

***Ohio AAP “Put a Lid on It!”
Bike Helmet Safety Awareness
2015 Results***

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American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Ohio Chapter

Background

- Bicycles remain associated with more childhood injuries than any other consumer product except the automobile
- Helmet use reduces the risk of
 - Head injury by 85%
 - Severe brain injury by 88%
- It is estimated that **75 %** of bicyclist-related fatalities among children could be **prevented** with a bicycle helmet

Ohio's Wheeled Sports Data

Figure 1. Number of ED visits for pedal cycle and other wheeled recreation related TBIs among 18 years old and younger, Ohio, 2002-09¹

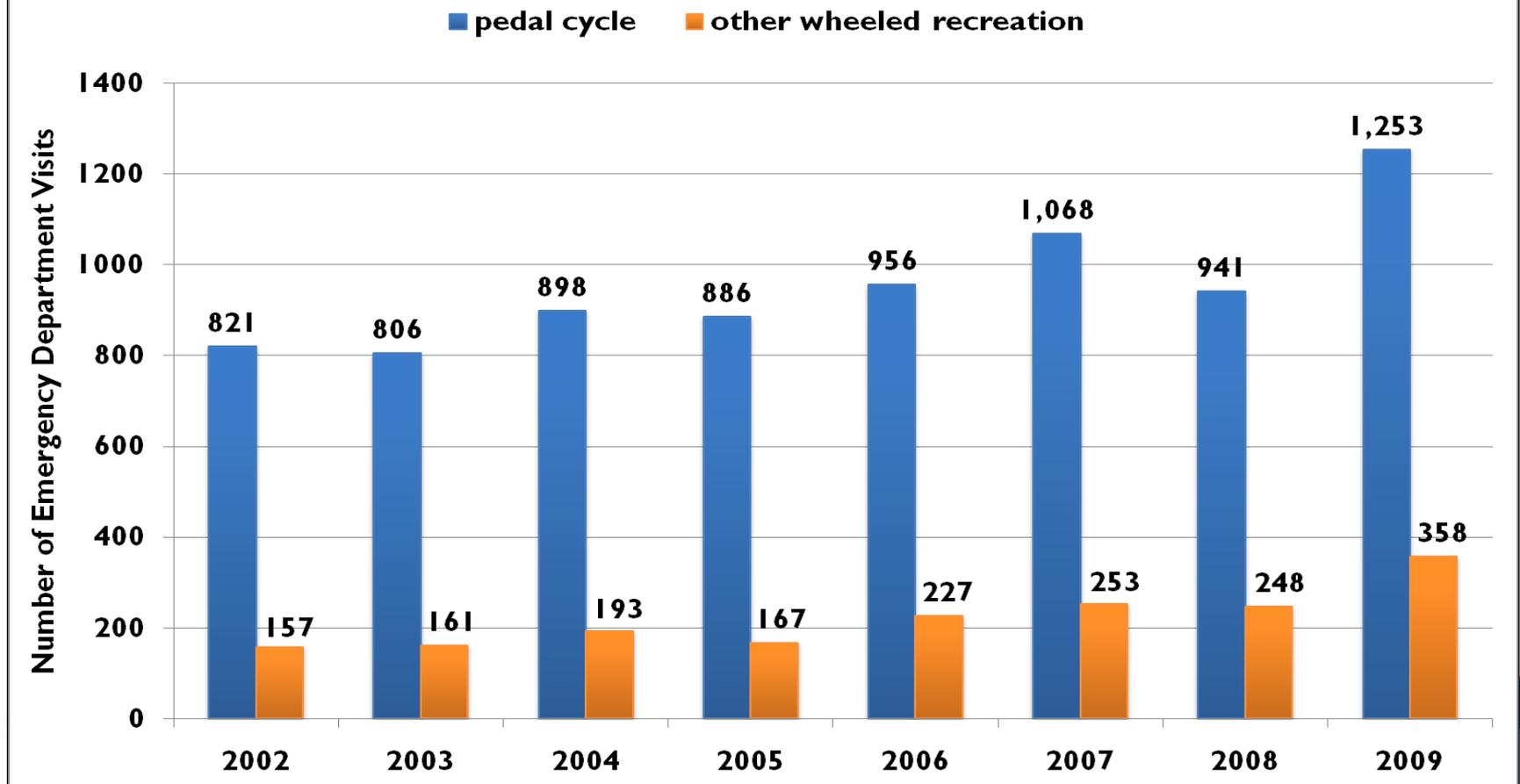
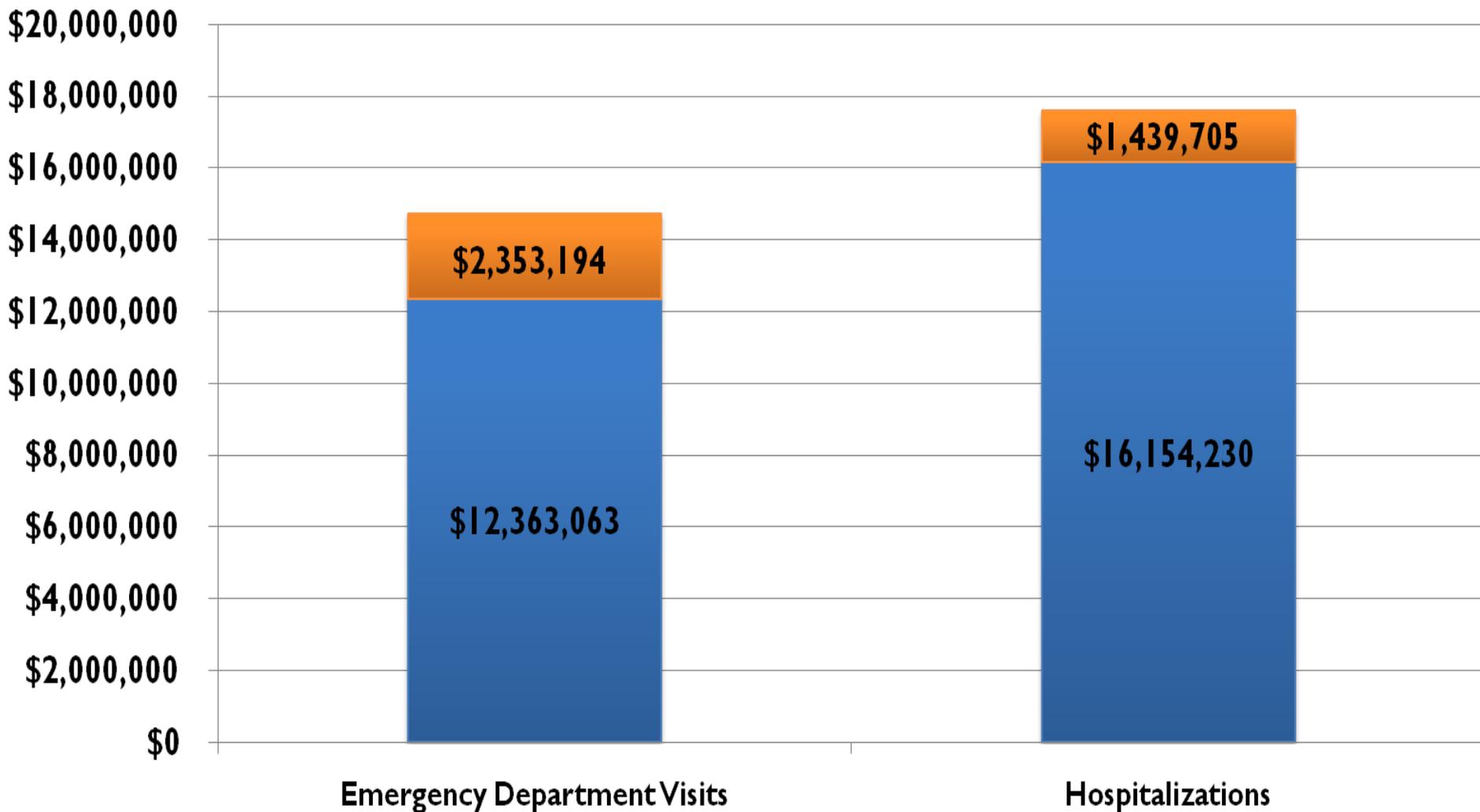


Figure 3. Total treatment charges for pedal cycle and other wheeled recreation related TBIs among children 18 years or less, Ohio, 2002-09¹

