

# Bike Helmet Promotion Program

YOUR NAME

TITLE

AGENCY

EMAIL

PHONE NUMBER





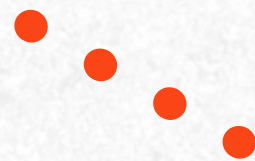
# Train-the-Fitter Objectives





# Train-the-Fitter Objectives

## 1 Bike Injury Facts





# A Safety Poll

How many of you...



Q Ride a bicycle?

Q Wear a bike helmet?





# True or False? (Pop Quiz)



Females are involved in more serious and fatal bicycle crashes than males.



In Florida, it is against the law for people to ride their bicycles on the sidewalk.



By law, cyclists under the age of 18 must wear a bike helmet in Florida.



In the United States, Florida is the state with the highest bicycle fatality rate.



# True or False? (Pop Quiz)

**F**

Males are more frequently injured or killed riding bicycles than females.

**?**

In Florida, it is against the law for people to ride their bikes on the sidewalk.

**?**

By law, cyclists under the age of 18 must wear a bike helmet in Florida.

**?**

In the United States, Florida is the state with the highest bicycle fatality rate.

National Center for Statistics and Analysis . Bicyclists and other Cyclists Traffic Safety Facts 2022. National Highway Traffic Safety Administration.



# True or False? (Pop Quiz)

T

Males are more likely to be injured or killed riding bicycles than females.

F

In Florida, it is legal to ride your bikes on the sidewalk (unless prohibited).

?

By law, cyclists under the age of 18 must wear a bike helmet in Florida.

?

In the United States, Florida is the state with the highest bicycle fatality rate.

National Center for Statistics and Analysis . Bicyclists and other Cyclists Traffic Safety Facts 2022. National Highway Traffic Safety Administration.



# True or False? (Pop Quiz)

T

Males are more likely to be injured or killed riding bicycles than females.

F

In Florida, it is legal to ride your bikes on the sidewalk (unless prohibited).

F

In Florida, bicyclists under the age of 16 are required to wear a bike helmet in Florida.

?

In the United States, Florida is the state with the highest bicycle fatality rate.



# True or False? (Pop Quiz)

**T**

Males are more likely to be injured or killed riding bicycles than females.

**F**

In Florida, it is legal to ride your bikes on the sidewalk (unless prohibited).

**F**

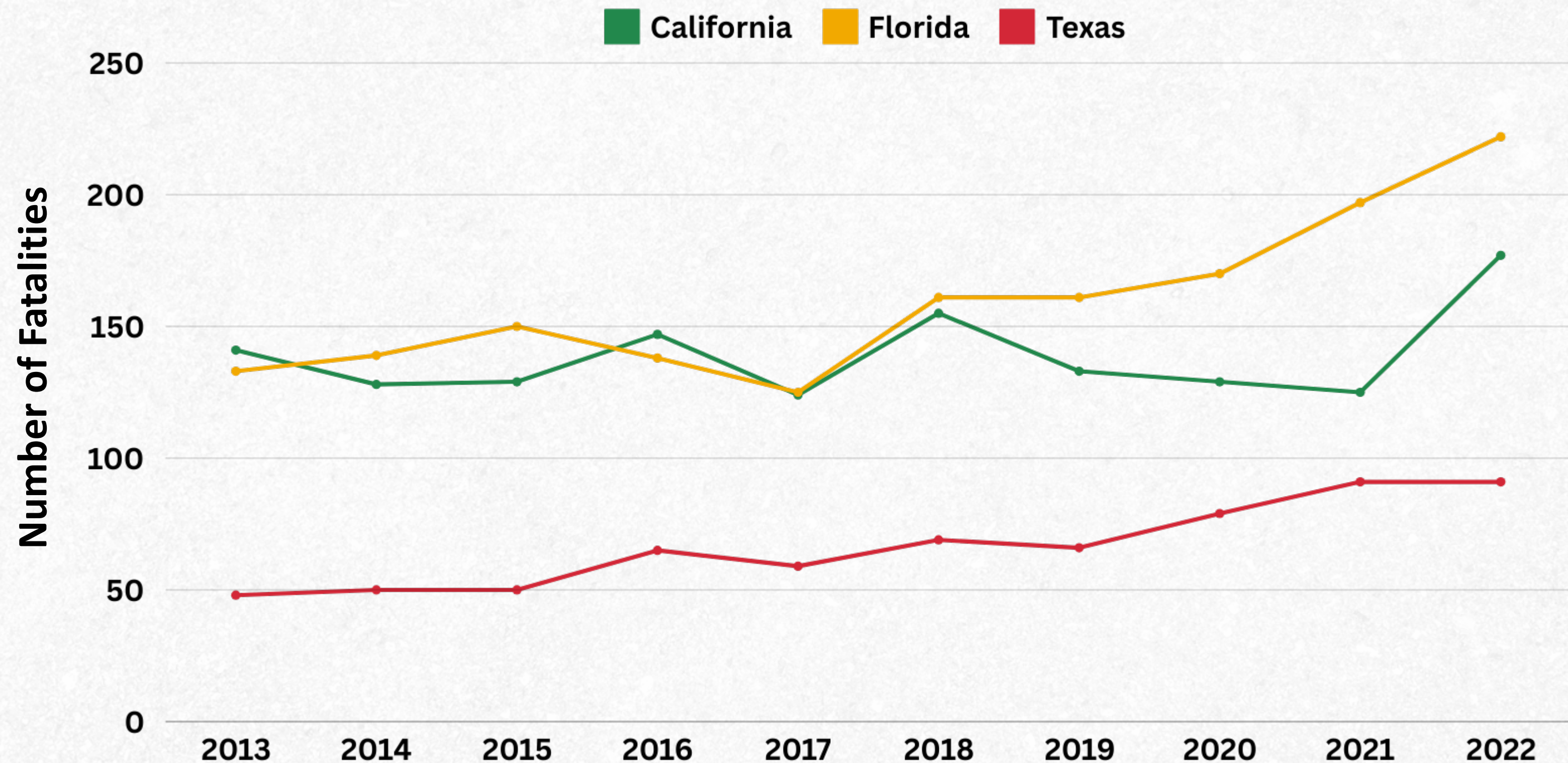
By law, cyclists under the age of 18 must wear a bike helmet in Florida.

