4 million people who suffer a traumatic brain injury each year in the United States, 50,000 die, 235,000 are hospitalized and 1.1 million are treated and released from an emergency department, according to the Brain Injury Association of New Jersey and Bicycle Helmet Safety Institute.


Visit Helmets, Page B2

BICYCLE SAFETY TIPS

The Brain Injury Association of New Jersey and Bicycle Helmet Safety Institute suggest the following:

- You always need a helmet wherever you ride.
- In New Jersey, the law requires people under the age of 17 to wear an approved safety helmet while bicycling, roller skating or skateboarding.
- Even a low-speed fall on a bicycle path can scramble your brain and cause a traumatic brain injury, which can result in short- or long-term memory problems and loss of independent function.
- Medical research shows that bicycle helmets can prevent 85 percent of cyclists' head injuries.
- Make sure the helmet fits properly. A good fit means level on the head, touching all around, comfortably snug but not too tight, and secured under the chin.

Wendy Berk is seen in the viewer of a camera at the high school in Berkeley.

See Helmets, Page B2
Helmets

FROM PAGE B1


When Berk asked one group of students what they knew about HIV and AIDS and where they received that information, they told her they learned about it in health class.

"What if I told you more people have brain injury than have AIDS?" she said. "Do you ever talk about brain injury in school?"

"It's not something that's part of the curriculum," said Farnan, who also pointed out that there is little enforcement of the helmet law.

"If your parents don't enforce it, no one else does," she said. "My mom makes my brother wear a helmet when he's racing, but not when he's riding around town."

Farnan's 18-year-old brother, Nick, isn't required to wear a helmet under the law.

Point Pleasant Beach Police Chief Daniel DePolo, past president of the Ocean County Chiefs of Police Association, agreed that it is difficult for police to enforce the helmet law. DePolo's department has had an aggressive bicycle safety and enforcement program for the past several years.

"We've stepped up enforcement of bicycle laws, including making sure bicyclists follow the rules of the road and have lights on their bicycles when riding at night," DePolo said during a telephone interview.

"We've done a pretty good job with the elementary school-age children, but once they start high school we start to lose them," DePolo said.

In his town, many children ride their bicycles to school in good weather. The chief said his officers waited at the bicycle rack at Point Pleasant Beach High School last year to warn students 16 and under that they must wear helmets. Police then took the names of those not wearing helmets and contacted parents.

"Most of the feedback we got from parents was positive, but some parents of high schoolers were less than cooperative," he said.

In Point Pleasant Beach, first-time violators get a warning, he said. Those who fail to comply after a warning have their bicycles taken away by police, and parents must report to headquarters to get them back. Third-time violators receive a summons.

"I don't think we've ever issued any summonses," said DePolo, who noted that officers like to give positive reinforcement by handing out coupons for free Slurpees at 7-Eleven or tacos at Surf Taco to children who wear their helmets.

Berk said that in past years, the association has teamed up with police departments and businesses, like Best Buy, who gave police coupons worth $5 to hand out to bicycle riders who wore helmets.

Quick said the association has plans to get the message out on YouTube and other Web sites frequented by teens.

"If we were to show someone getting hurt or actually crashing on a bicycle with blood and gore, would it turn you off or would you want to learn more?" Berk asked.

Several of the girls in the group said they wouldn't watch it. Drew Friedland, 18, of Berkeley, said he would be more inclined to look at something funny.

When Berk threw out several slogans the foundation came up with, like "Wheels on your feet, Helmets on your head," "Extreme sports need extreme measures," and "Helmets are bringing sexy back," the students groaned.

"Everybody loves music, on the internet and the radio," said Dan Duddy, 18, of Toms River. "Maybe you can get the message out on a music site."

Bonnie Delaney; (732) 557-5738 or bdelaney@app.com
HELMETS HELP SAVE LIVES, so the Flemington Rotary Club recently donated 125 bike helmets through the Brain Injury Association to children in low-income communities. Pictured are (from left), Albert Pressler, past president the association; Wendy Berk, outreach specialist for the association; Robert Chittenden, president of the Rotary Club; Tim Hanft, a Tewksbury Township police officer; and Christopher Rokicki, a Franklin Township police officer.

Rotary Donates $1,000 For Kids’ Bike Helmets

FLEMINGTON — Recognizing that a fall from a bicycle can cause a child serious head injury, the Flemington Rotary Club donated 125 bike helmets to children who otherwise wouldn’t be able to afford one. Working with the Brain Injury Association of New Jersey and traffic officers throughout the area, the helmets will be distributed in low-income communities.

Each year the club donates to various charities, agencies or projects both locally and internationally. After a club member’s daughter-in-law sustained a brain injury in December 2004, former Brain Injury Association president Al Pressler gave a well-received presentation to the club on brain injury. The result was a $1,000 donation to purchase the helmets.

“We hope this helps those children enjoy the fun of riding a bike without the fear of suffering a brain injury just because their family could not afford one,” said Robert Chittenden, president of the club.

The Brain Injury Association is the only statewide organization devoted to providing education, outreach, prevention, advocacy and support services to all people affected by brain injury and to the general public. It reminds everyone to purchase a helmet to go along with any bicycle, scooter, skates or other wheels you might have bought over the holidays.

For information, visit bianj.org.
Rewards for helmet-wearing bicyclists

By: Jessica Beym, Staff Writer

Prize tickets will be issued to encourage bike safety

The Cranbury Police Department is armed with hundreds of tickets, and officers are ready and waiting to issue them to kids all over town.

But the tickets won't be issued for breaking the law, rather, for following it.

The Police Department on Thursday kicked off its annual summerlong campaign in which officers issue tickets to kids caught wearing helmets while riding a bike, scooter, Rollerblades or skateboard. The tickets can be redeemed for a free slice of pizza and a small soda at Cranbury Pizza on Main Street.

