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## PUBLIC SERVICE ANNOUNCEMENT

### Got Wheels? Get a Helmet: BC Children's Hospital marks Safe Kids Week May 31 – June 5

May 31, 2010

**Vancouver, B.C.** – Safe Kids Week is Canada's largest annual public awareness program, designed to help reduce the frequency and severity of preventable childhood injuries. This year, May 31 to June 5 has been proclaimed Safe Kids Week in British Columbia and is focused on preventing head injuries and the importance of using a helmet when participating in wheeled activities such as bicycling, in-line skating, roller hockey, and skateboarding.

These physical activities are a great way to stay active and are fun for kids. However, everyone – kids and adults – who take part in these activities should always wear helmets to prevent injuries resulting from a fall.

“Head injuries are a leading cause of serious injury and even death to kids participating in wheeled activities,” says Dr. Shelina Babul-Wellar, Associate Director & Sports Injury Specialist, BC Injury Research & Prevention Unit, Child & Family Research Institute (CFRI) and Clinical Assistant Professor, Department of Pediatrics, UBC. “Given the severity of the injuries, even under adult supervision, I would advise parents to teach their kids about helmet safety from an early age and be an active participant in showing them good safety habits.”

“Research shows that a properly fitted helmet can decrease the risk of a head injury by 85 per cent,” says Karen Horn, Manager, Safe Start, the injury prevention program at BC Children's Hospital, an agency of the Provincial Health Services Authority. “Now that the weather is becoming warmer and the days are getting longer, we want parents to really think about how to properly equip themselves and their children for safe wheeled activities.”

Safe Start is supporting Safe Kids Week with helmet fitting demonstrations, information about cycling, in-line skating, and skateboarding, plus a chance to enter a draw for a free helmet.

**In partnership with Think First, Safe Start will host free helmet-fitting demonstrations at the following locations and times:**

June 2 and 3  
10: 00 am to 2:00 pm  
BC Children's Hospital. Ambulatory Care Building (in the lobby by Starbucks)  
4480 Oak Street, Vancouver

June 4  
11:00 am to 1:00 pm  
Hastings Community Centre  
3096 East Hastings Street, Vancouver

More information on Safe Kids Week and home product safety is available online from the BC Injury Research & Prevention Unit [www.injuryresearch.bc.ca](http://www.injuryresearch.bc.ca) and Safe Start [www.bcchildrens.ca/safestart](http://www.bcchildrens.ca/safestart).

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BC Children's Hospital, an agency of the Provincial Health Services Authority, provides expert care for the province's most seriously ill or injured children, including newborns and adolescents. BC Children's is an academic health centre affiliated with the University of British Columbia, Simon Fraser University, and the Child & Family Research Institute. For more information, visit [www.bcchildrens.ca](http://www.bcchildrens.ca).

The Child & Family Research Institute conducts discovery, clinical and applied research to benefit the health of children and families. It is the largest institute of its kind in Western Canada. CFRI works in close partnership with the University of British Columbia, BC Children's Hospital and Sunny Hill Health Centre for Children, BC Women's Hospital & Health Centre, agencies of the Provincial Health Services Authority, and BC Children's Hospital Foundation. CFRI has additional important relationships with BC's five regional health authorities and with BC academic institutions Simon Fraser University, the University of Victoria, the University of Northern British Columbia, and the British Columbia Institute of Technology. For more information, visit [www.cfri.ca](http://www.cfri.ca).

The Provincial Health Services Authority (PHSA) plans, manages and evaluates selected specialty and province-wide health care services across BC, working with the five geographic health authorities to deliver province-wide solutions that improve the health of British Columbians. For more information, visit [www.phsa.ca](http://www.phsa.ca).

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