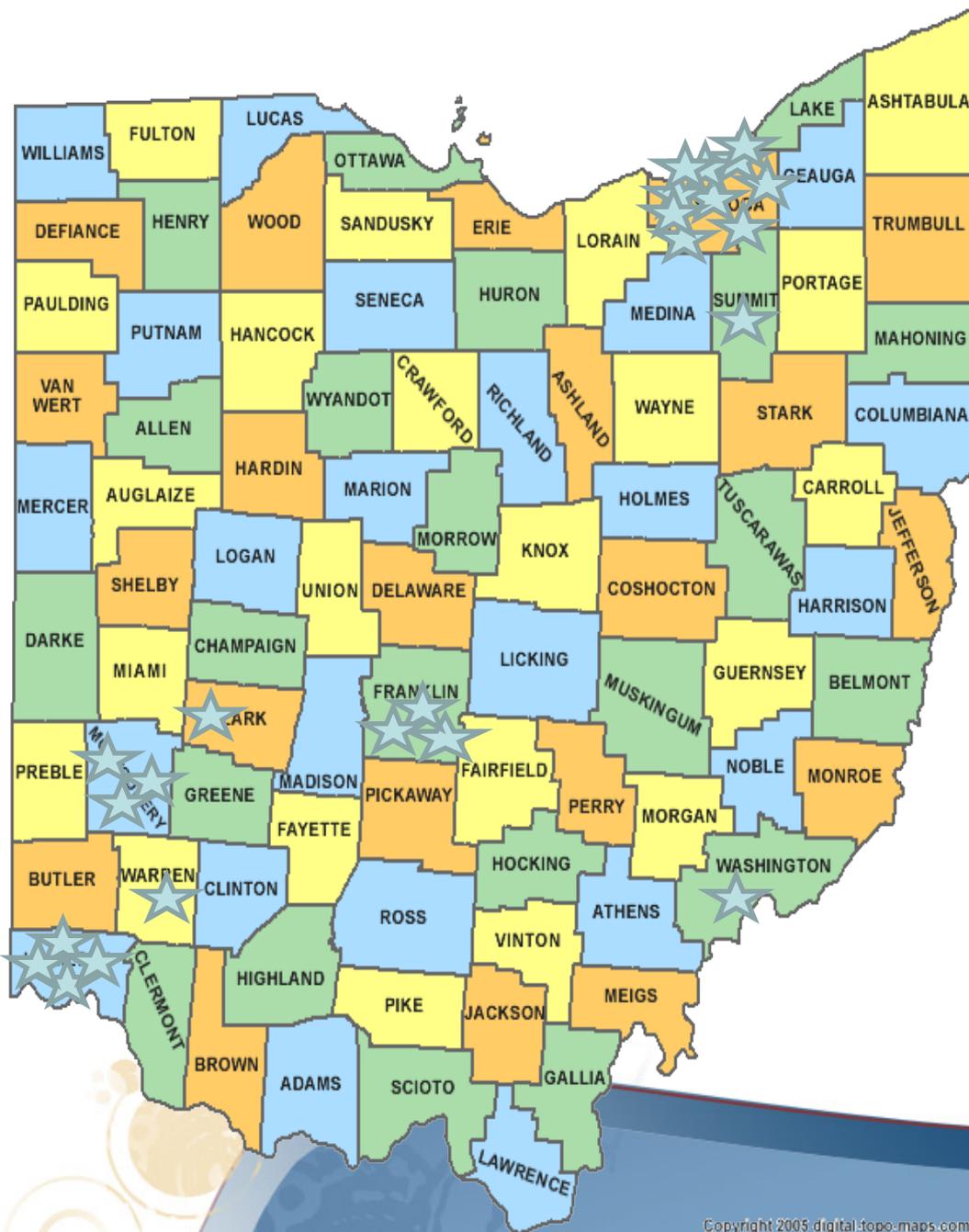
■ pedal cycle ■ other wheeled recreation



Current Bicycle Helmet Use/Legislation in Ohio



- Current Usage
 - Only 15-20% of Ohio youth wear a bicycle helmet regularly while riding
- Current Legislation
 - No statewide laws
 - Many city ordinances/laws
 - Significant lack of re-enforcement