Patrol Officer Greg Pfremmer said there is no limit to the number of tickets a child can receive, and with each ticket, the youngster is entered into a drawing to win a $300 gift certificate to Bike Rack in East Windsor. The winner will be announced on Cranbury Day in September.

Officer Pfremmer said the department has been running the campaign for nearly a decade to promote helmet safety.

This year, the campaign is even more important because in March the state helmet law changed, requiring anyone 16 or younger to wear a helmet. The law previously affected only kids 14 and under.

"We're trying to figure out what else we can do to entice and reward the older kids for wearing their helmet," Officer Pfremmer said May 14, adding that next year the officers might give the older kids $5 gift cards to a music or electronic store.

"That's one of the ideas we're working on," he said. "Not for this year, but maybe next year. We'll see."

The Cranbury Fraternal Order of Police sponsors the campaign, and it will reimburse Cranbury Pizza at the end of the summer, Officer Pfremmer said.

Officer Pfremmer said the children get excited about the program and often make a point of riding their bikes past an officer on purpose.

"We kick it off while they're at the tail end of school," Officer Pfremmer said. "That's when the kids are out riding their bikes. Here in Cranbury we have a pretty high compliance with kids wearing their helmets."

Officer Pfremmer said other municipalities in the state have followed Cranbury's lead and run helmet safety programs by rewarding kids with a treat.

"This specific program originated in Cranbury and six other towns got involved," he said. "They're doing like a small ice cream or water ice or pizza. Something of that nature."

This year, Safe Kids Middlesex County of the Level 1 Trauma Center at Robert Wood Johnson University Hospital in New Brunswick is sponsoring the countywide campaign, which they've dubbed, "Wheels under your feet? Helmet on your Head." The other towns that participate are Dunellen, Middlesex Borough, South Plainfield, Metuchen, South River and Sayreville.

Diana Doherty, the Safe Kids coordinator, wrote in a press release that the goal is to get children to wear their helmets whenever they are riding. During an accident, if the helmet is worn properly it can reduce the risk of brain injury by as much as 90 percent, according to the Centers for Disease Control and Prevention.

"The campaign is modeled after a successful program held in Cranbury for the past 10 years," Ms. Doherty said in the press release. "The program has become so successful that it is estimated that approximately 90 percent of children age 14 and under wear their helmet on a regular basis."
Children learn bicycle safety at Plainfield police annual program.

By JARED FLESHER
Staff Writer

PLAINFIELD — The goal of Saturday's bike rodeo was to make sure children's bicycles don't buck like two-wheeled broncos when they're out on the road.

Children received free bike inspections, as well as bike helmets, used bicycles and more, at the annual event, organized by the community policing unit of the Plainfield Police Department.

In the parking lot of the Plainfield Senior Citizens Center, kids and parents mingled with police officers and local government officials.

"This helps kids see police officers in a different aspect," said City Councilwoman Linda Carter. "That they're here for them."

Kristina Daley of Plainfield attended the rodeo with her two young daughters and niece. Each child received a new bike helmet, still shrink-wrapped.

"These are great," Daley said. "It's a wonderful community event."

The Brain Injury Association of New Jersey donated 180 helmets. Volunteer bike mechanics from High Gear Cyclery in the Stirling section of Long Hill performed safety checks on children's bikes and worked on getting other donated bikes ready for free distribution.

"This is like a M.A.S.H. hospital," said Craig Ward, general manager of the cyclery, who pumped air into tires and fixed chains as fast as they came at him.

The Plainfield Fire Department was present with a mobile fire safety exhibit. Inside, children identified unsafe habits, such as leaving an iron in the kitchen sink, still plugged in.

At an obstacle course set up by State Farm Insurance, children honed their bike skills and were awarded bicycle drivers licenses.

At another station, members of the Union County Police Department performed safety checks on car seats.

The Union County Prosecutor's Office handed out child identification kits and water bottles. Food and drinks were donated by the Supremo Food Market across the street.

Plainfield Officer William Tyler, who helped run the event, said the rodeo couldn't have been held without all the volunteers.

"I have a lot of thank you cards to write tomorrow," he said.
From The Desk Of The Jackson Council: Always Wear Your Bicycle Helmet

JACKSON - An important issue was recently brought before the council by a concerned resident who also believed it was important to bring his young son up to the microphone with him to show how alarmed he was about this issue, and we are glad he did. The issue was that of bicycle helmets on those children riding a bicycle who are under the age of 17, more accurately, though, the law states "anyone under 17 years of age that rides a bicycle or is a passenger on a bicycle, or is towed as a passenger by a bicycle must wear a safety helmet," (Title 39:4-10.1). Mr. Anthony Alfano advised that he is disappointed with the little enforcement of said law and that he routinely sees children clearly under age 17 breaking this law.

After this gentleman spoke, another resident stood up and let us know that he lost a 12-year-old nephew who sustained a head injury from an accident where he was riding a bicycle without a helmet. Councilman Gudaitis subsequently has stated he has a niece and nephew close to that age and he shudders to think how it would affect his life should something tragic like that occur. Luckily, for Councilman Gudaitis and those kids, his sister insists they always wear their helmets.

We all would like to think it would not happen to one of our own family members. Please, when you say that to yourself, remember accidents can happen to everyone, they do not discriminate, they do not care who you are and they certainly do not care who your kids are.

For a little history, the law was initially enacted in 1992 to cover young bicyclists under the age of 14. On August 1, 1998, the law was extended to include roller and in-line skaters and skateboarders. Then, effective March 1, 2006, the age was raised to include all such persons under the age of 17.

