

## **ROAD SAFETY**

BICYCLE HELMETS



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## International legislation

Mandatory all cyclist	Mandatory depending on the age	Not mandatory
Australia Spain (Urban areas) Slovakia (Urban areas) Finland Malta South Africa New Zealand	Austria (12) South Korea (13) Croacia (16) USA (16) Slovakia (15) Slovenia (15) Estonia (16) Iceland (15) Israel (18) Japan (13) Lithuania (18) Czech Republic (18) Sweden (15)	Germany Belgium France Greece Hong Kong Hungary Ireland Italy United Kingdom Russia Portugal Switzerland Turkey...



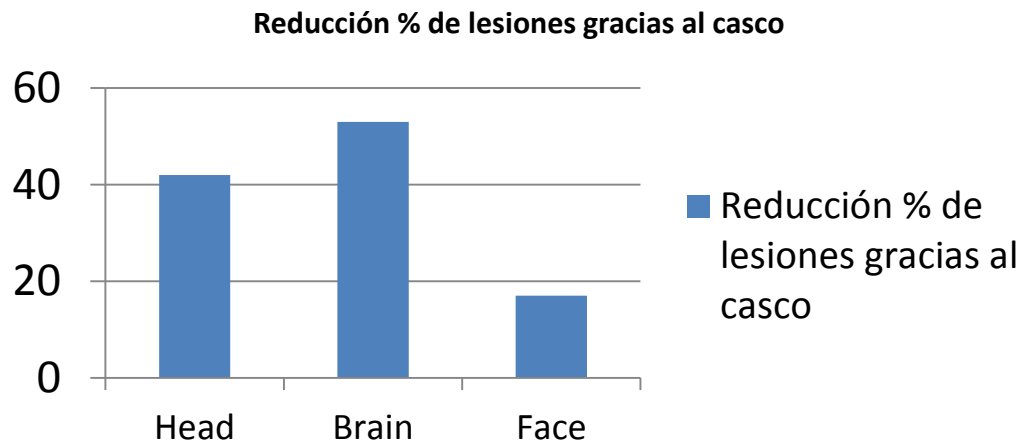
## Helmet efficiency

- Helmets provide a 63% to 88% reduction in the risk of head injuries.
- Helmets provide equals levels of protection for crashes involving motor vehicles (69 %) and crashes from all other causes (68 %)
- Injuries to the upper and mid-facial areas are reduced 65%
- Head injuries are responsible for about  $\frac{3}{4}$  of all deaths of cyclist involved in collisions.
- Helmets do not prevent lower facial injuries

# Helmet efficiency (Rune Elvik)



- The risk of head injury is 1,72 times greater in the case of no using the bicycle helmet as compared to using it.
- In the case of brain injuries the risk seems to be 2,13 times higher.



“The helmet law reduces the use of bicycle”



# Ministry of Transports



- The bicycle helmets are effective in reducing injuries in all age groups, bit especially in the case of children.
- The use of helmets may discourage some cyclist, which can translate into a reduction in the use of bicycles.

# What does... the U.S.A say?



(NHTSA) National Highway Traffic Safety Administration

- Bicycle Helmets, when properly adjusted, reduce the risk of head injury by up to 85% and brain injury 88%.
- Middle-aged adults represent the average age of cyclist victims.



(CHOP) Children's Hospital of Philadelphia.

- About 75% of all bicycle-related child deaths could have been prevented with a safety helmet.
- Parents should also use the bicycle helmet (good example)

“More cyclists riding without helmets is safer than less cyclist wearing helmets”





# What does... FRANCE say?



**SÉCURITÉ ROUTIÈRE**  
**TOUS RESPONSABLES**

- The use of helmet is recommended equipment to prevent head injuries.
- A bicycle in good conditions ensure cyclist safety



# What does... the U.K. say?



- The Department for Transport (DfT) recommends...
  - Use bicycle lights when it is dark.
  - Use brightly or reflective clothing
  - Use helmet (fitted & buckled) that complies with the technical standards



- Transport for London
  - + Form a single line.



