

Every brain is precious and fragile. Head injuries represent [20-40%](#) of all bicycling injuries seen at Canadian emergency rooms. Helmets work to protect your brain when you fall. Wear a helmet every time you ride, roll, skate or ski!

Our Vision

The HHI is committed to preventing brain injury in our community by increasing access to helmets, promoting educational and skill-building programming and by increasing awareness across the community about right helmet right fit.

Background

- ⇒ Cycling and other wheeled activities build physical literacy, promote physical and mental well-being, and provide an economical and green method for transportation.
- ⇒ Helmets are effective in preventing head injuries. Helmet use reduces the odds of head injury by at least 50%.
- ⇒ The long-term consequences from head injuries include personality changes, increased rates of depression and anxiety, learning disabilities, concentration disabilities, balance problems and severe headaches.
- ⇒ Helmets are designed for specific activities so it is important to wear the right helmet for the right activity.
- ⇒ Barriers to helmet use include cost, cultural norms and lack of knowledge regarding helmet effectiveness and when/how injuries occur.
- ⇒ The HHI partners with other initiatives and programs to support access to helmets, education/awareness on helmet safety, safe play in early learning settings, and safe active transportation to and from school and around the community,
- ⇒ It is important to establish the helmet wearing habit from early childhood and for parents to be role models for their children.
- ⇒ Cyclists are vulnerable road users and need to protect themselves from injury.
- ⇒ Head injuries account for 62% of bicycle-related deaths. Head injuries also account for 33% of all bike-related ER visits and 67% of all bike related hospital admissions.
- ⇒ In Ontario, less than 50% of cyclists wear a helmet, with teens and young adults being the least likely.

Guiding Framework and Theory

- ⇒ Framework for Action: **Population Health Promotion Approach**
No one action is effective on its own; it is the combination of actions that produce results. Use multiple approaches and channels to promote helmet wearing messaging, make helmets accessible and promote injury prevention programs that build skills and knowledge.
- ⇒ Grounding Theory: **Diffusion of Innovation**
Shifting the culture related to helmet wearing by building education and messaging strategies through influencers in the community like educators, healthcare providers, parents and visible role models.

Accomplishments to Date

- 2013** - HHI was launched at Lake Avenue School in Hamilton attended by provincial, city and school board representatives.
- 2013** - [HHI received an Ontario Hansard](#) from the Provincial legislature.
- 2013** - HHI launched its web pages within the McMaster Children's Hospital website
- 2013** - HHI launched its helmet safety video on the McMaster Children's Hospital website
- 2013** - HHI helmet safety card adopted by Seven Star Sports and included in packaging for bike and multi-sport helmets sold in North America
- 2014** - City of Hamilton posted bicycle, multi-sport and hockey helmet fit signage at city trailheads, skateboard parks and ice pads
- 2015** - Helmet safety messaging included on Social Bicycles (SoBi) Hamilton bike hub signage
- 2016** - City of Toronto adopted HHI strategy to form the [Toronto Helmet Initiative](#).

HHI Stakeholders

Bike for Mike • Boys and Girls Clubs of Hamilton • Brain Injury Services/Step Up! ABI Recovery • Canada Helmet Initiative • City of Hamilton • Findlay Personal Injury Lawyers • Hamilton Best Start Network • Hamilton Brain Injury Association • Hamilton Police Service • Hamilton Public Health Services • Hamilton-Wentworth Catholic District School Board • Hamilton-Wentworth District School Board • McMaster Children's Hospital • McMaster University • New Hope Community Bikes • Seven Star Sports • Sport Hamilton

Access to Helmets	Access to Programs	Access to Helmet Messaging
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1048 Helmets Purchased

- School Helmet Campaign**
- 637 helmets purchased
 - ⇒ 437 toddler multi-sport
 - ⇒ 223 multi-sport
 - ⇒ 216 bike
 - ⇒ 59 hockey
 - 42 schools participated
 - ⇒ 14 HWCDSB
 - ⇒ 28 HWDSB

- Helmets for Early Learning Settings**
- 411 helmets purchased
 - # sites participating (approx.)
 - ⇒ 2 school kindergartens
 - ⇒ 52 daycares



