

Helmet Head!



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Traumatic Brain Injury is one of the leading debilitating injuries for children, and nearly all are sports related. Nearly all could have been prevented with the proper use of a helmet.

This book is created to encourage helmet wearing in children. It is designed to give them a little insight into just how dangerous riding a bike or doing other sports may be, and encourage them to wear a helmet through social promotion.

Parents, part of this is also up to you. According to kids surveyed regarding why they do or don't wear a helmet, the following problems are consistent: First, fit. Make sure when you are shopping for a helmet for your child, you take a little extra time to get one that is comfortable for them. The most common complaints are the chin straps bugging the child or it being too loose or too tight. Secondly, style. Encourage helmet wearing by getting your child a helmet they will be excited about and proud to show off. Finally, what is one of the most interesting results consistent in all polls, the **BIGGEST** reason given by children for why they don't wear helmets, is that their **parents do not promote helmet wearing in their home**. Nearly 2/3'rds of children said they would wear a helmet if their parents required it. So remember, it all starts with you. Make helmets as big of a must as a seatbelt is.

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There's something missing from this picture. Can you tell what it is? Do you see it? Look a little closer...do you see it now? It's a helmet silly! Do you think this girl should be riding her bike without a helmet? What do you think might happen? Why do you think she doesn't have her helmet on? Is it because she doesn't have a helmet? Is it because she thinks they are not cool? Is it because she thinks that her head is like a Twinkie and it would be good if all the filling were smashed out?

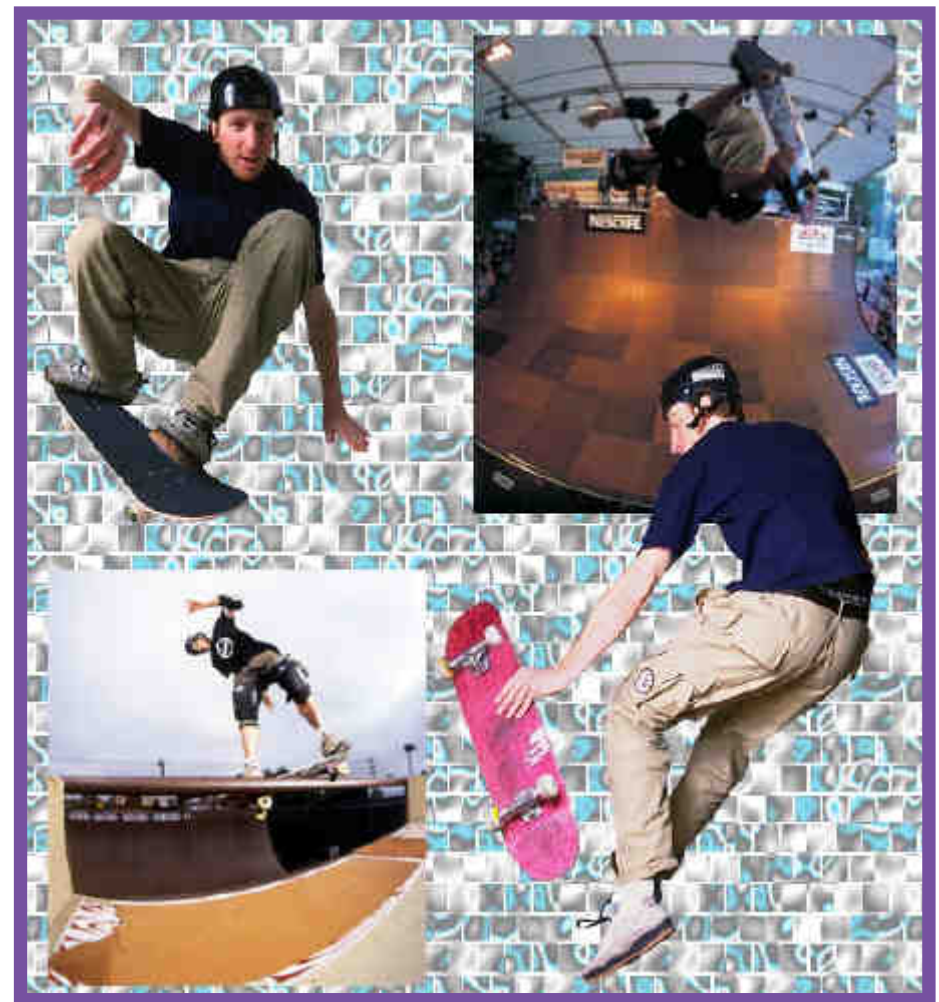


Is it because she's gone insane and thinks she is a carrot? Why in the world would she do something so silly as ride without a helmet? Quick, somebody get that girl a helmet!

