



Why We CARE

75% of **bicycle-related fatalities** among children under age 18 **could be prevented** with a bicycle helmet.

220,000+ children under age 18 **visit the ED** with **bicycle-related injuries** in the U.S. each year.

9 in 10 bicycle fatalities **could have been prevented** with a helmet.

**DID YOU
KNOW?**



Wearing a bicycle helmet reduces

- head injury by 85%
- severe brain injury by 88%
- facial fractures by 65%

How to PLAY IT SAFE

These days, children ride bicycles and other wheeled toys from a very young age. Protecting their health and safety should start as soon as possible.

Engage parents and caregivers with these conversation starters:

- **"Have you shopped for a helmet yet?** Your child should wear one on any wheeled device. If not, I have some pointers—and a handout that tells how to buy one." (Have the **Toolkit sheet for Parents and Caregivers** at the ready.)
- **"Did you know children under 10 can't accurately perceive traffic speed?** They should stick to the sidewalk or bike path—even if you are riding in the street."
- **"Children under age 1 should never be bike passengers—even with a helmet.** Their neck muscles are too weak to control head movement during a sudden stop, especially with the added weight of a helmet."

Offer to Check Their Helmet

Invite the child to **bring their helmet** into their next checkup. Take a moment to **check it for safety** and reinforce how important it is to wear one **every time they ride**.

Commemorate the milestone—perhaps with the **"Stay Safe, Georgia!"** sticker that comes with this Toolkit.

The Perfect Fit:

- It should be snug, but not tight.
- The straps should form a V below the ears.
- The chin strap should buckle snugly around the jaw.
- Consider current hairstyles that may require modification (dreads, braids, turbans).



Give them the **Toolkit sheet for Parents and Caregivers**—and **point out the sections** on **How to Play It Safe** and **How to Choose a Bike Helmet**.

REMINd caregivers to look for the **CPSC Certified** label on the box or helmet.



TELL THEM TO CALL 911

Remind them to call 911 if their child is in a serious accident related to a bicycle or wheeled device.

PLAY IT SAFE

with poison prevention, safe sleep, firearms, burn safety, and more with the **Georgia AAP Toolkit**—gaaap.org/play-it-safe/.