- Akron Under 16 2001
- Beachwood Under 16 1990
- Bexley Under 16 2010
- Blue Ash Under 16 2003
- Brecksville Under 18 * 1998
- Brooklyn Under 14 2001
- Centerville Under 18 1999
- Cincinnati Under 16 * 2004
- Columbus Under 18 effective 2009
- Dayton Under 13 2004
- East Cleveland Under 18 * 2004
- Enon Under 16 * 2004
- Euclid Under 14 2001
- Glendale Under 19 * 2000
- Kettering Under 16 * 2004
- Lakewood Under 18 1997
- Madeira Under 17 * 2002
- Marietta Under 16 * 2004
- Orange Village Ages 6 to 15 1992
- Pepper Pike Under 18 2000
- Shaker Heights All ages over 5 inc. passengers 1997
- South Euclid Under 14 2000
- Strongsville Under 12 1993
- Waynesville Under 17 * 2000

AAP Bicycle Helmet Initiative

- **Goals:**
 - Increase helmet usage over the next 5 years
 - Introduction of bike helmet legislation
 - Coalition building
- **Methods:**
 - Marketing Campaign
 - Data Collection

AAP Bicycle Helmet Initiative

- **Marketing Campaign**
 - **Bike Helmet Week**
 - Media campaign
 - Helmet giveaways
 - **Legislative buy-in**
- **Data Collection**



Statewide Media Outreach

- Print
- TV
- radio

Social Media

- Put A Lid on it FB page
- FB add targeting parents of kids < 15 years

Legislative Advocacy

Marketing Campaign

School Outreach

- Elementary School Administrators' Association

Grassroots outreach

- Bike shops
- E-news to AAP members
- OIPP, ODH, OPHA
- Childrens' Hospital Association



250+ Coalition Partners

- Ohio Department of Transportation, Ohio Department of Health
- Legislators
- All the Childrens Hospitals in the state
- Ohio Public Health Assoc.
- Safe Kids Central Ohio
- YMCA
- Police Departments
- Elementary Schools
- Parks and Recreation Departments
- Local Public Health Departments
- Community Hospitals
- Biking Groups

2014 Bike Helmet Week

- Distribution of about 4,000 helmets
- > 100 events put on by coalition partners around the state
- Continued increase in legislative participation in Bike Helmet Week Events
- Funding
 - \$10,000 donated by the Ohio AAP Foundation
 - \$7,500 grant from Honda

2015 Bike Helmet Week

- Distribution of about 9,300 helmets
- Helmets provided to 110+ partners for local events around the state
 - Some partners hold multiple events
 - Estimated 130+ events
- Funding
 - \$25,000 in helmets purchased by Ohio Department of Transportation/SRTS
 - \$10,000 donated by the Ohio AAP Foundation
 - \$7,500 grant from Honda



2014 & 2015 Media Coverage

- **2014** - 12 million impressions (Ohio and nationally)
- **2015** – 26 million impressions (Ohio and nationally)
 - Ohio AAP contracts with Krile Communications for media



VOICES FOR OHIO'S CHILDREN



OHIO LEGAL RIGHTS SERVICE | for people with disabilities

PostDarkeCounty.com



nbc4i.com

Citizens For A Better Norwood

public news service
NEWS IN THE PUBLIC INTEREST



The New York Times

2014 & 2015 Media Coverage



2014 & 2015 Media Coverage



2015 Legislative Results

- **Introduction of Legislation**
 - May 5, 2015 Senator Shannon Jones introduced legislation with a conference held on the steps of the Ohio Statehouse
 - Ohio AAP pushed for this introduction, attended to support this legislation, and assisted with speakers
 - Dr. Sarah Denny (Ohio AAP Injury Prevention Medical Director)
 - Dr. William Cotton (Ohio AAP Advocacy Chair)
 - Cpl. Renae Rice (City of Dublin Police Department)
 - Melissa Wervev Arnold (Ohio AAP Executive Director)
 - Other Ohio AAP Team Members (Director of Media, Lobbyist, etc.)

2015 Legislative Results



2015 Legislative Results



Legislative Results

- Personal notes sent to key legislators
 - Resulted in increased contact and attendance at events
 - Opportunities to educate on importance of helmet use



Ex.: Rep. Sykes attended an event at Akron Children's Hospital on May 8 to help hand out helmets.