There, that's better. I heard one of my friends tell me the other day that wearing a helmet was not cool. Sheesh, whatever. I'll prove to you that's not true. That's the opposite of true. The coolest people in the whole wide world wear helmets. Let's just take a look.



Tell me, how cool are people who get on an airplane and go way up high, only so they can jump out of it! Mega cool, I say. And they all wear helmets, because not only are they cool, they are all smart too. They know how important it is to protect their melon. Because believe me, if you're falling to the ground at 200 miles per hour, you need a brain.



Or how about professional skateboarders. Do you ever see one of them without a helmet? I'm sure you wouldn't catch Tony Hawk riding without one. And how cool are professional skateboarders? Pretty cool if you ask me.

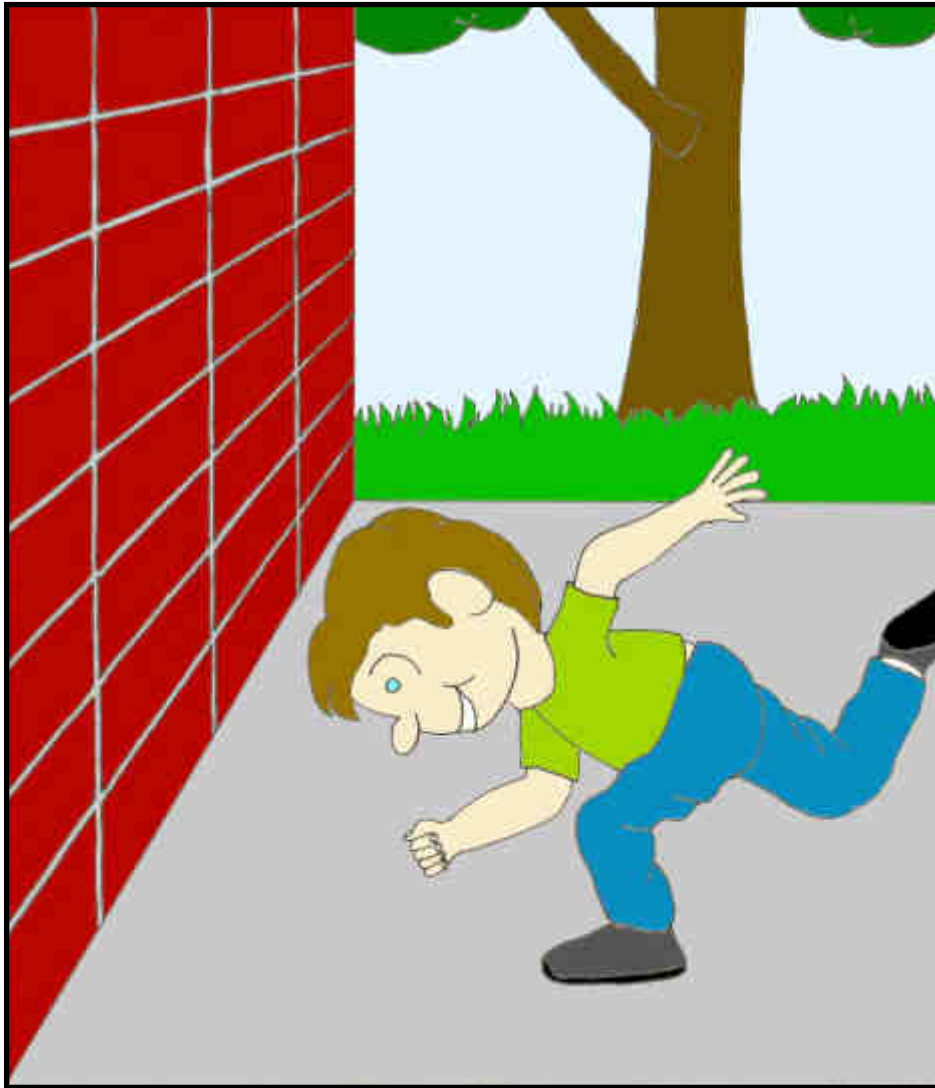
Or how about your favourite football and hockey players? If they didn't wear helmets, we wouldn't have any more football players because they would all think they were princesses and would be out looking for frogs to kiss. We wouldn't have any more hockey players because they would all have puck crowns.