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In the United States, Florida is the state with the highest bicycle fatality rate.



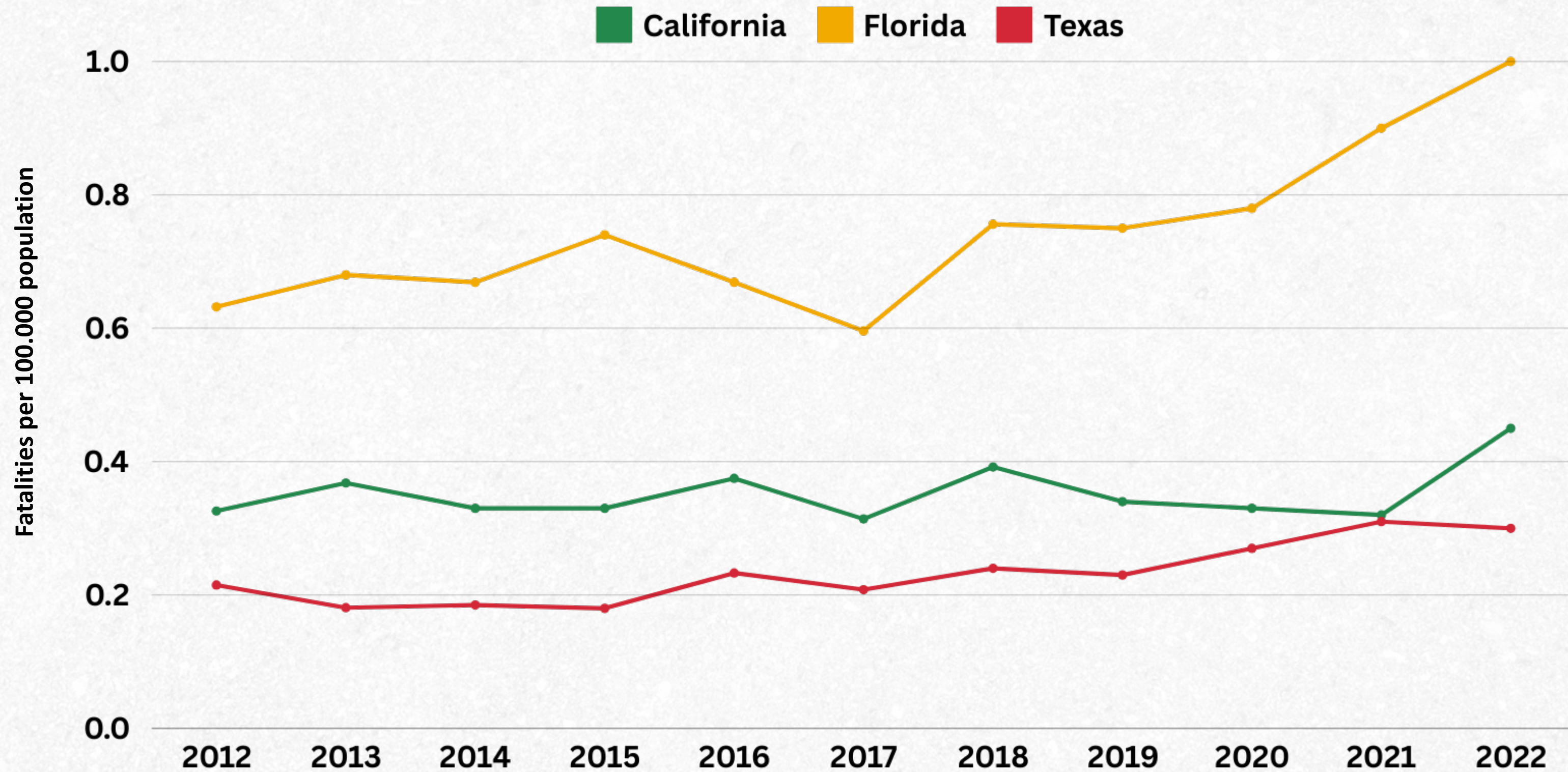
# Number of Bicyclists Killed In Fatal Crashes (Top 3 States)



