



<p>Shots of McKenzie and colleague examining helmets</p> <p>Lara McKenzie (CG'd earlier)</p>	<p>MCKENZIE SAYS THE BEST TOOL TO REDUCE YOUR CHILD'S RISK IS A HELMET. :14</p> <p><i>“When kids were wearing a helmet and there was a bike-related injury, they were less likely to be hospitalized and less likely to have a traumatic brain injury.” :10</i></p>
<p>Shots of child putting on unicorn helmet</p> <p>Lara McKenzie (CG'd earlier)</p>	<p>SHE SAYS PARENTS SHOULD SHOP FOR A HELMET WITH THEIR CHILD SO THEY CAN PICK ONE THEIR CHILD WANTS TO WEAR. :05</p> <p><i>“And then, from there, you’re really looking to make sure their helmet has a good fit.” :04</i></p>
<p>Shots of mom fitting helmet on girl</p> <p>Shots of mom fitting helmet on child</p> <p>Shot of boy riding in street</p> <p>Lara McKenzie (CG'd earlier)</p>	<p>SIDE STRAPS SHOULD FORM A ‘V’ AROUND THE EARS, THE CHIN STRAP SHOULD BE SNUG, AND THERE SHOULD BE A SPACE THE WIDTH OF TWO FINGERS BETWEEN THE EYEBROWS AND THE EDGE OF THE HELMET.</p> <p>BUT BEFORE YOUR CHILD PEDALS OFF, MAKE SURE THEY ALSO KNOW THE RULES OF THE ROAD, ESPECIALLY IF THEY’RE RIDING IN THE STREET. :13</p> <p><i>“When a motor vehicle was involved, either stationary or moving, there was more likely a chance that a child is going to get a traumatic brain injury, be hospitalized, so those are definitely more serious injuries.” :13</i></p>
<p>Shot of bike lane</p> <p>Shots of boy and dad riding on road</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>MCKENZIE ALSO ENCOURAGES MUNICIPALITIES TO CREATE DEDICATED BIKE LANES AND PROVIDE EDUCATIONAL PROGRAMS TO HELP KIDS STAY SAFE AND BE BETTER PREPARED FOR THE ROAD AHEAD.</p> <p>AT NATIONWIDE CHILDREN’S HOSPITAL, THIS IS BARB CONSIGLIO REPORTING. :12</p>
	<hr/> <p>EXPERTS ARE ALSO CALLING ON STATES TO ENACT LAWS REQUIRING CHILDREN TO WEAR HELMETS WHILE RIDING A BIKE, ENCOURAGING MUNICIPALITIES TO CREATE DEDICATED BIKE LANES AND PROVIDE EDUCATIONAL PROGRAMS TO HELP KIDS STAY SAFE.</p> <p>RESEARCH SHOWS THAT THESE LAWS ARE EFFECTIVE² IN INCREASING HELMET USE, YET ONLY TWENTY-ONE STATES CURRENTLY HAVE ONE IN PLACE.</p>

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>Preventing injuries can be as easy as riding a bike. A study by @NationwideKids shows just how many children end up in the ED after being injured on their bicycles, and</p>
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 Suggested post:	<p>the simple steps parents can take to keep their kids safer. http://bit.ly/2M1wciY</p> <hr/> <p>Most kids are having too much fun riding their bikes to worry about getting hurt, but a new study by Nationwide Children's Hospital reveals that about 25 children are treated in emergency departments every hour for bicycle-related injuries. The simple steps parents can take to keep their kids safe: http://bit.ly/2M1wciY</p>
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EXTRA BITES

<p>CG: Lara McKenzie, PhD Nationwide Children's Hospital</p>	<p>McKenzie lists tips for riding on the sidewalk and the street: <i>"When you are riding on the sidewalk, you really need to be careful about driveways and cars backing in or out. Riding on the street is something you need to know hand signals for turning and direction. Also, riding with traffic and all the way to the right."</i></p> <p>McKenzie says kids under 10 shouldn't ride in the street: <i>"Riders of any age need to be confident in their riding ability, but, really, we don't recommend that kids younger than 10 ride in the road or ride by themselves without parent supervision."</i></p> <p>McKenzie says parents should wear helmets to model safety: <i>"Wear a helmet even if you didn't wear a helmet as a kid, and modeling that behavior, helmet wearing is going to be really beneficial for you and your children."</i></p> <p>McKenzie describes the proper fit for a bike helmet: <i>"You want to make sure the straps form a 'V' around the ear, that the strap is tight enough and snug enough, but that a child can still, and an adult as well, still open their mouth all the way, with the straps fitting snugly, and you want to have two fingers of room above the eyebrows so that the helmet's going to come down pretty low, but not be tipped over so that they can't see where they're going."</i></p>
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References

<p>¹<i>Bicycle-related injuries among children treated in US emergency departments, 2006-2015, Accident Analysis and Prevention, Volume 118, September, 2018.</i> Online: https://www.sciencedirect.com/science/article/abs/pii/S0001457518302112</p> <p>²<i>Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices. National Highway Traffic and Safety Administration, eighth edition, 2016.</i> https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812202-countermeasures-that-work-8th.pdf</p>

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