Want to Know more?

For additional information on bicycle safety programs and materials on bicycle helmets, you may contact the following organizations:

**NHTSA**
Traffic Safety Programs
Safety Countermeasures, NTS-15
400 Seventh Street, SW
Washington, DC 20590

**Brain Injury Association, Inc.**
105 North Alfred Street
Alexandria, VA 22314

**U.S. Consumer Product Safety Commission**
4330 East West Highway
Bethesda, MD 20814
Bicycling is one of the most popular forms of recreational activity in the United States. It is also an increasingly popular form of transportation. Teenagers spend a considerable amount of time riding their bikes. However, even with the increasing focus on safety, injury prevention, and wellness, teenagers are the hardest group to reach in developing and implementing safe bicycling practices.

Research shows that helmet use while bicycling can reduce the chance of sustaining a brain injury by 88%.

Brain injury is the leading cause of death and disability among people under the age of 24. As many as 80% of all deaths in bike crashes result from brain injury.

The number of bicyclists who wear helmets is increasing, but not nearly enough. Less than 20% of individuals report wearing helmets, and helmet use among teen riders is extremely low. Although there are some communities that have raised helmet usage to over 80%, the statistics are still frightening.

The typical teenager does not normally pay much attention to statistics. They do seem to be receptive to information delivered peer-to-peer.

For all these reasons, the HeadSmart® Bicycling Safety video was developed by the Brain Injury Association (BIA) in cooperation with the National Highway Traffic Safety Administration (NHTSA).

This video uses real life situations to stress the importance of wearing a helmet on every bicycling occasion, in addition to following safe bicycling practices. The message is delivered by teens to teens. Positive peer-to-peer influence is instrumental to a healthy and safe environment for our young adults.

This video can be used to relay bicycle safety and helmet use messages in multiple environments:

**Schools** - in physical education classes and health classes, driver education, safety seminars or current events classes;

**Special Events** - at your church or temple, community center, youth groups or any place teenagers meet and talk.