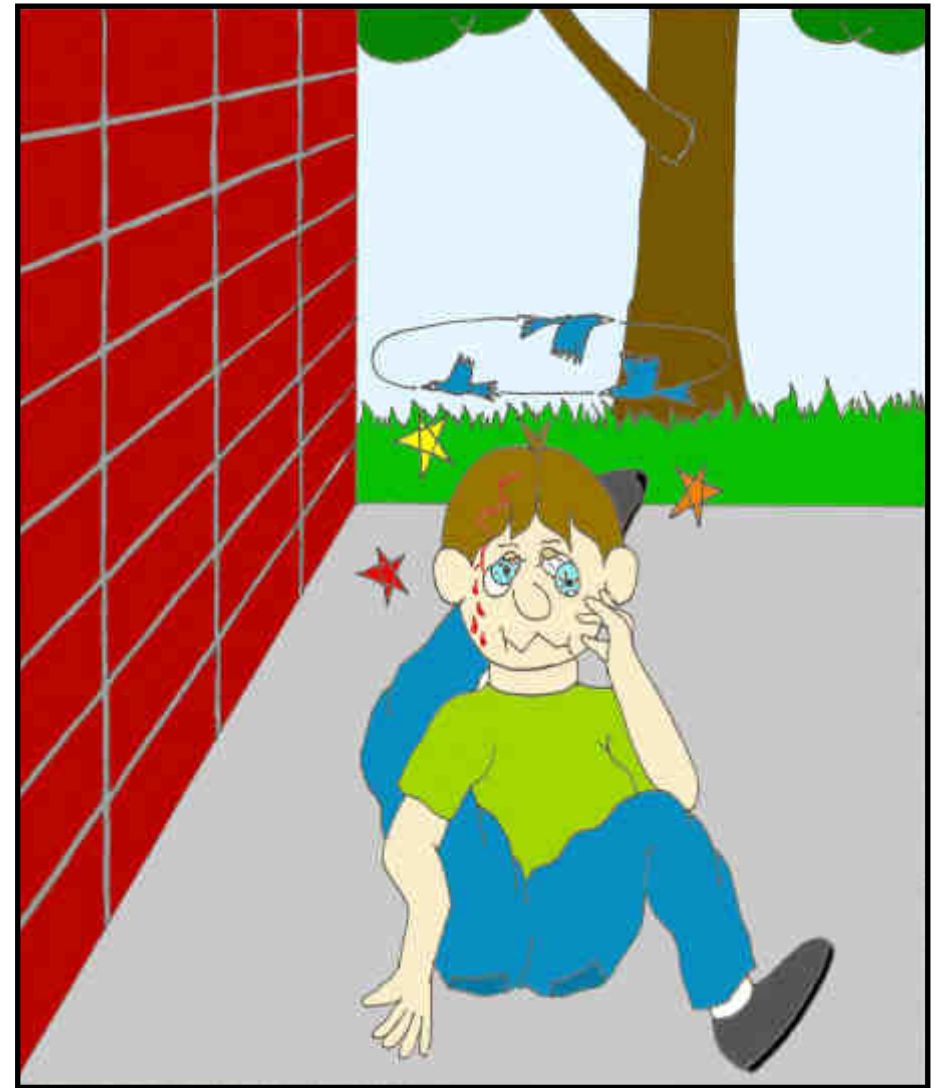
Or how about bicyclists? They all know how important a helmet is. If they tried to do their tricks without a helmet, the only tricks they would end up doing would probably be from their hospital bed.



Come to think of it, just about everybody whose anybody in sports wears a helmet. Wearing a helmet is really the best thing you can do. Wearing a helmet says that you know. Wearing a helmet says that you are an expert in the sport. Wearing a helmet says: "I'm not afraid to get down and dirty with this board, or bike, or whatever you are on, because I've got the gear to do it. Wearing a helmet lets people know that you are smarter than a carrot.



