



Bicycle Safety and Helmet Fitting Program:

Implementation Guide for the Trauma Regional Advisory Council Injury and Violence Prevention Grant

Program Description:

The bicycle safety program is a program created by the National Highway Traffic Safety Administration (NHTSA). The program includes print and media training tools, educational programs, fact sheets, and activity implementation guides for best practice and evidence based program implementation related to bicycle safety, sharing the road, and the proper selection and fitting of bicycle helmets.

Projected Costs:

Description	Costs
Product expenses*	\$1,500
Materials	\$300
Signage	\$200
Total:	\$2,000

*The price for bicycle helmets usually runs between \$5 and \$25 each

Venue costs will vary.

Promotional media: If you are interested in using media to promote a community-wide Bicycle Safety event, costs will vary greatly. Some examples of media costs include:

- Billboards: \$300 per month
- Newspaper ads: \$100-\$200 based upon ad size and geographic market area
- Note: TV, Radio, and Newspaper PSA's could possibly be acquired through "in kind" donations. Discuss this option with your local media services.

Vendor Information:

Bicycle helmets may be obtained from Helmets R Us, or may be obtained at local department store outlets such as Wal-Mart, Target, and K-Mart. Helmets range in price from \$10-\$25 each and can be ordered in many colors and sizes. Visit:

<https://www.helmetsrus.net/nonprofit/index.php?cPath=28>.

Training Needed:

The Statewide Injury Prevention Program has a one hour Bicycle Safety Program Coordinator workshop that should be completed before the implementation of the Bicycle Safety Program in the local communities. To register for a workshop, please contact the SIPP Recreational Safety Analyst at 501-364-3395.

Curriculum:

Bicycle Safety and Helmet Fitting Educational and Resource materials can be downloaded for free from the NHTSA website at:

<http://www.nhtsa.gov/Bicycles>. For additional information and assistance, please contact the SIPP Recreational Safety Analyst at 501-364-3395.

To implement a Bicycle Safety Training/Helmet Fitting Event in the school setting:

- The bicycle safety program is appropriate for kids and adults of all ages.
- The program coordinator will need A/V capability, including a computer, projector, and speakers to show a video presentation from the NHTSA resource materials.
- The educational presentation is approximately 20 minutes long.
- Please allow adequate time to fit every child for a bicycle helmet. This



can take 30-45 minutes depending on the number of children needing helmets and the number of trainers available to fit helmets.

- The presentation and helmet fitting works best for groups of 20-30 students at a time.
- Be aware that ordering of helmets needs to be accomplished well in advance of the event based upon available vendors and helmet supplies.
- Storage of helmets is an issue that must also be arranged prior to the arrival of the helmets. Shipping boxes are big and take up large amounts of space.

To implement a Bicycle Safety Training/Helmet Fitting Event in the community:

- Secure a venue. Costs will vary greatly based upon the type of venue desired. For large community events, the Bicycle Safety Training/Helmet Fitting may be held indoors or outdoors in conjunction with other events (county fairs, health/safety fairs).
- Planning for large community events may require preparation several months in advance (venue selection, ordering of bicycle helmets, etc.)
- You will need additional trained coordinators to assist with helmet selection and fitting based upon the expected number of attendees.
- You will need adequate copies of Bicycle Safety fact sheets and other materials to hand out to attendees on the day of the event.

Note: Distribution of helmets should NEVER occur without providing the Bicycle Safety Training and Helmet Fitting Program to the target community

Evaluation:

Follow-up surveys will be emailed to the trained coordinators at intervals of one month, three months, and one year to determine:

- The number of individuals trained in Bicycle Safety
- The number of individuals properly fitted with their own helmet

The number of individuals properly fitted with a helmet provided by the program

For more information: Call the SIPP Recreational Safety Analyst at 501-364-3395