National Center for Statistics and Analysis . Bicyclists and other Cyclists Traffic Safety Facts 2013-2022. National Highway Traffic Safety Administration.



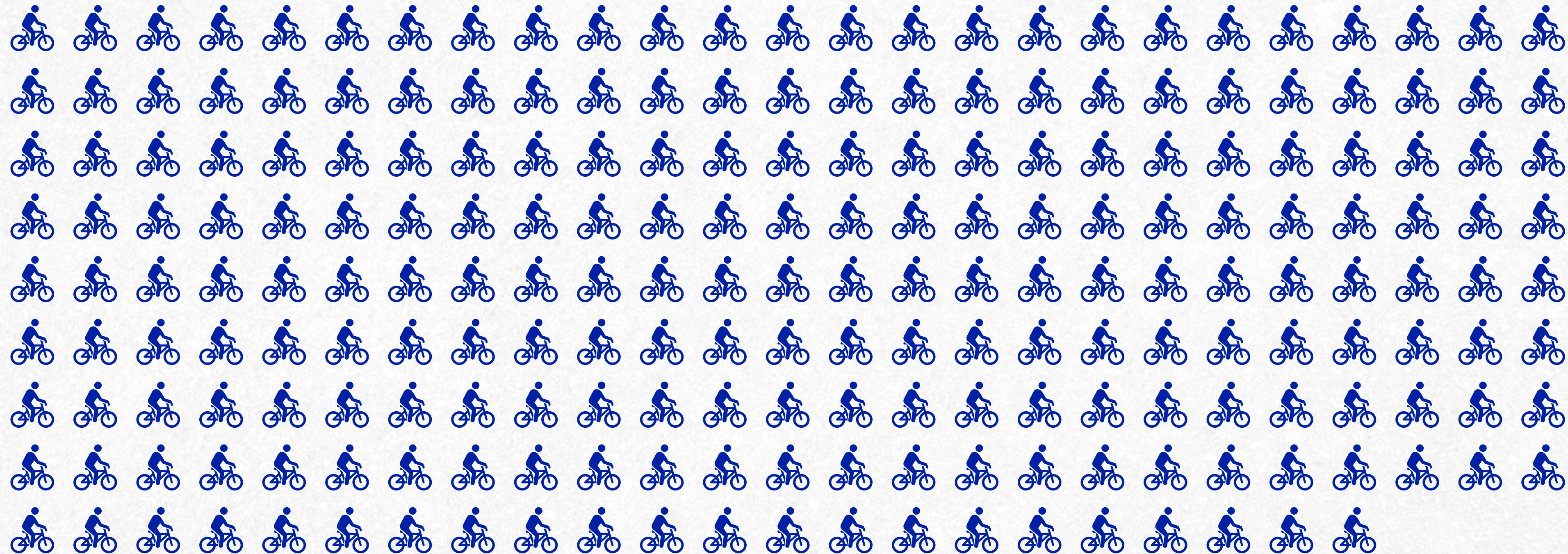
# Bicyclist Fatality Rate: Fatalities Per 100,000 Population



National Center for Statistics and Analysis . Bicyclists and other Cyclists Traffic Safety Facts 2013-2022. National Highway Traffic Safety Administration.