Plus, it just makes sense. Think about it for a minute. Would you put your head down and run as fast as you could into a brick wall?



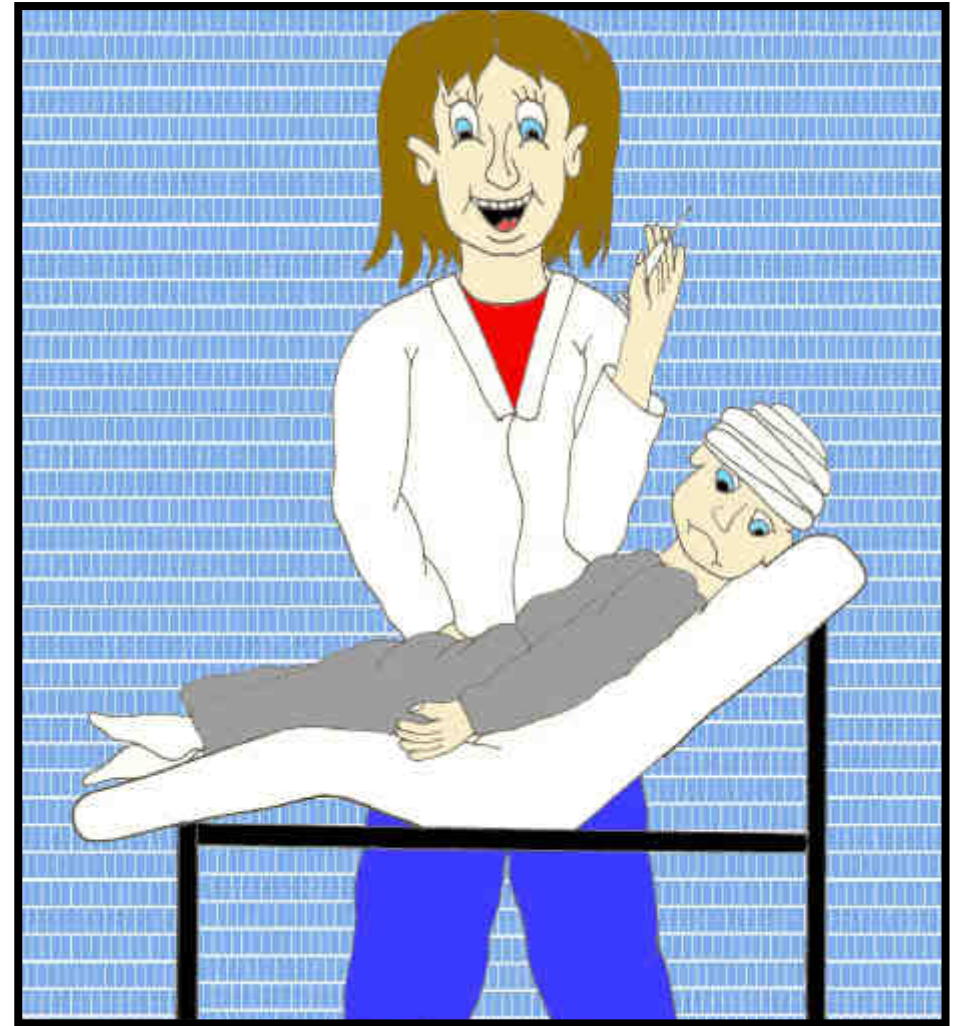
Of course you wouldn't. And you wouldn't go without a helmet either. That would be crazy.

Would you stand there and have someone swing a baseball bat at your head? No, of course not, that would be silly too. But that is the same thing as falling off your bike and hitting your head against the concrete.



Or how about standing outside, while someone went up and opened a second story window, just so they could drop a big concrete block over your head. You wouldn't do that would you? And you wouldn't go without a helmet when you need one either.