- Royal Society for the Prevention of Accidents (RoSPA)
  - "Helmets reduce risk"

“The use of helmets represents a logistical problem””



# What does... the Netherlands say?

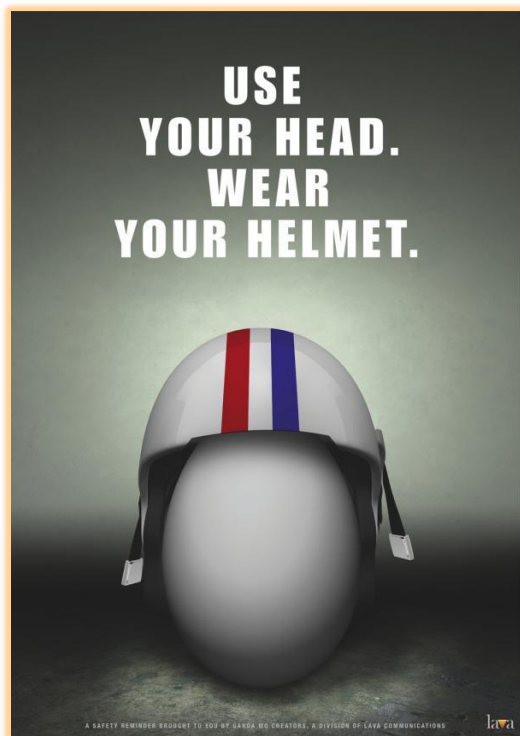


- Promoting the use of bicycle helmets isn't against recent government policies aimed at primary prevention of collisions.
- To promote bicycle helmets should not have negative effects (dangerous activity)



- 60% of all young cyclists (0 – 17) seriously injured suffered head or brain injuries. (47% general average)
- Ages between 0 – 5 years – 90% injuries occur in accidents not involving motor vehicles.

# “influence of advertising”



■ ADVERTISING FEATURE



A guide to getting your family active this summer

## Get On Your Bike . . .

Regular exercise is great for body and mind and helps keep the whole family healthy. It's also important that your children keep active to stay fit and healthy. Choose activities that get your heart pumping and your pulse rate up such as running or cycling.

Going out for a bike ride is fast becoming one of the nation's favourite pastimes. Encouraging

children to be part of your cycling means that you get to spend time together. Now during the holidays is the perfect time to get the whole family involved. Why not make a day of it and pack a picnic for the ride? There are some fantastic picnic spots around the country, or cycling.

Check out your free Flora Picnic Guide Map with today's paper for inspiration!



### Family Cycling Top Tips

- Don't be too ambitious. It's much better that everyone wants to go out again than all coming home exhausted, tearful and permanently put off.
- Keep the cycling trips packed with interest for your little ones; plan your trip around interesting stops and sights along the way.
- Don't make journey times longer than they're happy to sit and play at home.
- Keep them warm. When a child is sitting still, they won't be generating heat like the person doing all the pedalling! Even on a fine day, take extra clothes and waterproofs.
- Ride in a line with the children in the middle of the adults. If there's only one of you, the adult should be at the rear, keeping an eye on all the children in front.
- When on a family ride, don't forget to take snacks and drinks to keep their energy and spirits up! For loads of on-the-go recipe ideas check out [www.flora.com](http://www.flora.com)

### Moreish Muesli Bars - ideal family snack for on the go

#### Makes 12

- 125g Flora Buttery
- 85g dark brown sugar
- 3 tbs honey
- 1 tsp ground cinnamon
- 120g porridge oats
- 40g desiccated coconut
- 75g self raising flour
- 65g dried cranberries
- 80g dried apricots, finely chopped
- 50g sunflower seeds
- 50g pumpkin seeds

#### Method:

1. Preheat the oven to 160°C.

2. Grease a baking tray with a little Flora Buttery. Line with enough parchment paper to hang over the sides. Grease the top of the paper too.
3. Melt together the Flora Buttery, sugar, honey and cinnamon and stir until the sugar dissolves.
4. Mix this sticky mixture quickly into the dry ingredients.
5. Press mixture firmly into the tray.
6. Bake for 20 minutes until lightly golden. Lift out of the tray and allow to cool on a wire rack before cutting into squares.



MOREISH MUESLI BARS	Calories	Sugars	Fat	Saturates	Salt
202kcal	9.8g	11.5g	2.1g	0.2g	
Each 47g serving contains:	10%	11%	16%	16%	16%
	of an adult's guideline daily amount.				

New Tastier Flora with 80% less saturated fat than butter – a perfect spread for the whole family.

# What does... Sweden say?



- Mandatory use of helmet for children is hoped to make cyclist continue to use the helmet when they reach adulthood.
- When an adult riding a bicycle transport a child passenger, the adult is responsible for making sure that the child wears a bicycle helmet.