# 222 cyclists died in fatal crashes in Florida in 2022



National Center for Statistics and Analysis . Bicyclists and other Cyclists Traffic Safety Facts 2013-2022. National Highway Traffic Safety Administration.



# Fact or Myth?

Seasonal tourists are responsible for most of Florida's bicycle and pedestrian crashes.





# Fact or Myth?

Myth!

95% of drivers and bicyclists involved in fatal or serious injury bicycle and pedestrian crashes reside in FL.





# Fact or Myth?

Florida's aging population is responsible for the state's high crash rate.





# Fact or Myth?

Myth!

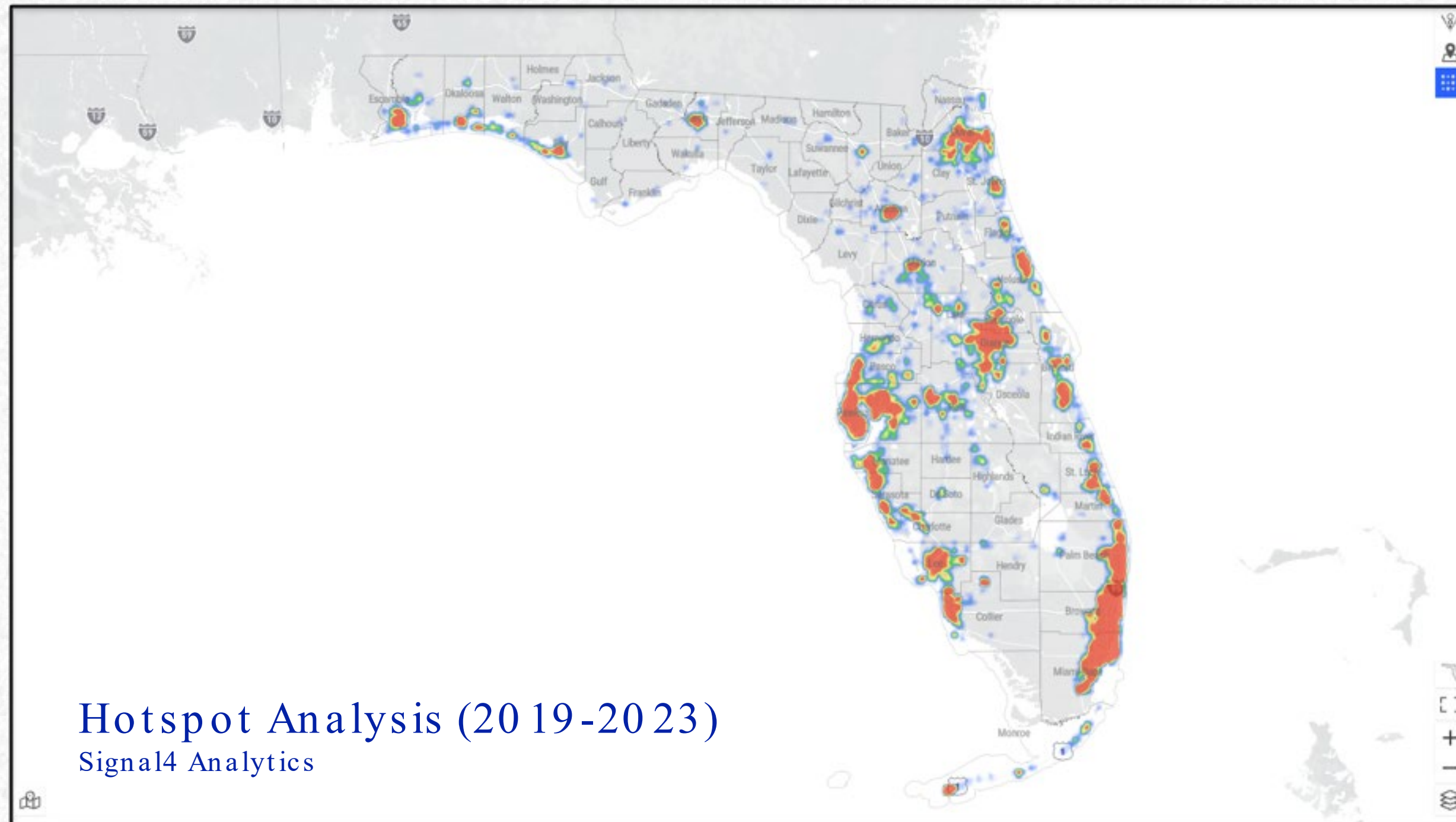
16% of FL licensed drivers are 70+.

