

Ideas for Promoting Bicycle Safety for Children

1. Organize a bike helmet discount or giveaway for youth and parents. Make sure to teach proper fit and use.
2. Hold a helmet-use challenge at school or between schools.
3. Work with law enforcement agencies to encourage enforcement of bicycle traffic laws.
4. Conduct helmet-use observation studies.
5. Organize a safe bike ride for your school. Be sure to provide safety education and rules of safe riding before the ride.
6. Encourage local bike retailers to promote helmet use.
7. Use available bicycle safety educational materials from the National Highway Traffic Safety Administration (www.nhtsa.gov) for your bicycle education programs or initiatives. Utilize bicycle education programs developed by local or State bicycle coalitions or through the League of American Bicyclists.
8. Recruit bike crash survivors to speak at school assemblies.
9. Organize a bike path clean-up day.
10. Work with local pediatricians to counsel children and parents on the use of bicycle helmets.
11. Sponsor a community bicycle day, week, or month to get community members to get out and ride their bicycles. Promote use of bicycle helmets and the rules of the road. Encourage community members to be role models for safe behaviors as bicyclists and as motorists around bicyclists.
12. Organize community training to educate people about how to properly fit a bicycle helmet. Encourage training for those who work in bike shops or stores where



bicycles are sold, for students or adults who work in after school programs or summer camps, for organizers of leadership clubs like boy scouts, etc.

13. Erect "Share the Road" signs and develop a campaign to educate the community on what it means and what behavior is expected between bicyclists and motorists.
14. Start a community program to recycle bicycles. Teach youth to rebuild and repair donated bicycles.
15. Create a bicycle club for children in the community, schools, or after school programs.
16. Conduct a helmet use and bicycle attitudinal study. Ask community members of all ages what they think about bicycling conditions, helmet use, and other bicycle safety-related issues. Use the information you collect to build your bicycle safety program.
17. Work with youth sports league team members to promote bicycle helmet use.
18. Sponsor a bike safety night at a community baseball or soccer game.
19. Initiate a school or community helmet incentive program for kids to receive rewards for wearing helmets.
20. Design a poster featuring local athletes promoting bike helmets.
21. Sponsor a bike helmet essay contest.
22. Solicit free billboard space and post bicycle safety messages.
23. Encourage health insurance companies or local medical facilities to offer bicycle helmets to clients at no or low cost along with bike safety information.
24. Sponsor a community bike-a-thon; use proceeds to provide bike helmets to riders who can't afford them.
25. Hold a bicycle safety checkpoint at bike paths, recreation areas, or schools. Checkpoints can be used to pull over bicyclists whose helmets are being worn incorrectly and correct the fit, to offer education on the importance of helmet use and the safety rules of the road, or to entice community awareness, involvement and respect for sharing the road with motorists and bicyclists.
26. Pass a bicycle helmet use policy in the school system, government, and/or businesses.
27. Assess your community needs for bicycle safety improvements. Complete a Bikeability Checklist, see: <http://www.nhtsa.dot.gov/people/injury/pedbimot/bike/Bikeability/index.htm>
28. Sponsor a bike safety poster contest.
29. Produce a bike safety video or public service announcement through a local TV or radio station. Include safety rules and promotion of bicycle helmet use.



30. Conduct a bicycle education program or cycling skills clinic.
31. Develop a bicycle safety project with youth groups (e.g. Scout badges, 4-H programs, etc.)
32. Work with local retailers to include bicycle safety messages in their stores and as part of their advertisements.
33. Place bicycle safety displays in health clinics, doctors offices, hospitals, banks, cafeterias, shopping malls, bus stops, libraries and other gathering places in the community.
34. Provide bicycle safety lesson ideas or activities for educators to utilize.
35. Sponsor bicycle maintenance clinics for all riders.
36. Work with fast food restaurants to place bicycle safety messages on tray liners.
37. Provide or sponsor bicycle safety training for those who work with youth and who could reinforce bicycle safety principles, e.g., youth group leaders, recreation department staff, and law enforcement officers, etc.
38. Hold a media event simulating an actual bike crash or near miss to emphasize the importance of how to behave safely as a bicyclist and a motorist around bicyclists.
39. Get helmet distributors or local retailers to offer helmet discounts or coupons for discounts on helmets for your school or community.
40. Distribute bicycle safety brochures, and newsletter articles through PTA's, PTO's, childcare centers, after-school programs and other parent organizations.
41. Be a sponsor for a bicycle helmet giveaway program. Provide financial support for bicycle safety equipment giveaways including helmets, retro-reflective gear, or bicycle lights.
42. Educate adults about the importance of being a good role model; encourage them to set the example for safe behavior as a bicyclist and as a motorist.

