Why YOU Need a Bicycle Helmet
The REASON for you to wear a bicycle helmet

A bicycle helmet cannot prevent you from having an accident. It may however be an effective measure that helps to reduce the injury that can be caused to your head/brain in the event of an accident.

Get smart like us! Keep your helmet on!

Bicycle accidents can occur in busy towns, on quiet roads near your home, bicycle paths, in fact bicycle accidents can happen anywhere; therefore it makes sense to wear a helmet to give your head that extra protection. Use your brain; wear your helmet every time you ride your bike, you never know when you may need it!

HOW your bicycle helmet works...

Standards: Standards show that the type of helmet that you buy has been put through special safety checks. Always make sure your helmet has a recognised safety test standard such as:
- BS EN 1078
- SNELL CERTIFIED
- ANSI: Z 90.4

Senses: Make sure your helmet allows you all around vision. Your helmet must not obstruct your ability to see clearly. Your helmet should not cover your ears. Make sure you can hear. Listening for road dangers is an important part of cycling safety.

Snug fitting helmet: Make sure you have the correct size helmet for your head. Your helmet should fit snugly and be comfortable to wear. When you shake or nod your head your helmet should remain secure on your head. Most standard approved helmets come with adjustment pads. Always read the instructions that come with your helmet.

Squarely positioned: Your helmet should be squarey positioned on your head. The helmet rim should sit on your forehead, just above your eyebrows. Your helmet should NOT be tilted back to uncover the forehead, or tipped forward to cover your eyes.

Secure straps: Helmet straps should be adjusted in accordance with the manufacturers instructions. Straps should be adjusted each time you wear your helmet. There should be no slack in the straps when the helmet is fastened. Make sure your helmet straps are not twisted. Most helmet straps form a “V” shape just under the ear lobe.
WHY you need a helmet...

Your head contains the brain. The brain is the control centre for the whole human body. The brain is so important the skull protects it. The skull acts like the shell of an egg.

The brain is divided into various parts, each having control over different actions of your body. Your brain controls your memory, thoughts, and your activity. It sends messages to the rest of your body, for example, it tells you when to kick a football or allows you to put your makeup on correctly. It also receives messages sent back from your body so your foot can connect with the ball and kick it, or your hand can pick up your lipstick and put it to your lip.

Without your brain in full working order you would not be able to go about your daily life, that is why it is important to give your head extra protection when you are out cycling, just like the shell of an egg, the skull can be cracked and your brains scrambled!!

Bicycle helmets give your skull extra help to protect your brain. Don't risk damaging your brain, when something is that important it is worth looking after. So use your brain, wear a helmet.

the FACTS

Over 100,000 young people under 16 years old are treated in hospital each year due to a bicycle accident.

8 out of 10 young people ride bicycles.

60% of those who are injured sustain an injury to their head/face.

Head injuries account for the most common cause of death or permanent disability following a bicycle accident.

The 12-16 age group are the most common to be seriously injured or killed in a bicycle accident.

Looking after your bicycle helmet

Your helmet needs to be looked after and, if it is going to be able to give you the best protection possible. Always read the information provided with the helmet.

If your helmet has suffered a hard impact the polystyrene foam may have been damaged and therefore the helmet would have lost its full protection ability. Sometimes this damage cannot be visually seen. In these cases it is best to obtain a new helmet.

Never use paints, chemical cleaners or solvents on your helmet. These materials can weaken the helmet shell. Do not place stickers on your helmet unless supplied with the helmet.

To clean your helmet only use cleaning materials recommended by the manufacturer or simply with a soft cloth and water.

The human head contains one (1) brain.

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This poem was written by Darren for other young people to read, because he did not want the same thing to happen to you.

DARREN'S STORY

Darren was 14 years old, when he was cycling home from school and his bike wheel hit the side of the pavement making him swerve into the path of a car. Darren sustained a serious brain injury, which has now left him disabled for life. Darren was not wearing a helmet because he felt they looked daft and messed up his hair.

The 'EGGS' files

Wear your helmet on all cycling trips.

- Your helmet is standard approved
- Your straps are clean
- Your helmet is snug fit
- Your helmet is securely fitted
- The straps are adjusted
- Discard damaged helmets
- Do not use paints, chemical cleaners or solvents on helmet
- Always read and follow the instructions supplied with your helmet
- This leaflet acts only as a guide. If you are in any doubt or how to wear your helmet contact the store where you purchased it from or contact the manufacturer directly.