For Immediate Release
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Bike Helmets a No-Brainer

With a warmer than normal spring, there are more and more bicyclists on the roads and trails throughout the Massachusetts. The Brain Injury Association of Massachusetts (BIA-MA) urges riders of all ages to wear a bike helmet.

More than 50,000 bike-related head injuries and 630 deaths occur in the United States each year. Properly fitted helmets can decrease the risk of head and brain injury by as much as 88 percent. Massachusetts law requires anyone age 16 or under to wear a helmet while riding a bike, scooter, skate board or while in-line skating.

“When wearing a helmet, make sure it is worn correctly – down in front,” says BJ Williams, Manager of BIA-MA’s Prevention Programs. “Prevention begins with parents, who serve as role models for their children by wearing a helmet themselves.”

BIA-MA offers a series of prevention fact cards on such topics as helmet safety, booster seats, sports concussion, pedestrian safety and teen driving. For more information or to order a set of fact cards, call 800-242-0030 or visit www.biama.org.

The Brain Injury Association of Massachusetts (BIA-MA) is a private, non-profit organization that provides support to brain injury survivors and their families, offers programs to prevent brain injuries, and educates the public on the risks and impact of brain injury. The association advocates for legislation to prevent brain injuries, including seatbelt and helmet laws.

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A properly fitted helmet

- Helmet straps should meet in a “V” under each ear.
- Chin strap should be snug under chin.
- Helmet should be worn low on forehead.
- Helmet should not move side to side or back and forth.