



Guidelines and Considerations for Mobile Bicycle Rodeos *Bicycle Safety Education Program Helmet Request Program*



Who is SAFE KIDS Charlotte-Mecklenburg (SKCM)?

SAFE KIDS Charlotte-Mecklenburg is a member of Safe Kids Worldwide. Membership in the coalition includes local fire and rescue personnel, law enforcement officers, medical and health professionals, educators, business leaders, area media outlets, parents, and kids dedicated to preventing unintentional injuries and deaths to children ages 14 and under.

Why is bicycle safety important?

SKCM is dedicated to reducing childhood unintentional injury and death. So much more than a toy, a bicycle represents independence for your children. Unfortunately, bicycles are more than a toy in another sense, too: they are associated with more childhood injuries than any consumer product except the automobile. In 2001, 134 children ages 14 and under died in bicycle-related crashes and in 2002, more than 288,900 were treated in hospital emergency rooms for bicycle-related injuries in the United States.

That's why it's so important to teach your kids bike safety as they enjoy their increased independence. You can greatly reduce your children's risk of injury and death simply by setting some limits. A single rule – wear a helmet – can reduce the risk of head injury by as much as 85 percent.

Bicycle education programs and legislation are effective ways to increase helmet use and reduce bicycle-related death and injury among children covered by the law. Helmets save lives – but they also save the country money. Every dollar spent on a bike helmet saves society \$30. If 85 percent of young cyclists wore their helmets for a year, the lifetime medical cost savings could total more than \$134 million.

We need helmets for our program. Will SKCM give us helmets for our program?

SKCM prefers to distribute helmets to participants of SKCM Bicycle Safety Rodeos. However, we do accept requests from other non-profit organizations meeting the following requirements for helmet distribution. We do not guarantee helmets to any organization.

REQUEST REQUIREMENTS

- 501c 3 Non-profit organization located in Charlotte/Mecklenburg County
- Request on Non-profit organization letterhead two weeks prior to the needed date. Including:
 - Explain why you are requesting helmets and not requesting a Bicycle Safety Rodeo
 - Date needed (must be at least a two week notice)
 - Details of your program
 - Number and sizes of helmets needed

Requests will be reviewed on a case-by-case basis. Approved requests must comply with the following:

- Completed helmet distribution forms will be due 2 weeks after the program
- A completed helmet event summary form will be due 2 weeks after the program
- Helmets not distributed must be returned within two weeks of the program

Organizations not complying with these guidelines will not be eligible for future consideration.

The above guidelines are intended to provide basic information to assist the coalition in conducting successful safety programs and establishing successful relationships with area non-profits. Additional information may be requested or required. Thank you.

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