# Study: 25 Children Treated for Bicycle-Related Injuries Every Hour Data shows wearing a helmet drastically reduces risk of serious injury

Nationwide Children's Hospital		
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Package Length: 1:39	Content provided by: Nationwide Children's Hospital	

#### NEWS PACKAGE

	NEWS PACKAGE
SUGGESTED TEASE	PREVENTING INJURIES CAN BE AS EASY AS RIDING A BIKE. COMING UP, A NEW STUDY SHOWS JUST HOW MANY CHILDREN ARE INJURED ON THEIR BICYCLES AND THE SIMPLE STEPS PARENTS CAN TAKE TO KEEP THEM SAFER.
ANCHOR LEAD	IT'S FINALLY SUMMERTIME, AND KIDS ARE OUT OF SCHOOL AND RIDING BIKES ALL OVER TOWN. BUT OUTSIDE OF MOTOR VEHICLES, BICYCLES ACCOUNT FOR MORE CHILDHOOD INJURIES THAN ANY OTHER CONSUMER PRODUCT. BARB CONSIGLIO HAS DETAILS ON A NEW STUDY <sup>1</sup> THAT REVEALS JUST HOW MANY CHILDREN ARE HURT ON THEIR BIKES AND WHAT PARENTS CAN DO TO KEEP THEM SAFER.
(PACKAGE START)	
CG: Courtesy: Nationwide Children's Hospital	(Nats - Riding bike) :02
:00 - :03	MOST KIDS ARE HAVING TOO MUCH FUN ON
Shots of girl riding bike Graphic: -Over 2.2 million children \ treated in US emergency departments	THEIR BIKES TO WORRY ABOUT GETTING HURT, BUT A NEW STUDY BY THE CENTER FOR INJURY RESEARCH AND POLICY AT NATIONWIDE CHILDREN'S HOSPITAL REVEALS THAT ABOUT TWO-POINT-TWO MILLION CHILDREN WERE TREATED IN U-S EMERGENCY DEPARTMENTS FOR BICYCLE-RELATED INJURIES OVER A TEN-YEAR
-25 injuries every hour	PERIOD. THAT'S ABOUT TWENTY-FIVE EVERY HOUR. :18
CG: Lara McKenzie, PhD Nationwide Children's Hospital	"The good news is that that number was a decrease over that time period." :05
Shots of McKenzie reviewing research with colleague Graphic: -11% had traumatic brain injuries	DOCTOR LARA MCKENZIE LED THE STUDY AND SAYS EVEN THOUGH INJURIES HAVE DECLINED, TOO MANY CHILDREN ARE STILL BEING SERIOUSLY HURT ON THEIR BIKES. IN FACT, ELEVEN PERCENT OF KIDS TREATED IN EMERGENCY DEPARTMENTS FOR BIKE-RELATED INJURIES HAD TRAUMATIC BRAIN INJURIES.
	1

Shots of McKenzie and	MCKENZIE SAYS THE BEST TOOL TO REDUCE
colleague examining helmets	YOUR CHILD'S RISK IS A HELMET. :14
Lara McKenzie (CG'd earlier)	<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."</i> :10
Shots of child putting on unicorn helmet	SHE SAYS PARENTS SHOULD SHOP FOR A HELMET WITH THEIR CHILD SO THEY CAN PICK ONE THEIR CHILD WANTS TO WEAR. :05
Lara McKenzie (CG'd earlier)	<i>"And then, from there, you're really looking to make sure their helmet has a good fit."</i> :04
Shots of mom fitting helmet on girl	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
Shots of mom fitting helmet on child	FINGERS BETWEEN THE EYEBROWS AND THE EDGE OF THE HELMET. BUT BEFORE YOUR CHILD PEDALS OFF, MAKE
Shot of boy riding in street	SURE THEY ALSO KNOW THE RULES OF THE ROAD, ESPECIALLY IF THEY'RE RIDING IN THE STREET. :13
Lara McKenzie (CG'd earlier)	<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."</i> :13
Shot of bike lane	MCKENZIE ALSO ENCOURAGES MUNICIPALITIES TO CREATE DEDICATED BIKE LANES AND PROVIDE EDUCATIONAL PROGRAMS TO HELP KIDS STAY
Shots of boy and dad riding on road	SAFE AND BE BETTER PREPARED FOR THE ROAD AHEAD. AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS
(PACKAGE END)	BARB CONSIGLIO REPORTING. :12
ANCHOR TAG	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. RESEARCH SHOWS THAT THESE LAWS ARE EFFECTIVE <sup>2</sup> IN INCREASING HELMET USE, YET ONLY TWENTY-ONE STATES CURRENTLY HAVE ONE IN PLACE.

## SOCIAL MEDIA

Share it! Suggested tweet:	Preventing injuries can be as easy as riding a bike. A study by <u>@NationwideKids</u> shows just how many children end up in the ED after being injured on their bicycles, and

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Suggested post:	the simple steps parents can take to keep their kids safer. http://bit.ly/2M1wciY
	Most kids are having too much fun riding their bikes to worry about getting hurt, but a new study by <u>Nationwide</u> <u>Children's Hospital</u> 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: <u>http://bit.ly/2M1wciY</u>

## **EXTRA BITES**

	McKenzie lists tips for riding on the sidewalk and the street:: "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."
	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</i>
CG: Lara McKenzie, PhD	than 10 ride in the road or ride by themselves without
Nationwide Children's Hospital	parent supervision."
	McKenzie says parents should wear helmets to model safety: "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."
	McKenzie describes the proper fit for a bike helmet: "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."

#### References

<sup>1</sup>Bicycle-related injuries among children treated in US emergency departments, 2006-2015, Accident Analysis and Prevention, Volume 118, September, 2018. Online: <u>https://www.sciencedirect.com/science/article/abs/pii/S0001457518302112</u>

<sup>2</sup>*Countermeasures that Work*: A Highway Safety Countermeasure Guide for State Highway Safety Offices. **National Highway Traffic and Safety Administration, eighth edition, 2016**. <u>https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812202-countermeasuresthatwork8th.p</u> <u>df</u>

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