Bicycle riding is an affordable mode of transportation, an enjoyable recreational activity and an excellent form of Exercise. But bike riding is not without risk, so take a moment to Think First and ride smart to reduce your risk for injury!

KNOW THE FACTS
- In 2015, 818 bicyclists and other cyclists were killed and an estimated 45,000 were injured in traffic crashes.¹
- Annually there are an estimated 580,000 emergency room visits and nearly 23,000 hospital admission for bicycle-related injuries.²
- Between 2012 and 2015, only roughly 1 in 5 bicyclists killed was wearing a helmet.³
- Nearly 70% of all fatal bicycle crashes involve head injuries.⁴
- Bicycle helmets have been estimated to reduce the risk for head injuries by 85 - 87%.⁵
- Despite these facts, only about 30% of all cyclists report wearing their helmets consistently.⁶

WHEN AND WHERE ARE BICYCLE CRASHES MOST LIKELY OCCUR?
- Bicycle-related deaths occur most often between 6pm-9pm (20%) and 3pm-6pm (17%).⁷
- More bicyclists were killed in urban areas (71%) than in rural areas (29%) in 2014.⁸
- 31% of bicycle-related deaths occur in intersections and 56% at non-intersection.⁹

WHO IS MOST LIKELY TO INCUR A BICYCLE-RELATED INJURY?
- 89% of bike riders injured in traffic crashes in 2010 were persons 16 and older.¹⁰
- Alcohol involvement, either for the driver of a motor vehicle or the bicyclist, was reported in more than 34% of crashes that resulted in bicyclist deaths in 2014.¹¹
- Males are more often injured than females. Of the bicycle-related injuries in 2014, 82% were male and most (15%) were between the ages of 20 and 24.¹²
- Helmets are not just for children; helmets are important at every age!

Test Your Safety I.Q.
Q When should a helmet be replaced?
A Replace any helmet that has been involved in a crash or is damaged. Also, if there is not a CPSC, ASTM or Snell certification sticker, or if the helmet cannot be adjusted or no longer fits, replace it.

Q Are all helmets the same?
A No. Helmets with CPSC and ASTM approval are good for biking and inline skating. Multi-sport helmets with a Snell B-95 approval are designed for skateboarding, roller skating and scooters as well as biking and inline skating.⁶

Helmets specifically designed for exclusive use in an activity other than biking (for example, baseball, horseback riding, lacrosse or skiing) do not have to meet the requirements of the CPSC bicycle helmet standard. These helmets should meet other federal and/or voluntary safety standards.

Fast Facts
Helmets are 85 - 87% effective in reducing your risk for a brain injury!

thinkfirst.org
ThinkFirst about...

. . . protecting your brain! A helmet can decrease the severity of a brain injury and even save your life. During a fall or crash most of the impact is absorbed by the helmet, rather than your head and brain. Lower your risk for a brain injury — wear a helmet every time you ride!

Fit Your Helmet Correctly

1. Try the helmet on and select a helmet that fits snugly. Adjust with pads, or on certain helmets, with a dial fitting system.
2. Place the helmet level on your head. The front of the helmet should be one to two finger widths above your eyebrows to protect the forehead. (fig. 1)
3. Adjust the slide on both side straps to form a “V” directly under, and slightly in front of the ears. Lock the slide if possible. (fig. 2)
4. Center the left buckle under the chin; make sure the helmet is level. Adjust the rear or front straps to assure the helmet is not tilting forward or back.
5. Buckle the chinstrap securely so that no more than one or two fingers fit between the strap and your chin. Secure all straps in the rubber ring, close to the buckle. (fig. 3)

Prevention Tips

Put on a helmet when:
- Riding a bicycle, motorcycle, snowmobile, or all-terrain vehicle (ATV)
- Using in-line skates, a skateboard or a scooter
- Playing a contact sport, such as football and ice hockey
- Batting and running bases in baseball or softball
- Skiing or snowboarding
- Riding a horse

Other bicycle safety tips:
- Bicyclists must follow traffic rules of the road, which include riding in the same direction as traffic and obeying traffic signs and signals
- Take all precautions so motorists can see and avoid you; wear light colored clothing, use reflectors and lights and use directional hand signals
- Use a bike that fits you correctly and is in good working order, with properly inflated tires and working brakes
- Wear clothing that is not loose or with strings that could get caught in the bike mechanism. Wear shoes that prevent slippage and protect the feet

Sources