If you think your child should not be required to wear a helmet, take a look at these facts and let them speak for themselves: In 2001 nearly half (47 percent) of children ages 14 and under hospitalized for bicycle-related injuries were diagnosed with a traumatic brain injury. In 2005, there were 784 pedal cyclist fatalities in the US; 17 of them were in New Jersey and two of those were in Ocean County. Head injuries are noted in the US: in about 65,000 emergency room cases; in about 40 percent of bicyclists admitted to a hospital; in 70 percent to 80 percent of fatally injured bicyclists; bicyclists hospitalized with a head injury are 20 percent more likely to die than those without; and motor vehicles are involved in 90 to 92 percent of bicyclist deaths.

Despite, some of the ages noted here, adults 18 and over, especially baby-boomers, are not immune. 72 percent of bicycle deaths in 2002 were ages 16 or older. Death rates for male bicyclists ages 20 to 54 have significantly increased recently. Nearly 60 percent of bicyclists who died in 2005 were between the ages of 24 and 65.

Bicycle helmet effectiveness, does the helmet really work? You bet it does. Bicycle helmets have been shown to reduce the risk of head injury by as much as 85 percent and the risk of brain injury by as much as 88 percent. In addition, it is estimated that 75 percent of bicycle-related fatalities among children could be prevented with the use of a properly fitted bicycle helmet.

In addition, please remember that this is a state law and Mayor Seda has requested the Director of Public Safety step up enforcement of the law. With every offense by a minor, the parent or legal guardian may receive a maximum $25 fine for the first offense and a maximum $100 fine for each subsequent offense. While nobody wants to issue citations, law enforcement is for public safety and our officers are here to protect us, especially the children of this community.

If that's not enough motivation to get your kids to wear a helmet, try this. According to a national survey, children are more likely to wear a bicycle helmet if riding with others (peers or adults) who are also wearing one. In children ages 8 to 12, 53 percent reported that a parental rule for helmet use would persuade them to wear a helmet.

What does this show? Ultimately, enforcement has to begin at home. Help protect your kids.
6 ejected from Chatham Twp. skate park

Broke rules by failing to wear helmets

Monday, March 5, 2007

CHATHAM TWP. — Six youths, 12 to 14 years old, were ejected from Chatham Township Skate Park on Southern Boulevard on Saturday for failing to use helmets, township police said.

The ejection of the Florham Park and East Hanover youths is the latest in an ongoing effort by police to enforce the helmet regulation.

In the past, at least two skaters have suffered brain injuries due to falls sustained while skating without a helmet, police said.

Those who do not have helmets face ejection from the park and can be summoned under local ordinance or state law, according to police.
Wheels Under Your Feet?
Helmet on Your Head!

Bergen County Executive Dennis McNerney and the Bergen County Police Department recently initiated a countywide Safety Awareness Program to coincide with a newly enacted state law that requires anyone under the age of 17 to wear a helmet while bicycling, in-line skating, or skateboarding.

"As a parent, I understand the importance of ensuring our children's safety and the value that this safety information can have," said McNerney. "With the warm weather upon us, it is imperative that we take the necessary safety precautions when biking and skating."

The new state helmet law went into effect March 1. The Safety Awareness Program informs young riders of the new law, shows riders how to determine if a helmet meets federal safety standards, demonstrates how to properly secure a helmet, and educates riders on road safety.

"Since the NJ bicycle helmet law for those under 14 was first introduced in 1992, we have seen a dramatic 80% reduction in bicycle fatalities. With the law now expanded to include those under 17, one can only imagine how many more young lives we will save," said Deputy Director Chip Greiner of the Bergen County Police Department.

Several specific safety topics are covered including: obeying traffic laws, choosing the correct bike or skates, wearing appropriate clothing, riding within your ability, and riding "Do's and Don'ts."

McNerney also announced that the county would be purchasing at least 1000 helmets with state highway safety grant funds and distributing them to underprivileged children throughout Bergen County.

"Head injuries are serious and the most common cause of death among bicyclists. If this program prevents just one serious accident, then it will have provided an invaluable service," stated McNerney.

McNerney, the County Police and Department of Health Services will be visiting additional schools and recreational facilities throughout the spring and summer to discuss the importance of bike and skating safety.
HELMET PROGRAM RESOURCES
Helmet Program Resources

Videos

Below is a partial listing of available videos for purchase. Additionally, refer to the Brain Injury Association of New Jersey Helmet Safety Resources for a listing of videos available for loan.

Jell-o in a Jar
A video developed by the national SAFE KIDS Campaign aimed at middle school children. To purchase this product call (310) 523-3128

Bill Nye the Science Guy
A Disney video that teaches children about bicycle safety in a fun manner (Grades 1-6). To order contact Disney Educational Productions at 1-800-295-5010 or visit their website www.Disney.com/EducationalProductions

Protective Headgear Manufacturers Association
PHMA has a video for younger elementary school grades called Professor Helmut on Helmets, available in English, Spanish and Canadian French. They have a second video for middle school and adults. They also have bookmarks and a poster. Their materials are all free. Write on your letterhead to Dean Fisher, PHMA, 8464 Charloma Dr, Downey, CA 90240. Email at deanbell23@aol.com Web: www.phma.org

Ride Smart
A free video designed for children 8-12, presented by children with demonstrations of damaged helmets, jell-o and egg smashes, and good fitting instructions Free from the US. Dept. of Transportation, 888-327-4236, Web: www.nhtsa.gov
Websites

The following websites offer information and free materials available to download or order. This listing is meant to be a guide.

Brain Injury Association of New Jersey
www.bianj.org

New Jersey Division of Highway Traffic Safety
www.njsaferoads.com

National Highway Traffic Safety Administration
www.nhtsa.gov

New Jersey State Safety Council
www.safety.org

Safe Kids
www.safekids.org

American Children's Safety Network
www.amchildsafety.org

Consumer Product Safety Commission
www.cpsc.gov

Snell Foundation – Snell Safety Education Center
www.smf.org

Safe Routes to School
www.state.nj.us/transportation/community/srts/

New Jersey State Traffic Officers Association
www.njptoa.com

Bicycle Helmet Safety Institute
www.helmets.org
Community Organizations

The following organizations may be able to assist with helmet safety resources, brochures, and/or donated helmets.