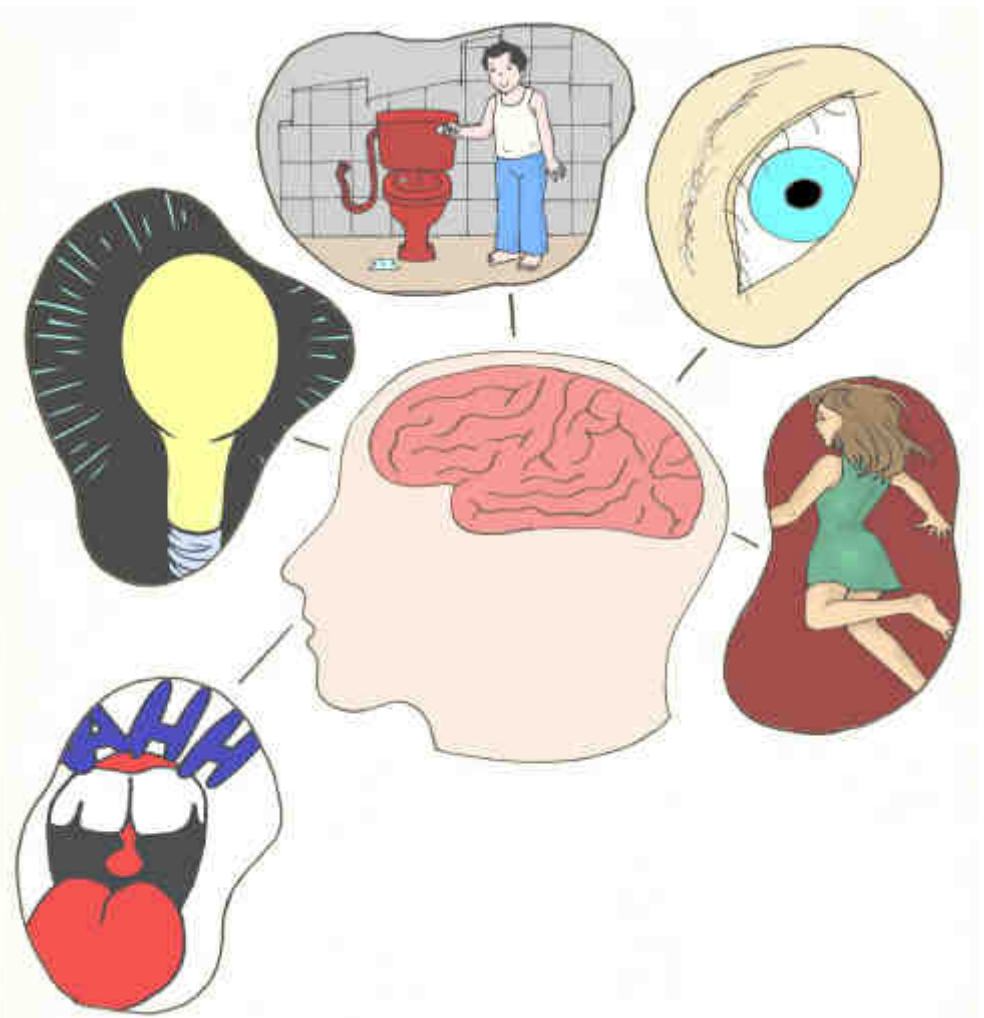
I'll tell you what's not cool. Getting a concussion, and not being able to do the things you used to do. Not being able to do your favorite sports because if you get another concussion you could die. That is way not cool. Timmy got a concussion. Now there are certain things he can't do or play, because it is too dangerous for him.



I'll tell you what else isn't cool. Being laid up in a hospital bed for the summer, while all your friends are out having fun at the park. Having needles poked in your arm and getting shots, having to wake up with a headache everyday, with some crazy nurse standing over you who must be part porcupine because she likes to poke you so much, and all because you weren't wearing a helmet. Totally not cool.

