

## Protect your brain. Put a lid on it!

Head injuries are the leading cause of serious injury and death in children. A properly fitted helmet can prevent or reduce brain injury. Helmets should be worn for all wheeled activities.

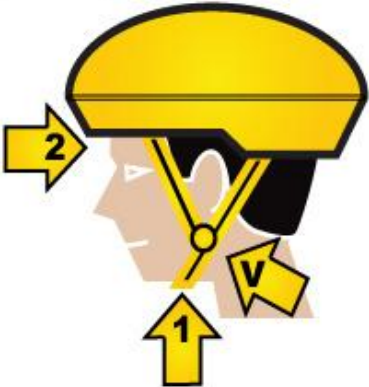
The Hamilton Helmet Initiative is a community partnership whose goal is to reduce brain injuries by increasing helmet use.

Parents have a big role to play in protecting their children by role modeling proper helmet use. Dr. Karen Bailey from McMaster Children's Hospital, says "It is important that all children and adults wear a helmet to reduce the risk of brain injury."

The Hamilton Helmet Initiative would like you to put a lid on it! Follow these tips:

### Protect Your Brain Put a lid on it!

88% of brain injuries can be prevented by wearing a properly fitted helmet.



**2-V-1 Principle**

- 2** Two fingers distance above the eyebrows
- V** Straps form a v-shape under the ears
- 1** One finger space between strap and chin











**Fit your helmet every time you put it on!**

More tips: <http://thinkfirst.ca/safetyinfo.aspx>




**A helmet is cooler than a coma.  
Love your brain!**

### Wheeled Activities

Choose the right helmet for the right activity.

| Helmet Type   | Activity  | Single or Multiple impact   |
|---|---|---|
| Bike Helmet<br>           | <br>Cycling  | Single  |
| Multi-Purpose Helmet<br> |  Cycling<br> Rollerblading<br> skateboarding<br> scootering | Multiple/Single   |
| BMX Helmet<br>           | <br>BMX Cycling  | Multiple  |
| Check helmet for certification  | <ul style="list-style-type: none"> <li>• Ask your retailer</li> <li>• Read label on the inside (CSA, ASTM, CPSC or SNELL label inside)</li> </ul>   |  |

Other Sports: <http://thinkfirst.ca/safetyinfo.aspx>  
Replace helmet after serious impact and/or when you see damage.

For more information about the Hamilton Helmet Initiative or to order low cost helmets for your family go to: <http://www.mcmasterchildrenshospital.ca/hhi>