

Bicycle Safety Week

May 31 - June 5, 2010



The Saskatchewan Prevention Institute in conjunction with Safe Kids Week 2010 is encouraging local groups in Saskatchewan communities to promote awareness of bicycle safety. The Prevention Institute has asked the Minister responsible for Crown Corporations to declare May 31 - June 5, 2010 Bicycle Safety Week in Saskatchewan. This would be an optimal time for communities in Saskatchewan to raise awareness of the components of bicycle safety.

How you participate in Bicycle Safety Week is up to you.

The theme of this year's Bicycle Safety Week is **Got Wheels? Get a Helmet!** (Safe Kids Canada). The Prevention Institute will be focusing its efforts on educating about how to cycle safely.

From something as simple as distributing safety information in your community to organizing one of the recommended events or activities, all contributions are valuable. The Saskatchewan Prevention Institute will provide support for you in these activities through activity guides, materials, handouts for children, and media promotion.

If you or your group are interested in participating in Bicycle Safety Week, the Prevention Institute welcomes your involvement. Details of the week and event opportunities are included. We hope you will join us in helping to prevent bicycle-related injuries among Saskatchewan children.

Event Opportunities – How you can get involved:

- * Host local events (see list below)
- * Facilitate media releases
- * Distribute bicycle safety materials

Possible Events

- * Bike safety parade
- * Educational sessions at schools (bring in police, EMS, or survivor of crash)
- * Enforcement blitz (rules of the road)
- * Bike Rodeo (guide available)
- * Helmet fitting
- * Community safe bike ride
- * Colouring contest
- * Family fun day - have bike safety presentations to parents and children, barbeque, drawing contest and games
- * Distribution of prevention materials
- * Have a display
- * Helmet patrol
- * Survey of helmet usage

Goals and Messages

- * Bicycling-related injuries are preventable; bicycle helmets have been shown to reduce the risk of head injury by as much as 85 per cent and cyclists can further reduce the risk of injury by practicing safe cycling behaviour and following the rules of the road.
- * Children must be taught to respect that bicycles are vehicles, not toys, and that every ride must include the use of a helmet.
- * Adult cyclists must model appropriate cycling behaviour by always riding on the right, obeying all traffic laws, and wearing helmets.
- * Educate cyclists and parents/caregivers of cyclists about the importance of proper training and equipment necessary for safe cycling.
- * Increase awareness of the financial burden associated with cycling-related injuries which exceeds \$8.7 million per year in Saskatchewan.
- * Increase awareness of the number of cycling-related injuries; over 100 Saskatchewan children under 20 years of age are hospitalized from cycling-related injuries every year.



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Please let us know if you can help promote bicycle safety in your community.

Name of Organization: _____

Contact Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Please check below:

- We will distribute bicycle safety resources or have a display. (Please refer to the attached resource list; there are costs associated with some resources.)
- Register as a Safe Kids Week 2010 - Got Wheels? Get a Helmet! partner and receive access to a special discount program with Bell Helmets
<http://www.safekidscanada.ca/SKCFForPartners/section.asp?s=Safe%2BKids%2BWeek%2B2010&sID=26074>
- We will organize an event (you must be holding an event to receive materials)
 - Send bicycle safety activity booklets - for children 8 years and older (while supplies last)
 - Send a bike rodeo guide
 - Send Bell True Fit bicycle helmets (while supplies last)

Details of our event are as follows (include date, activity and partners as appropriate):

Estimated number of participating children: _____ (under 8 years) _____ (8 years and older)



Please return to: Saskatchewan Prevention Institute
1319 Colony Street
Saskatoon, SK
S7N 2Z1
Fax: (306) 655-2511

info@preventioninstitute.sk.ca

THANK YOU FOR HELPING PREVENT BICYCLE-RELATED INJURIES!

