

# “Be a Winner, Always Wear a Helmet”

– Jim Hopson, SK Roughriders CEO and SBIA Honourary

## Did You Know?

- Wearing a helmet when riding a bicycle can reduce the risk of brain injury by 88%<sup>1, 2, 3, 4, 5</sup>
- Approximately **75%** of bicycle fatalities are the result of a brain or head injury<sup>1, 3, 5</sup>
- One cyclist dies in Canada **each week**<sup>10</sup>
- In the case of life-threatening injuries among cyclists, the most frequently injured body region is the head<sup>2, 11</sup>
- Head injury is the **leading cause of disability** from bicycle crashes<sup>12</sup>

?

In 2009, more than 11.4 million people aged 12 and older reported riding a bicycle, But only 4.1 million reported wearing a helmet all the time<sup>14</sup>

## Helmets Save Lives!

- Helmets reduce the risk of head injuries in skiing and snowboarding, as well as other alpine sports<sup>7, 8, 9</sup>
- Odds of sustaining a head injury **increase two to four times** for cyclists that are not wearing a helmet<sup>4</sup>
- Over **90%** of bicyclists killed in 2008 were not wearing a helmet
- Helmets reduce the risk of brain injuries because they absorb the energy of an impact, instead of the head, face or brain<sup>8, 13</sup>



## Will Legislation Help?

In studies about helmet use, where legislation for mandatory helmet use exists there is a significant increase in helmet use.

Let's compare:

- Nova Scotia (mandatory for all ages): 73.2% overall helmet use
- Ontario (mandatory for everyone under the age of 18): 40.6% overall helmet use
- Saskatchewan (no legislation): 26.9% overall helmet use

## What Can You Do?

Wear a helmet

There are number of different helmets depending on the sport – be sure to wear the correct one and that it is fitted properly

Support initiatives that would make helmet use mandatory

## Learn More

Which Helmet for Which Activity?

<http://www.cpsc.gov/PageFiles/117293/349.pdf>

Helmet Safety Card

<http://www.sbia.ca/pdf/helmetcard.pdf>

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