

TRAIN YOUR BRAIN



REDUCE THE RISK

Helmet use can reduce the risk of severe brain injuries by up to 88%.

88%

BE THE EXAMPLE

A child riding with other kids or adults wearing helmets is more likely to wear a helmet.



ALWAYS WEAR A HELMET

Children should always wear a helmet for all wheeled sports activities, like riding scooters, skateboarding and longboarding.



14x INCREASED RISK

A child riding without a helmet increases the risk of sustaining a head injury and being involved in a crash by 14 times.



THE RIGHT WAY TO WEAR IT: 2V1

2 fingers above the eyebrows

1 finger between strap and chin

Straps form a "V" under the ears