Brain Injury Association of New Jersey
732-738-1002
www.bianj.org

New Jersey Division of Highway Traffic Safety
609-633-9300
www.njsaferoads.com

Safe Kids
(Refer to next page for local information)
www.safekids.org

Arc of New Jersey
732-246-2525

Safe Routes to School
609-530-2765
www.state.nj.us/transportation/community/srts/

New Jersey Department of Transportation
www.state.nj.us/transportation/commuter/bike/

Epilepsy Foundation—Heads Up for Safety
732-262-8020
www.headsupforsafety.com

The New Jersey Bicycle and Pedestrian Resource Center
732-932-6812
www.njbikeped.org

AAA Foundation for Traffic Safety
202-638-5944
http://www.aaafoundation.org/home/
Safe Kids New Jersey

Safe Kids is dedicated to preventing unintentional injury in children and can be utilized as a resource for your department.

STATE COALITION – Lead Organization – NJ State Safety Council
Ms. Carol Ann Giardelli, M.Ed.
Director, New Jersey SAFE KIDS
Johnston & Johnson
One Johnston & Johnson Plaza
WH-1305
New Brunswick, New Jersey 08933
732-524-3864 (phone)
cgiardel@corus.jnj.com

LOCAL COALITIONS
Middlesex County
Ms. Diana Doherty
Robert Wood Johnson University Hospital
732-418-8026 (phone)
diana.doherty@rwjuh.edu

Northern New Jersey Safe Kids
(Morris/Sussex and Warren Counties)
Ms. Karen Jean Feury, RN
CCRN APRN, BC
Morristown Memorial Hospital/Atlantic Health Care System
973-971-4327 (phone)
karenjean.feury@ahsys.org

Southern New Jersey Safe Kids
(Camden/Gloucester/Burlington Counties)
Ms. Maureen Donnelly, RN,
MSN
Cooper Health System
856-342-2082 or 856-968-8687 (phone)
safekids@cooperhealth.edu

LOCAL CHAPTERS
Atlantic/Cape May
Ms. Barbi Harris, RNC
AtlanticCare Regional Medical Center
(609) 441-8097 (phone)
barbi.harris@atlanticare.org

Bergen County
Meliam Gonzales, RN, BSN
Hackensack University Medical Center
(201) -996-2672 (phone)
mgonzales@humnmed.com

Cumberland County
Joan Ernst-Murray
Millville Rescue Squad
(856) -825-5063
jsiligato@millvillerescue.org

Essex County
Ms. Patricia DiFilippo
The Mountainside Hospital/Atlantic Health Care System
973-429-8896 (phone)
patrice.difilippo@ahsys.org or pjdif@aol.com

Hunterdon County
Mr. Robert Church, RN, MS
Hunterdon Medical Center
908-237-7016 (phone)
church.robert@hunterdonhealthcare.org

Mercer County
Ms. Jane Millner
St. Lawrence Rehabilitation Center
609-896-9500 x2215 (phone)
jmillner@slrc.org

Monmouth County
Kay Gugadno, RN, BSN, MBA
Center for Kids and Family and Community Services
Monmouth Medical Center
732-923-6991 (phone)
kguadango@sbhcs.com

Ocean County
Ms. Michele Lardieri,
Center for Kids and Family
732-505-KIDS (phone)
mlardieri@sbhcs.com

Passaic County
Margaret Perry-Bach, RN
St. Joseph's Regional Medical Center
973-754-2241 (phone)
bachm@sjhmc.org

Salem County
Ms. Rebecca Purchase
The United Way of Salem County
856-935-2538 (phone)
purchase.uwsalem@verizon.net

Somerset County
Ms. Carmela Warne, MPH, CHES
Somerset Medical Center
908-595-2638 (phone)
cwarme@somerset-healthcare.com

Union County
Sue Driscoll, BS, RNC, CRNN
Children's Specialized Hospital
908-301-5478 (phone)
sdriscoll@childrens-specialized.org
Sources for Helmets

If you need helmets for a campaign, it is common to find helmets certified to the CPSC standard for between $10 and $20. Toys 'R' Us, Wal-Mart, Target and other stores sell helmet within that price range. Even bicycle stores, with their higher level of service and valuable help in fitting, usually have helmets under $35. Some local bike shops will reduce their prices for a campaign to encourage more walk-in business. So you may find good helmets for your program at a local discounter or bike shop.

There are also good deals from mail order suppliers with ads in bicycle magazines or on the Internet. Since the CPSC standard became law in 1999, any helmets you buy should have the sticker inside certifying to it.

If you are seeking bids for a large order, or do not have local sources of cheap helmets, there are alternatives:

**Helmets R Us** has a full range of helmets starting at $2.95. Phone: 253-627-2121, Fax 253-572-4225, Website: [www.helmetsrus.net](http://www.helmetsrus.net).

**American Children's Safety Network** is a non-profit provider of low-cost helmets, starting at $8.00 with free shipping. Phone: 660-327-4902, Fax 660-327-4905, Website; [www.amchildsafety.org](http://www.amchildsafety.org)

**ProRider** has helmets available to non-profit organizations starting at $2.95. Phone: 800-642-3123, Fax: 253-216-0053, Website: [www.prorider.com](http://www.prorider.com)

**American Safety ASHP** sells helmets for prices starting at $5.90. Phone: 888-289-2747, Fax: 434-977-0111, Website: [www.buyashp.com](http://www.buyashp.com)

**Donated Helmets:**

It may be possible to obtain helmets from community organizations, who occasionally can provide police departments with free helmets for the community. Please refer to the *Helmet Program Resources* section of the Appendix.
An Estimated 5.3 Million Americans - a little more than 2 percent of the U.S. population - currently live with disabilities resulting from traumatic brain injury.¹

Every 21 Seconds, One Person in the U.S. Sustains a Traumatic Brain Injury

Traumatic brain injury (TBI) Definition:
An insult to the brain, not of degenerative or congenital nature caused by an external physical force that may produce a diminished or altered state of consciousness, which results in an impairment of cognitive abilities or physical functioning. It can also result in the disturbance of behavioral or emotional functioning.

