# Ohio Chapter

### **Ohio Chapter**

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# **NEWS RELEASE**

# Ohio AAP Promotes Bike Helmet Safety with First Ever Wear your Bike Helmet to Work or School Day on September 21, 2011

August 11, 2011

Columbus, OHIO – The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) will kick off their *Put a Lid on It! Bike Helmet Safety Awareness* campaign with the first "Wear Your Bike Helmet to Work or School Day" on September 21, 2011. The statewide public awareness campaign's goal is to encourage adults and children to wear their helmets.

As part of the public awareness campaign, the Ohio AAP has joined with other organizations throughout the state to start the Bike Helmet Safety Awareness Coalition and is working with Ohio legislators, pediatricians and children's hospitals to distribute bike helmets throughout the month of September.

Coalition members include Kiwanis Cincinnati, Kiwanis Columbus and Voices for Ohio's Children. The coalition is open to everyone and is actively seeking additional members.

In 2010, the number of people injured by not wearing a bike helmet was 51,000, enough people to fill Nationwide Arena in Columbus  $2\frac{1}{2}$  times, and apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product including trampolines, ladders and swimming pools.

"Parents who model wearing their bike helmet increase the likelihood of a child wearing their helmet, so this day is not only to get children to wear their helmets, but also to allow them to see adults in all walks of life wearing their helmets proudly," said Melissa Wervey Arnold, Executive Director for the Ohio AAP. "And, because about three out of four children ride bicycles regularly, we are working hard to increase bike helmet usage statewide."

The statistics regarding bicycle helmets are staggering...Universal use of bicycle helmets by children ages 4 to 15 could prevent between 135 and 155 deaths, between 39,000 and 45,000 head injuries and between 18,000 and 55,000 scalp and face injuries annually.

To sign an online show of support for bike helmet usage among Ohio's children or learn more about Wear Your Bike Helmet to Work or School Day, visit <a href="www.ohioaap.org">www.ohioaap.org</a>.

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well being of children and adolescents so they may reach their full potential. The Ohio AAP works to accomplish this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care.

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