

# About OTLA's Bike Helmets on Kids Campaign

The Bike Helmets on Kids campaign was started by Ontario Trial Lawyers Association (OTLA) in 2002. This program is intended to put a bike helmet on the head of every child who needs one, and provides education and awareness about safe bicycle helmet use. Since our first event, held in London, Ontario, this initiative has distributed more than 19,000 helmets to students. Over the years, OTLA members have expanded the Bike Helmets on Kids campaign to cities and regions across the province.

OTLA's Bike Helmets on Kids campaign has been recognized by the Brain Injury Association of Canada, the Ontario Brain Injury Association and the Ontario Safety League for its contribution to promoting injury prevention awareness and safety education.

This campaign is supported locally by a number of community partners and donors, including:

- The Point Edward Optimist Club
- Ontario Provincial Police
- The Village of Point Edward
- The County of Lambton
- Haines Printing

## Community Partners

Thank you to our many community partners for supporting OTLA's Bike Helmets on Kids campaign.

This campaign has also been made possible by the generous donations of:

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The Bike Helmets on Kids campaign was created by members of the Ontario Trial Lawyers Association.  
[www.otla.com](http://www.otla.com)



OTLA'S

# Bike Helmets on Kids Campaign

*Working together to keep our  
community and our children safe.*

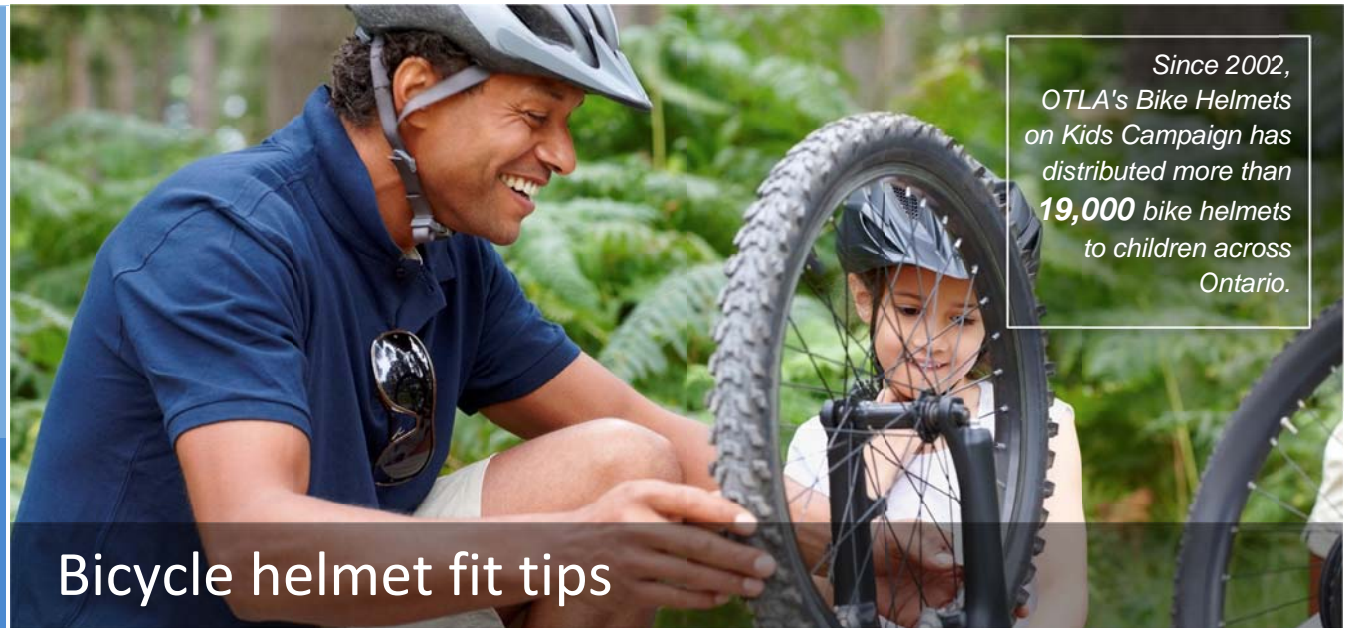


# A properly fitted bicycle helmet could save your child's life.

Riding a bicycle is a healthy and fun activity for people of all ages. Everyone should wear a helmet, but children especially need protection because of the heightened risk they face. Head injuries are the number one cause of serious injury and death to kids on bicycles. A helmet could save your child's life! Besides, it's the law—in Ontario, anyone under the age of 18 must wear a helmet while riding a bicycle on the road or sidewalks.

A helmet has been provided for your child by the Bike Helmets on Kids campaign, sponsored by the Ontario Trial Lawyers Association (OTLA). Organizers at today's event have shown your child how to wear this new bicycle helmet properly. Please review the fitting instructions carefully and ensure that the helmet is being worn correctly.

Remember, you are your child's best role model. Everyone should wear a helmet when they ride, and helmets should be adjusted regularly to remain properly fitted.



Since 2002, OTLA's Bike Helmets on Kids Campaign has distributed more than **19,000** bike helmets to children across Ontario.

## Bicycle helmet fit tips

- ▶ The helmet should cover the top of the forehead and should rest about two fingers' width above the eyebrows. The side straps should fit snugly around your child's ears in a "V" shape. The buckles on the side strap should fit right under the ear. Buckle the chin strap. Tighten it until you can fit only one finger between the strap and your child's chin. Teach your child to check the helmet fit every time they wear it.
- ▶ Baseball caps, hats, headphones, large hairclips and other such items should not be worn under a bicycle helmet.
- ▶ You should replace your helmet if it has been in a hard fall or crash or has been dropped on a hard surface, even if there is no visible damage.
- ▶ Helmets more than five years old should be replaced because they lose their protective abilities over time.

*This information has been adapted by permission from Parachute Canada. Learn more about bicycle helmet safety and other tips for staying safe at [www.parachutecanada.org](http://www.parachutecanada.org).*

### More resources for bicycle and bicycle helmet safety in your community:

- Bike Friendly Lambton:  
[www.bikefriendlylambton.com](http://www.bikefriendlylambton.com)
- Parachute Canada:  
<http://www.parachutecanada.org/injury-topics/item/helmet-faqs>

### About the Ontario Trial Lawyers Association

Founded in 1991, the Ontario Trial Lawyers Association (OTLA) is an organization of more than 1,500 plaintiff lawyers, law clerks, articling students and law students. Our purpose is to promote access to justice for all Ontarians, preserve and improve the civil justice system, and advocate for the rights of those who have suffered injury and losses as the result of wrongdoing by others. OTLA is committed to the promotion of safety initiatives. For more information, visit [www.otla.com](http://www.otla.com).