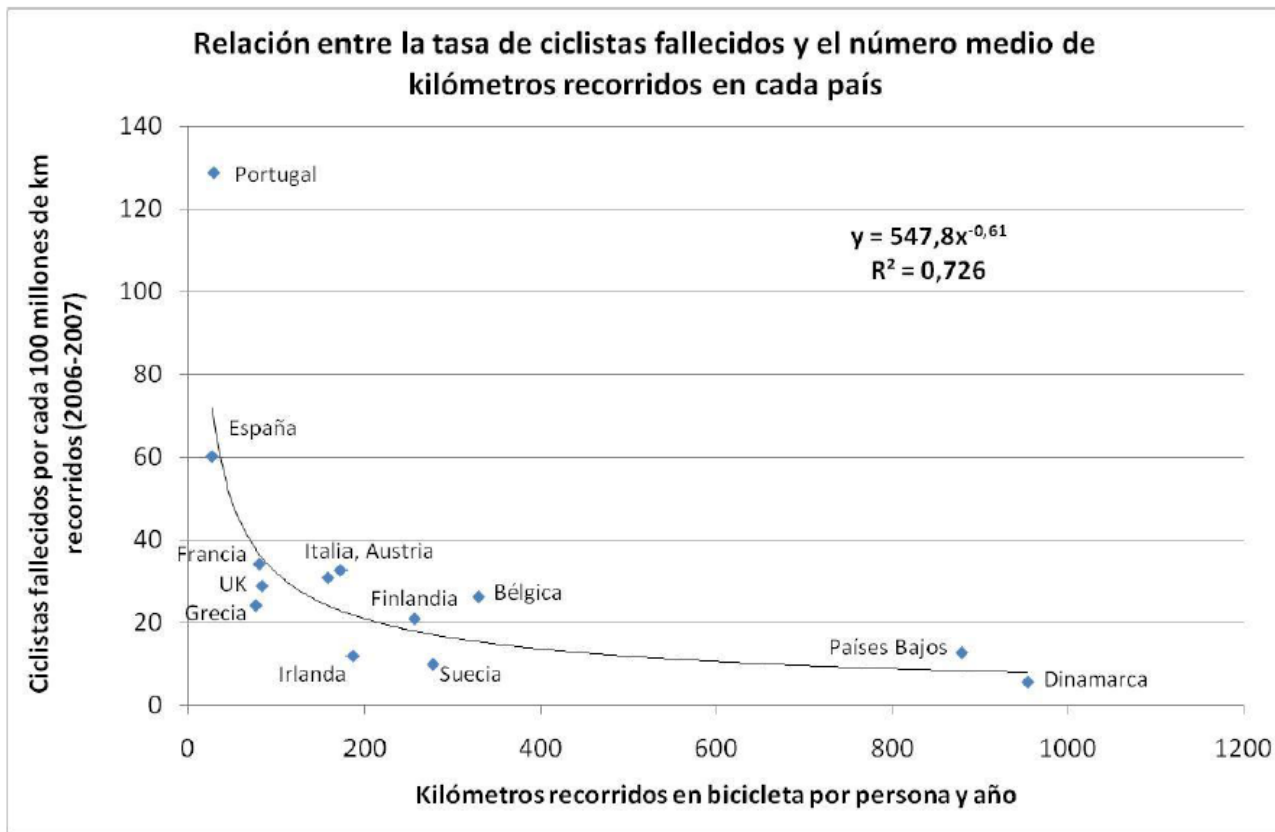
# What does... European Cyclist Federation say?



- No to mandatory helmet laws.
- To authorities...
  - Focus on well-established measures to promote cycling and cyclist well-being.
  - Recognise that the benefits of cycling far outweigh the risk.
  - Refrain from promoting or enforcing helmet wearing



Relationship between cycling fatalities and average kilometers ridden per country



Dead cyclists per each 100 million km. ridden (2006/2007) vs. Kilometers ridden by bicycle per person and year

The bicycle helmet can save a brain,  
but damages many hearts



## Other opinions....

- European Commission
- European Road Safety Observatory
- European Transport safety Council
- World Health Organization
- American Academy of Pediatrics
- Spanish Pediatrics Association
- Automobile clubs

THANK YOU!



“links”

<http://www.youtube.com/watch?v=fQdwINkirKg>