Acquired brain injury (ABI) Definition:
Injury to the brain which is not hereditary, congenital or degenerative that has occurred after birth. (Includes anoxia, aneurysms, infections to the brain and stroke.)

- 1.4 Million Americans sustain a traumatic brain injury each year²
- Each year, 80,000-90,000 Americans experience the onset of long-term disability following TBI.²
- More than 50,000 people die every year as a result of TBI.²
- The two age groups at highest risk for TBI are 0-4 years old and 15-19 years old.²
- After one brain injury, the risk for a second injury is three times greater; after the second injury, the risk for a third injury is eight times greater.³

The Cost of Brain Injury

Direct medical costs and indirect costs, such as lost productivity, of TBI totaled an estimated $56.3 billion in the United States in 1995.⁴
Falls are the leading cause of brain injury, followed by motor-vehicle traffic crashes and assaults.

The Consequences of Brain Injury

Cognitive Consequences Can Include:

- Short-term memory loss; long-term memory loss
- Slowed ability to process information
- Trouble concentrating or paying attention for periods of time
- Difficulty keeping up with a conversation; other communication difficulties such as word finding problems
- Spatial disorientation
- Organizational problems and impaired judgement
- Unable to do more than one thing at a time
- A lack of initiating activities, or once started, difficulty in completing tasks without reminders

Physical Consequences Can Include:

- Seizures of all types
- Muscle spasticity
- Double vision or low vision, even blindness
- Loss of smell or taste
- Speech impairments such as slow or slurred speech
- Headaches or migraines
- Fatigue, increased need for sleep
- Balance problems

Emotional Consequences Can Include:

- Increased anxiety
- Depression and mood swings
- Impulsive behavior
- More easily agitated
- Egocentric behaviors; difficulty seeing how behaviors can affect others

Sources:
BRAIN INJURY ASSOCIATION OF NEW JERSEY RESOURCES
Brain Injury Prevention Material—
Helmet Safety

Books and Videos

Available through the Brain Injury Association of New Jersey’s
Browse and Borrow Library.

BOOKS and CD ROMs

What’s Between Your Ears?
Patricia Gould
This is a prevention book for children to learn more about their brain and how to protect
it. This book can be used as a coloring book as
ewell.............................................................24 pages

Bike Smart- Bicycle Safety Program, Grades K-3 (CD-ROM)
Oregon Center for Applied Science, Inc., 2005
Bike Smart is a two-CD program. Lesson 1- The Basics includes modules on what
makes a safe bike; bike helmets, hand signals and a "safety game" where children can
practice the skills they just learned. Lesson 2- Safe Riding includes sections on watching
for cars, including learning about traffic signals; riding on the sidewalk; and side on the
street- but only when the child is 10 years old and has a solid understanding of the rules
of the road and potential hazards and with parental permission.
VIDEOS

Be Head Smart- It's Time to Start!
National Heady Injury Foundation, 1994

This video features people who suffered serious brain injuries because they were not wearing a bicycle helmet when they were involved in bicycle crashes. It also discusses the importance of wearing bicycle helmets to reduce brain injuries. .......................................................... 18 minutes

Before the Fall
Snell Memorial Foundation
Bicycle helmet safety video. This video also discusses the importance of wearing a helmet and the statistics of bike crashes......................................................... 17 minutes

Bike Safety Camp
American Academy of Pediatrics, 1989
A bicycle safety video for children ages 6-12 and parents. The actors “rap” in this video........................................................................................................... 25 minutes

Bike Helmet Safety Public Service Announcement "Bully"
Brain Injury Association of New Jersey, 2002
A public service announcement on the importance of wearing bicycle helmets......................................................... 20 seconds

Bike Safe, Bike Smart
National Highway Traffic Safety Administration, 1994
This entertaining, yet instructional, bicycle safety video uses a visually stimulating, peer-to-peer approach to teach elementary and middle school age audiences how to Bike Safe, Bike Smart. Viewers will learn essential information about the rules of the road and tips for purchasing and correctly fitting a bicycle helmet........................................................................................................ 9 minutes
Building a Head Smart Community

Brain Injury Association of New Jersey, 1998
A video on the Headsmart project in Edison, an integration of prevention programs in the community, including the police departments, school systems, libraries and the mayor's office. ................................................................. 8 minutes

Head Smart Is...

Brain Injury Association, 1994

This video is targeted for an audience of parents and educators. It is an informative description of the program of Head smart and how it is used in schools. It overviews the basics of the program and shows views of actual Head smart lessons being implemented in classrooms. ................................................................. 6 minutes

Heads Up! A Video for Adults who Care about Children

The Snell Memorial Foundation, 1992
Bicycle helmet safety video on helmet use and safety for adults and the children they care about. A discussion guide is also included with the video. ................................................................. 13 minutes

Humanizing Brain Injury

Brain Injury Association, 2000
This video illustrates powerfully that brain injury happens to "real" people, at any age. Follow the stories of two-year-old, who was shaken when she was nine months old; a boy, who at age 10, sustained a brain injury when he was hit by a car while rollerblading without a helmet; and a person who was involved in a motor vehicle crash 23 years ago. ................................................................. 12 minutes