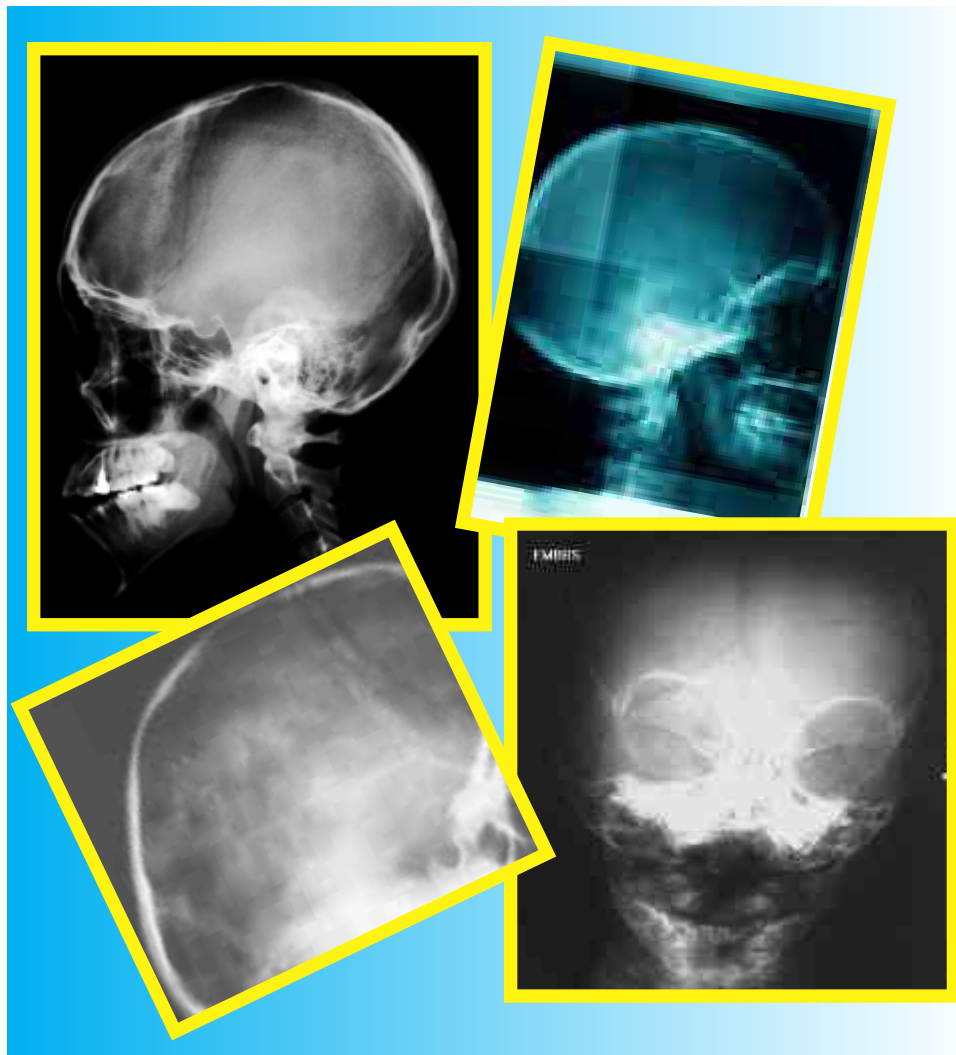


I'll tell you what is even more not cool. Is that every year, 150 kids **JUST LIKE YOU** die, all because they forgot to put on a helmet. Tens of thousands more get Drain Damaged. I mean Brain Damaged. That's like enough kids to fill up 200 of your schools or more!



Kids who can't think anymore the way they used to. Can't talk because the part of their brain that tells you how to talk is broken. Can't see because the part of their brain that interprets what your eyes do is broken. Your brain does everything you do, even tells you when it's time to go to the bathroom.

What's this? These are skull x-rays. These people were not wearing helmets. The one in the top left thinks he's a carrot. The middle one can't talk the way she used to because she damaged that part. And the bottom one died. All because they didn't like helmets.



So, do I have your attention yet? Wearing a helmet really isn't that hard. But the ground usually is. All you do is put it on your head, and click the chin strap. Then, you bang your head around like you're rock N' rollin, so you know it's on good and tight. If it wiggles around, it's too loose, and might not stay on right if you get in a crash. Let's practice that for pretend right now. Put it on, click it, head bang. Simple!



Not only do helmets protect that pretty little melon of yours, but they can add style too. You can get decals for your helmet, or you can get them painted. You can get character helmets for your favorite things. Just check out these helmets. Cool. Which one is your favorite?

So you tell me? When are times that you should have a helmet on?

When you are skiing, should you have a helmet? Of course you should. There are just way too many things to run into.



When you are baking cupcakes? Probably not. Not unless the frosting is made out of plastic explosives.

When you are riding a bicycle or scooters? Of course you should. You like having a head, don't you?





When you are skateboarding or roller skating? But of course you should.

Should you wear a helmet when you are sledding? Of course you should.



How about when you're sleeping, do you need a helmet then? Hopefully not ... although some of your look like you might.



So whatever your sport may be...
Be sure not to forget the most important part: **Your head!**

THE END



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