

WHAT IS “HELP”?

HELP stands for “Helmet Emergency Labeling Program”. This program gives emergency personnel important information about persons involved in an accident while engaged in an activity requiring a helmet. The bright yellow round sticker which is placed on the outside of the helmet makes rescuers aware that there is identification/medical information inside the helmet if there is an emergency situation.

WHY WEAR A HELMET?

Anyone who decides to ride a bicycle or motorcycle must consider that wearing a helmet is the most effective strategy for preventing injuries from a crash or fall. A crash or fall can occur in a split second and can happen anywhere – even in your backyard or just around the block. These type of accidents can potentially have serious or fatal effects, but if a helmet is worn, the helmet can help absorb the impact rather than your head and brain.

According to the Centers for Disease Control and Prevention, any cyclist who does not wear a helmet is at increased risk of head injury. In 2010, in the U.S., 800 bicyclists were killed and an estimated 515,000 sustained injuries that required Emergency Room care. Roughly half of the cyclists were children and adolescents under the age of 20. Annually 26,000 of these bicycle related injuries to children and adolescents are traumatic brain injuries that might have been prevented by wearing a helmet.

Studies have shown that helmets reduce the risk for bicycle related injuries to the head by 74 to 85%, and to the nose and upper face by approximately 65%.

Head injuries are the most widespread cause of death in motorcycle accidents. In most cases, the rider was not wearing a helmet. Death or serious injury could have been prevented with the use of a helmet that absorbs the greatest impact of the crash or fall. The size of the motorcycle makes it vulnerable for high speed driving that often causes a crash. To protect the rider from fatal head injury, wearing of a reliable helmet is crucial.

WHO SHOULD WEAR A HELMET?

Any person riding any type of outdoor vehicle should wear a helmet.

Proper fitting helmets should be worn by everyone, regardless of age, when riding bikes, skateboards, motorcycles, ATVs, etc. Parents need to be a role model for their children by wearing a helmet. Children learn by watching what their parents do. Establish the helmet habit when your child gets their first bike. Talk to them about why you want them to protect their heads. Let them know their bikes are not toys, but their first vehicle. They can hurt their heads permanently or even die from a head injury. Be consistent – if you allow them to ride occasionally without helmets, or do it yourself, they will not believe your message about the importance of wearing a helmet. Wearing a helmet should be as automatic as buckling our seatbelts or securing our babies in their car seats. We do this in order to reduce the risk of injury in an automobile accident. It only makes sense to protect our children and ourselves from head injuries which can be devastating.

Helmets don’t prevent the things that cause a crash, but they do offer a last line of defense when things do go wrong.

Arkansas Hospital Auxiliary Association



The HELP Program is sponsored by the Arkansas Hospital Auxiliary Association.



Information and statistics contained in this brochure were taken from the following sources:

Bicycle Helmet Safety Institute
Insurance Institute for Highway Safety
National Highway Traffic Safety Administration
Centers for Disease Control and Prevention

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