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Project: Operation HEAD-ON (Helmet Education and Distribution Outreach Network)

Problem Statement

Approximately 8,500 children between the ages of 5 and 16 live in King County. In 2011, 19 of these children were hospitalized for bicycle-related traumatic brain injuries. According to the Maine Bureau of Highway Safety, “More children, ages 5-14, go to hospital emergency rooms for injuries associated with bicycles than with any other sport.”

In 2011, King County police reported two common reasons children gave for not wearing a helmet: 1) they did not own a helmet, and 2) they could not afford one. There is a need to provide at-risk children with bicycle helmets: Correctly worn, a helmet can reduce the chance of head injury by up to 85 percent. For families who cannot afford helmets, this also means reduced medical costs. There is a need to educate and encourage all bicyclists on the critical need to wear a helmet.

Goals

1. Provide at-risk children with bicycle helmets.
2. Educate at-risk children, their guardians, and the community as a whole on bicycle safety.
2. Hold ten workshops with at least fifteen attendees per workshop.

Approach

Our strategy for achieving our goals includes the following steps:

- Partner with schools, emergency services, and local hospitals to collaboratively promote helmet use.
- Publicize HEAD-ON workshops through schools, youth clubs, civic organizations, and bicycling groups.
- Hold HEAD-ON workshops leading up to and during National Bike Month (May).
- Use parent/teacher conferences, youth club, and community events to give HEAD-ON workshops.
- Use police, emergency services, and hospital representatives to teach HEAD-ON workshops.
- Distribute helmet use literature at HEAD-ON workshops, parent/teacher conferences, schools, and youth clubs.
- Issue positive reinforcement ‘citations’ to children properly wearing a helmet to encourage bicycle safety.

HEAD-ON workshops will cover the following topics:

1. Why wear a helmet (statistics, nature of injuries, health costs, excuses, benefits).
2. How to properly wear a helmet.
3. Explain-it-to-a-friend (teach kids to explain to friends why they should wear a helmet and where they can get one).

Helmet distribution: Coupons for free helmets will be provided to at-risk children, redeemable at schools and youth clubs.

Citations: During the campaign, police will issued citations to children wearing helmets to reinforce positive behavior.

Budget

Item	Notes	Cost
Helmets	100 helmets @ \$20 each	\$2,000.00
Brochures	300 tri-fold brochures (3 x 100 pack @ \$34.99 each)	\$104.97
Citations	80 w/Tear-Away Cards (1 x 80 pack @\$16.18 each)	\$16.18
	Total	\$2,121.15

Impact

Providing at-risk children with bicycle helmets will reduce head injuries and medical costs.