637 Free Helmets Given Out

- 637 free helmets distributed
 - ⇒ 24 toddler multi-sport
 - ⇒ 96 multi-sport
 - ⇒ 383 bike
 - ⇒ 134 hockey
- Helmets received by:
 - ⇒ School students
 - ⇒ Parents
 - ⇒ Adults
 - ⇒ Programs in schools
 - ⇒ Programs in the community

12,425 Students Educated

- School-Based Education**
- Bikes, Blades and Board (Hamilton Brain Injury Association)
 - ⇒ 1593 students
 - ⇒ 27 schools
 - ⇒ 15% high needs schools
 - Brain Day (Parachute Canada)
 - ⇒ 859 students
 - ⇒ 33 classrooms
 - ⇒ High needs schools (no data)
 - Cyclemania (Hamilton Police Service)
 - ⇒ 3185 students
 - ⇒ 25 schools
 - ⇒ 20% high needs schools
 - Ride Smart (New Hope Community Bikes)
 - ⇒ 1112 students
 - ⇒ 18 schools
 - ⇒ 33% high needs schools
 - Safety on the Go (City of Hamilton, Public Health)
 - ⇒ 1038 students
 - ⇒ 25 schools
 - ⇒ 20% high needs schools
 - Think First (City of Hamilton, Public Health)
 - ⇒ 4638 students
 - ⇒ 35 schools
 - ⇒ 34% high needs schools

1003 People Educated

- Community –Based Education**
- Brain Injury Services & Public Health
 - ⇒ 129 participants
 - ⇒ 6 community sites
 - Cyclemania
 - ⇒ 874 participants
 - ⇒ 20 community sites

5310 Helmet Cards Distributed

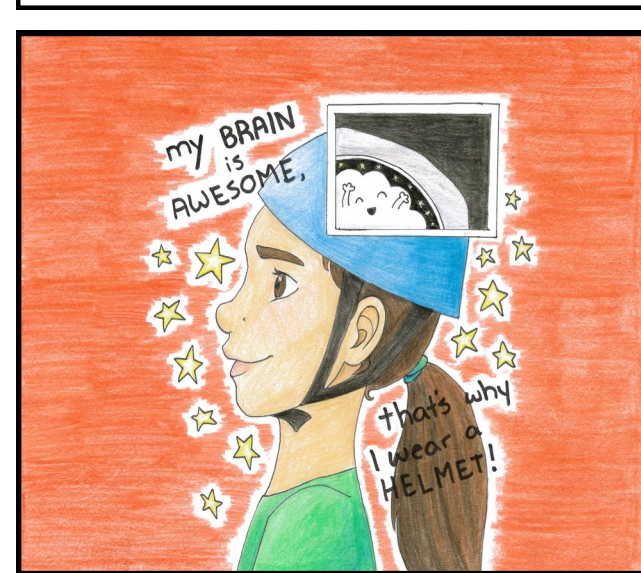
- Helmet Fit Resources**
- 10,000 Helmet Fit Cards distributed
 - 80,000 Hamilton Bike Maps
 - 1800+ Safety Card Series distributed
 - 3 community events
 - ⇒ Bike to Work Day
 - ⇒ Mac Kids Walk and Wheel
 - ⇒ Apostolic Ark Ministries Back to School

New Resources

- Safety Cards Series
 - ⇒ Bike Safety
 - ⇒ Pedestrian Safety
 - ⇒ Trail Safety
 - ⇒ Revised Helmet Safety
- Helmet Toolkit for Early Learning Settings
 - ⇒ Available electronically on HHI website
 - ⇒ French version available upon request

Heads Up! 3 Poster Contest

- 321 entries
- 17 schools participated
- \$1000 Grand Prize to St. Matthew Catholic Elementary School
- 2 winning posters were displayed in bus shelters around Hamilton.



HHI Totals Since 2013

12,068 helmets purchased
3,166 free helmets given out

55,000+ students educated

60,000 helmet fit cards distributed

Thank You

The Hamilton Helmet Initiative would like to recognize the following organizations for their support both financially and in-kind.

- Brain Injury Services/Step Up! ABI Recovery • Findlay Injury Prevention Lawyers
Hamilton Best Start Network • McMaster Children’s Hospital • Seven Star Sports