Jell-O in a Jar: The Making of "How to Ride a Bike and Stay Alive at the Same Time"

National Safe Kids Campaign
Bike helmet video for people ages 11-14. No preaching by authority figures. Features a boy who has sustained a brain injury. ................................................................. 8 minutes
**Kidz Vidz**

The Snell Memorial Foundation

**This video promotes children’s helmet use.** This video also discusses what type of helmet to purchase and how to make sure the helmet fits correctly.........................................................3 minutes

**Professor Helmut on Helmets**

PHMA Helmet Safety Series

This video shows Professor Helmut demonstrating what could happen if you don’t wear a helmet. This video also shows the correct way to wear a helmet.................................................................6 minutes

**Ride Smart, It’s Time to Start**

National Highway Traffic Safety Administration, 2002

This funky, fast-paced bicycle safety video uses humor, real-life examples, computer graphics, and a peer-to-peer approach to teach children and youth about how wearing a bicycle helmet can protect them from serious injuries (including brain injuries) and death. The video also explains how to purchase an approved bicycle helmet that fits correctly and briefly discusses the rules of the road.
........................................................................................................9 minutes

**Think First for Kids**

Think First Foundation, 1995

This video outlines a curriculum designed to prevent brain and spinal cord injuries through education. The video is presented in cartoon format.................................................................10 minutes

**What if… A Plea for Helmet Use**

Pence Publishing, 1998

In this video, you’ll meet Jeff who was in a bicycle crash. Jeff tells the viewers his story. This video also tells the viewers what to look for when purchasing a helmet, how to properly wear a helmet and about bike safety........................................................................................................15 minutes

**Also available for loan…**

A stencil for pavement painting stating “Wheels Under Your Feet, Helmet On Your Head”, with a picture of a helmet. Ideal for bicycle paths, skate parks, etc.
# Book and Video Borrow Form

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The books and videos in the library (with the exception of books marked “Reference Only”) may be borrowed free of charge. Please allow two weeks for delivery.

Borrowed books or videos are to be returned within one month of the borrow date. (A longer period of time may be requested by calling 732-738-1002.) Please include a copy of this form with the book or video when it is returned.

To borrow by mail, please complete this form and mail it to:

Brain Injury Association of New Jersey
1090 King George Post Road Suite 708
Edison, New Jersey 08837
Attn: Information and Resources Librarian

You may also e-mail your request to info@bianj.org

Please note that you will be responsible for the cost of the book/video if the book/video is not returned by the due date and no requests for an extended time period have been made.
Helmet How To's - Easy As 1-2-3

1. **Size:** To determine what size helmet you need, use a measuring tape. Wrap the tape around the largest part of your head.

2. **Fit:** The helmet should cover the top of your head. The back of the helmet should not touch the nape of the neck. To check the fit of the helmet, place two fingers above your eyebrow; this is where the front of the helmet should sit.

3. **Protection:** In order to protect your head properly, make sure the pads inside the helmet are flush against your forehead. Test the helmet before you purchase it. Try rolling it off your head. The skin of your forehead should move with the helmet. If the helmet slides back, it does not fit correctly and will not protect your head properly.

*Don't forget!* Replace your helmet after a crash or when it no longer fits correctly. Your helmet should have information on certification and/or meet safety standards from one or more of the following: CPSE, ASTM, ANSI or SNELL, to ensure it has passed safety tests.

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**Sencillos consejos para el uso del casco**

1. **Tamaño:** Para determinar el tamaño del casco que necesita, use una cinta de medir y enrollela alrededor de la parte más ancha de su cabeza.

2. **Colocación:** El casco debe cubrir la parte superior de la cabeza. La parte trasera del casco no debe tocar la nuca. Para verificar que el casco esté bien colocado, ponga dos dedos sobre las cejas a fin de determinar el lugar donde debe quedar el frente del casco.

3. **Protección:** Para proteger su cabeza correctamente, asegúrese que las almohadillas dentro del casco queden ajustadas contra la frente. Pruebe el casco antes de comprarlo. Trate de hacerlo deslizarse de su cabeza. La piel de la frente debe moverse junto con el casco. Si el casco se desliza hacia atrás, no está colocado correctamente y no protegerá su cabeza correctamente.

*¡No olvide!* Cambie de casco después de un accidente o cuando ya no le quede bien. Los cascos deberán tener información acerca de la certificación y/o satisfacer las normas de una o más de las organizaciones siguientes: CPSE, ASTM, ANSI o SNELL, para garantizar que hayan pasado las pruebas de seguridad.

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The printing of this brochure is made possible through the New Jersey Traumatic Brain Injury Fund, administered by the New Jersey Department of Human Services, Division of Disability Services.

For more information, contact: Brain Injury Association of New Jersey, Inc.
1090 King George Post Road, Suite 708 • Edison, NJ 08837 • (732) 738-1002 • www.brainybunch.info
On an average day, 3 people die of traumatic brain injury (TBI) and another 23 are treated for brain injuries at New Jersey hospitals.

Helmets are the single most effective safety device available to reduce brain injury or death from bicycle crashes. In fact, if you are under the age of 17, the State of New Jersey requires that you wear a helmet while riding a bicycle, skateboard, scooter or skates. Bones heal, brains don't! Be smart and wear your helmet.

Not wearing a helmet can have serious consequences:
If you sustain a brain injury from a bicycle-related accident, you may experience the following:
- speech and vision impairments
- hearing loss
- headaches/migraines
- paralysis
- seizure disorders
- memory and concentration problems
- behavioral and emotional disorders (i.e. mood swings, anxiety and depression)
- written/oral communication problems

Brainy Bunch offers:
- Resource materials to schools, clubs, businesses and organizations
- Presentations on brain injury and brain injury prevention
- Community and local support

Call for more information!

Brainy Bunch is grant-funded by the New Jersey Division of Highway Traffic Safety and affiliated with the Village of Ridgewood.

