

# Bike Helmet Safety Resources in Maryland

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**SAFE  
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MARYLAND

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MARYLAND DEPARTMENT  
OF TRANSPORTATION  
MOTOR VEHICLE  
ADMINISTRATION

Maryland  
Highway  
Safety  
Office

# Agenda

- 11:00 am Introductions
- 11:05 am Review of Available Supplies:
- Helmet Head Demonstration – How To Sheet
  - Posters – Where to go to Print
  - Social Media Messages
    - ❖ Calendar Year Messages
    - ❖ National Night Out Messages
  - PSA's – Where to view/download
- 11:15 am Review PSA's
- 11:20 am Update of things In the Works for This Year

# Helmet Head Demonstration



# Helmet Head Demonstration

- 15 Demonstrators across the state
- Comes with Helmet and Stand Up Proper Fit Test Poster
- Works great to demo proper fit
- Participants can practice proper fit
- Use as stand-alone demo or pair with display board

# The Helmet Fit Test

1 Eyes

2 Ears

3 Mouth



You should see the bottom rim of the helmet when you look up.

Straps should form a "V" under your ears when buckled.

Helmet should hug your head when you open your mouth wide.

Children imitate adults - set a good example by wearing your helmet on every ride.



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# La prueba de ajuste adecuado del casco

1 Ojos

2 Orejas

3 Boca



Debe ver el borde inferior del casco cuando mire hacia arriba.

Las correas, una vez abrochadas, deben formar una "V" por debajo de sus orejas.

El casco debe presionar su cabeza cuando abra la boca ampliamente.

Los niños imitan a los adultos: dé un buen ejemplo al usar su casco en cada paseo.



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# Social Media Message – National Night Out

## Sample National Night Out Post:

Tuesday, August 6<sup>th</sup> is National Night Out, when communities all across the country will come together to create safer, more caring places. Safety is a team effort that begins with individuals. Take responsibility for your own safety by always buckling up, crossing in designated crosswalks, and following the safety rules for biking. On the top of the list is always wearing a helmet. Take safety a step further by being a good neighbor and helping others follow safety guidelines, too. Safety knows no age limit, so teach youth that safety always comes first. Together we can make National Night Out, and any outing, a fun and safe experience. Visit National Night Out in your community.

**Include local information for National Night Out and a website address for more info.**

# Social Media Messages – Year Round

## Sample August Post:

The end of summer is just around the corner, but warm weather means there's still time for biking before cold weather and school get in the way. But make sure your ride doesn't send you to the emergency room. Your safety list should start with wearing a helmet on every ride, but don't stop there. Check these off your list too: wear bright reflective clothing and have reflectors and lights on your bikes; on roads ride with traffic in a single file; obey all traffic signs and signals; watch for cars turning or exiting driveways; ride defensively – be aware of your surroundings and expect the unexpected; and use hand signals when turning or stopping. Visit [miemss.org/home/bike-safety-project](http://miemss.org/home/bike-safety-project) for proper helmet fitting tips.

**Download Year Round Social Media Posts At: [miemss.org/home/bike-safety-project](http://miemss.org/home/bike-safety-project)**

# Bike Helmet PSA's

30 Second PSA  
&  
60 Second PSA

Download At: [miemss.org/home/bike-safety-project](http://miemss.org/home/bike-safety-project)



# Coming Soon

New Posters to be developed and distributed:  
Be Seen & Be Safe