- Thanks to Courtney Hudson for helping arrange!

AAP Bicycle Helmet Initiative

- **Bike Helmet Awareness Week**
- **Data Collection**
 - Direct observations
 - Self-reported use

Direct Observations



- Partnership with community organizations
- Methods
 - Annually (Spring) x 5 yrs
 - At least 4 major Ohio cities
 - 2 observers per site
 - 30 min stationary
 - 60 min driving

Bicycle Helmet Observation Form

County: _____
 Place Observed: _____ Stationary or Driving
 Date: _____ Time Start: _____ Time End: _____
 Weather: Overcast Partly Cloudy Sunny
 Approximate temperature: _____
 Alone or together with: _____

Bicyclist	Age	Gender	Wearing Helmet	Accompanied by an adult	Accompanying adult wearing helmet
1	P C T A S	M F	Y N	Y N	Y N
2	P C T A S	M F	Y N	Y N	Y N
3	P C T A S	M F	Y N	Y N	Y N
4	P C T A S	M F	Y N	Y N	Y N
5	P C T A S	M F	Y N	Y N	Y N
6	P C T A S	M F	Y N	Y N	Y N
7	P C T A S	M F	Y N	Y N	Y N
8	P C T A S	M F	Y N	Y N	Y N
9	P C T A S	M F	Y N	Y N	Y N
10	P C T A S	M F	Y N	Y N	Y N
11	P C T A S	M F	Y N	Y N	Y N
12	P C T A S	M F	Y N	Y N	Y N
13	P C T A S	M F	Y N	Y N	Y N
14	P C T A S	M F	Y N	Y N	Y N
15	P C T A S	M F	Y N	Y N	Y N
16	P C T A S	M F	Y N	Y N	Y N
17	P C T A S	M F	Y N	Y N	Y N
18	P C T A S	M F	Y N	Y N	Y N
19	P C T A S	M F	Y N	Y N	Y N
20	P C T A S	M F	Y N	Y N	Y N
21	P C T A S	M F	Y N	Y N	Y N
22	P C T A S	M F	Y N	Y N	Y N
23	P C T A S	M F	Y N	Y N	Y N
24	P C T A S	M F	Y N	Y N	Y N
25	P C T A S	M F	Y N	Y N	Y N

P = pre-school (0-5)
 C = child (6-12)
 T = teen (13-18)
 A = adult 19-60
 S = senior (60+)

Notes from the observer on challenges/issues:



Observation Data

2011 - 2014 Summary

	Number of Riders Observed	Number of Observation Locations	Total % Wearing Helmets
2011	207	7	33.8%
2012	121	8	39.7%
2013	230	12	47.0%
2014	354	16	18.4%
4 Year Average	228	10.75	34.7%

Self Reported Usage

- Partnership with ODH
 - To start 2012
- Biennial statewide phone survey
 - Ohio Behavioral Risk Factor Surveillance Survey for eldest child in house

Prevalence of bicycle helmet use among those who ride a bike

	2008	2010
Always	29.4%	33.5%
Nearly Always	15.1%	12.8%
Sometimes	11.1%	12.5%
Seldom	5.9%	7.2%
Never	38.5%	34.0%

Next steps

- Support introduced legislation
- Involve other organizations as leaders in the coalition
- Continue observations to measure successes and make changes
- Continue to distribute helmets
- Work with law enforcement to ensure effectiveness of proposed legislation

As an injury prevention advocate, what can you do?

- **Develop partnerships**
- **Increase awareness of the data with colleagues**
- **Increase bike safety discussions at well child visits**
- **Contact your schools, PTA, church, youth groups**
- **Write a letter to the editor or an op-ed piece in your local paper**
- **Support the Ohio AAP bike helmet awareness week**

What if You Don't Have a Budget?

- Ohio AAP has media lists, support
- Borrow from other public awareness campaigns
 - Don't have to reinvent the wheel!
- Join with a partner organization
- Focus on social media and “earned” media
 - 12 million impressions in 2014 earned without any paid media



Summary



- Clear vision and mission
- Data collection is essential
- Need a “quarterback” agency
- Need partners that have similar interests
- Legislation buy-in helps
- Important to be consistent with effort and message

Contact Information

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