Bones heal. Brains don't! ¡Pero las lesiones cerebrales, no!

Brainy Bunch le ofrece:
- Documentos informativos para colegios, clubes, empresas y organizaciones
- Presentaciones acerca de las lesiones cerebrales y su prevención
- Apoyo local y comunitario

¡Lléname si necesita más información!

Brainy Bunch es un programa financiado por la división de Seguridad de Tráfico en Carreteras de New Jersey, afiliado con la Villa de Ridgewood.

En un día promedio, 3 personas mueren por lesiones cerebrales traumáticas (TBI, siglas en inglés) y otras 23 reciben tratamientos en los hospitales de New Jersey.

Los cascos son el dispositivo más eficaz disponible en este momento para disminuir las lesiones cerebrales y las muertes causadas por los accidentes en bicicleta. De hecho, el Estado de New Jersey exige que las personas menores de 17 años se pongan un casco para andar en bicicleta, monopatín o patines. Los huesos rotos se sanan, pero las lesiones cerebrales, no! Sea inteligente y póngase el casco.

No ponerse el casco puede tener consecuencias muy graves:
Si sufre una lesión cerebral causada por un accidente en bicicleta, puede experimentar lo siguiente:
- impedimento de la vista y del habla
- pérdida del oído
- dolores de cabeza/migrañas
- parálisis
- trastornos con convulsiones
- problemas de concentración y memoria
- trastornos emocionales y de conducta (tales como cambios de humor, ansiedad y depresión)
- problemas de comunicación escrita/oral
Always wear a helmet!  www.braintybunch.info

The reprinting of this publication is made possible through the New Jersey Traumatic Brain Injury Fund, administered by the New Jersey Department of Human Services, Division of Disability Services.

CYCLE SAFETY
LOOK N LEARN FUN BOOK
**WHEELS UNDER YOUR FEET?**

**HELMET ON YOUR HEAD!**

Helmets can save your life. NOW IT'S THE LAW!

NEW JERSEY STATE LAW REQUIRES THAT
CHILDREN UNDER THE AGE OF 17 WEAR A HELMET
WHILE BICYCLING, SKATEBOARDING & ROLLER-SKATING
P.L.2005, c.208

Brain injury is a leading cause of death and disability in children and young adults.

A properly worn helmet is the single most effective safety device available to reduce brain injury and death by as much as 88%.

- Dr. C. Everett Koop, MD., former U.S. Surgeon General

“I was hit by a car. I flipped over the car, followed by my bike. If I hadn’t been wearing my helmet, I could have died. I almost missed out on my life.”

- 16 year old girl from Branchburg

Be Sure the Helmet Fits Properly…

1) The helmet should fit directly over the forehead, two fingers above the eyebrows.

2) Tighten the chinstrap to keep the helmet from slipping forward or backward. Only two fingers should fit under the chinstrap.

3) The straps of the helmet should form a “V” under your ears when buckled.

Questions? www.njsaferoads.com
We see them everywhere, children of all ages using them on sidewalks and in streets, and often they’re not wearing helmets. It’s the old made new again, lightweight, portable scooters. They feature low-friction skate wheels, light materials and a collapsible handlebar.

### Scooter Usage

- The Directorate for Economic Analysis, a division of the Consumer Product Safety Commission (CPSC) that tracks the safety effects of CPSC policies, predicts this year’s scooter sales to be 2 to 5 million units - an increase from virtually zero in 1999.¹

- Two-thirds of all scooter-related injuries are to males. For the first time, in September 2000, scooter injuries surpassed in-line skating injuries.²

### Statistics

- In the year 2000, there were almost 40,000 emergency room treated injuries associated with scooters.³

- In September of that year alone, there were 8,600 injuries - an increase of nearly 1,800 percent from May to September 2000.²

- Children under age 15 are the most common users of scooters.³

- About 90 percent of the injuries sustained in scooter crashes happen to children under 15.¹

- Nearly one third of injuries sustained in scooter crashes in 2000 involved children under age eight.¹

- Proper use of helmets could reduce brain injuries by 85 percent.¹

- Brain injuries can be particularly serious in children, whose heads are proportionately larger than adults so they tend to land head first.

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*This fact sheet was developed by the Brain Injury Association of America and is used with permission.*

March 2001
Prevention

- Knee and elbow pads, along with wrist guards, could prevent 34 percent of the total injuries.¹

- The CPSC suggests that children under age eight not ride scooters without close adult supervision.¹

- In early September 2000, the CPSC issued a press release warning that scooter injuries were on the rise and recommended wearing a bicycle helmet, knee pads and elbow pads. The advice was very similar to CPSC’s findings on in-line skate injuries back in 1997.³

- In October 2000, press reports stated that twelve communities in the U.S. had adopted or were considering laws to require helmets for scooter users, including laws already adopted in Medford, NJ; Raleigh, NC; Milton, WA and San Francisco, CA. In addition, Elizabeth, NJ now has a law, and there is a bill pending to adopt a statewide law in New Jersey.³

- The Consumer Product Safety Commission has reports of five deaths relating to non-powered scooters. Three deaths were reported in January 2001. A man riding a scooter down an Albuquerque roadway at night was struck and killed by a pickup truck on January 25, 2001. A 12-year-old boy from Spring Hill, Fla., died January 20, 2001, after both he and his twin brother were hit by a car while riding their scooters. A 10-year-old boy from Forest, Ohio, died January 6, 2001, after a fall from a scooter. The other two deaths were both in September 2000 - a man died in Richmond, Va., after falling and hitting his head, and a 6-year-old boy was hit by a car while riding a scooter in Elizabeth, N.J.²

- There are lots of helmets available that will be adequate for scooter protection, particularly since in-line skate helmets and bicycle helmets are designed to an identical American Society for Testing and Materials (ASTM) standard. In addition, make sure you see a CPSC label inside the helmet.³

Sources:
1. AAA Foundation for Traffic Safety September/October 2000.¹
Bicycle safety

Bicycle Facts

- More kids ages 5 to 14 go to the hospital emergency departments with injuries related to biking than with any other sport.¹

- Each year, about 567,000 people go to hospital emergency departments with bicycle-related injuries; about 350,000 of those injured are children under 15. Of those children, about 130,000 sustain brain injuries.¹

- Each year, bicycle-related crashes kill about 900 people; about 200 of those killed are children under 15.²

- Statistics show that between 70 and 80% of all fatal bicycle crashes involve brain injuries.²

- 90% of bicycle-related deaths involve collisions with motor vehicles.²

Who, What, When & Why

- The number of people who ride bicycles rose from 66.9 million in 1991 to 80.6 in 1998.¹

- Distribution of bicycle-related deaths in 1999:
  - 37 percent of all deaths occurred between 5 and 9 p.m.³
  - July, August and September have the highest percentage of bicycle-related deaths.³
  - Males are seven times more likely to die in bicycle crashes than females.⁴
  - In 1999, 35 percent of bicycle-related deaths occurred at intersections.⁵
  - Bicycle incidents are most likely to occur within five blocks of home.⁶
  - Almost half of all bicycle crashes occur in driveways and on sidewalks.⁶
Bicycle Helmets

- In 1997, 813 bicyclists were killed in crashes, an increase of 7 percent from the previous year. Of these, 97 percent were not wearing helmets.\(^7\)

- Medical research shows that 85 percent of bicyclists' head injuries can be prevented by a bicycle helmet.\(^8\)

- About 50 percent of all bicycle riders in the U.S. regularly wear bicycle helmets - a rise from 18 percent in 1991.\(^1\)

- Of the 50 percent of bikers who regularly wear a bike helmet, 43 percent said they always wear a helmet and 7 percent said they wear a helmet more than half of the time.\(^1\)

- Universal use of helmets could prevent one death every day and one brain injury every four minutes.\(^2\)

- Half of all bike riders do not wear a helmet regularly, which is the single most effective protection against brain injury.\(^1\)

- Having friends or parents who wear bike helmets significantly encourages children to use them.\(^8\)

Bicycle Helmet Checklist:

- Buy a helmet that meets the safety standards of the American National Standards Institute (ANSI) or the Snell Memorial Foundation.

- These things ensure a proper fit:
  1. Tighten the chin strap to keep the helmet from slipping forward or backward.
  2. Only two fingers should fit under the chin strap.
  3. Place the helmet directly over the forehead.

- Wearing a helmet correctly is vitally important to the ability of the helmet to work effectively in preventing injuries.

Sources:
What is brain injury?

There are two types of brain injury:

A **Traumatic Brain Injury** (TBI) is an insult to the brain, caused by an external physical force such as a car crash, a fall, a sports injury or violence.

An **Acquired Brain Injury** (ABI) is an injury that is caused by a medical condition such as a stroke, a brain tumor, near suffocation, or an infection in the brain.

No two brain injuries are alike . . .

A brain injury can affect who we are and the way we think, act and feel. It can change everything in a matter of seconds. No two brain injuries are exactly the same, and the effects of a brain injury are complex and vary greatly from person to person. Symptoms are not always seen immediately after a brain injury, but may show up later.

What happens after a brain injury?

Individuals with a brain injury may experience:

**PHYSICAL** difficulties, such as impairments of speech and vision, hearing loss, fatigue, headaches, paralysis and seizure disorders.

**COGNITIVE** difficulties, such as problems with memory, attention, concentration, perception, written and oral communication, reading, planning and judgment.

**BEHAVIORAL-EMOTIONAL** difficulties, including mood swings, anxiety, depression and problems with interpersonal skills.

What is BIANJ?

The Brain Injury Association of New Jersey, Inc. is a statewide membership organization dedicated to providing education, outreach, prevention, advocacy and support services to individuals with brain injury, their families, friends and the community. BIANJ is a chartered state affiliate of the Brain Injury Association of America.
How can we help?

The Brain Injury Association of New Jersey, Inc. (BIANJ) offers a Family Helpline for individuals and families affected by brain injury. By calling the toll-free number, those needing assistance can obtain information about brain injury and about resources and services that may help.

BIANJ’s Family Helpline
(800) 669-4323

BIANJ also offers Language Line services for those people who are more comfortable speaking in a language other than English. This service is available free by calling the BIANJ Family Helpline, specifying the language you use, and then waiting for several minutes until a trained interpreter joins the conversation.

Don’t let a language barrier prevent you from getting information and resources about brain injury.

BIANJ’s Programs and Services

BIANJ offers a number of programs and services for individuals with brain injury and their families:

- Family Helpline: (800) 669-4323
- Written materials about brain injury
- Support groups meeting throughout New Jersey
- Family support services to assist in the coordination of services
- Peer support for families newly affected by brain injury
- Week-long summer camp opportunity

For the community, BIANJ offers the following programs and services:

- Information and resources
- Brain injury education and prevention programs for schools, employers and the general public
- Outreach to congregations
- Advocacy efforts to maintain a voice in government about policy issues concerning brain injury

Brain Injury Association of New Jersey
825 Georges Road, 2nd Floor
North Brunswick, NJ 08902
Telephone: (732) 745-0200
Fax Number: (732) 745-0211
Family Helpline: (800) 669-4323 (In NJ)
Website: www.bianj.org
E-mail: info@bianj.org

The printing of this flyer is made possible through the New Jersey Traumatic Brain Injury Fund, administered by the New Jersey Department of Human Services, Division of Disability Services.
REFERENCES
References

Materials for this manual were adapted from the following sources:

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