Only 9% of people involved in serious bike and pedestrian crashes are in this age group.





# Where Do Bicycle Crashes Happen?





# Child Bike Injury & Fatalities

1

It is estimated that 6,858 child (<15 years) bicyclists were injured in traffic crashes in 2022.

2

69% of child bicyclist fatalities occurred during daylight compared to 27% in the dark and 4% during the dusk.

3

54% of child bicyclist fatalities happened at intersections compared to 33% at non-intersection location, and 13% at other locations (shoulder, sidewalk, driveway, etc.)



National Center for Statistics and Analysis (2024, June). Children 2022 Data (Traffic Safety Facts Report No. DOT HS 813 576). National Highway Traffic Safety Administration.



# Why are Children Vulnerable?

Believe that adults  
will look out for them

Inexperience judging speed  
and distance of oncoming cars

Less supervision after school  
and during the summer

Undeveloped peripheral vision

Auditory inexperience,  
where is the sound coming from?

Feel powerful & invincible,  
like a superhero

Focus on their interests  
(friends, hobby, etc.)



What happens when cyclists crash?





# Did You Know?

According to the Center for Disease Control (CDC), bicycling leads to the highest number of sports and recreation-related emergency department visits for Traumatic Brain Injury (TBI) in the United States.

Sarmiento K, Haileyesus T, Waltzman D, Daugherty J. (2021). Emergency Department Visits for Bicycle-Related Traumatic Brain Injuries Among Children and Adults —United States, 2009–2018. MMWR Morb Mortal Wkly Rep 2021;70:693–697. DOI: <http://dx.doi.org/10.15585/mmwr.mm7019a1>.



# Helmets Reduce Injuries

Helmets reduce head injuries by 48%,  
serious head injury by 60%,  
and TBIs by 53%.



National Highway Traffic Safety Administration (n.d.). Understanding the Problem. NHTSA.org.  
<https://www.nhtsa.gov/book/countermeasures-that-work/bicycle-safety/understanding-problem>



# Train-the-Fitter Objectives

2 Bike Safety Education

1 Bike Injury Facts





# A Safety Poll

How many of you...



Q Are familiar with bicycle hand signals?

Q Are familiar with Florida statute 316.2065?





# The “LAW” Section 316.2065

Every bicyclist “has all rights and all the duties applicable to the driver of any other vehicle” except as to special regulations in this chapter.





# The “LAW” F.S 316.2065(3)(d)

“A bicycle rider or passenger who is **under 16 years of age must wear a bicycle helmet** that is properly fitted and is fastened securely upon the passenger’s head by a strap and that meets the federal safety standard for bicycle helmets, final rule, 16 C.F.R. part 1203. As used in this subsection, the term ‘passenger’ **includes a child who is riding in a trailer or semitrailer attached to a bicycle.**”



# The “LAW” Section 316.2065

Bicyclists on a sidewalk or crosswalk shall **yield to pedestrians and give an audible signal before overtaking.**





# The “LAW” Section 316.2065

Bicycles in use between sunset and sunrise shall be equipped with **white lamp on front** and a **red lamp and reflector on rear**.





# The “LAW” Section 316.2065

May not carry more persons  
than the number it was  
designed to carry.





# Clothing for Safety



Wear light, bright, or reflective clothing.



Avoid loose or baggy clothing.



Tuck away shoelaces, strings, or cords so they don't dangle.



Avoid sandals, flip flops, or bare feet.



# Road Safety Basics



Look left, right, left again before pulling out in traffic or making a turn.

Ride with traffic, not against traffic.

Obey all traffic laws.

Always wear a helmet!



# Teach Predictable Riding

- 1 Ride single file, with the traffic
- 2 Ride straight - no surprises
- 3 Look back and signal before turning



Remember: You have the same responsibilities as any vehicle.



# Hand Signals



Left



Right



Slow/Stop



Right



# How does FDOT Promote Bike Safety?

## Raises Awareness of Bicycle Laws:

In Florida, the Pedestrian Bicycle Safety Resource Center distributes safety resources to community partners throughout the state.

## Provides Program Support:

FDOT distributes bike helmets free of charge to Florida residents.





# How does FDOT Promote Bike Safety?

**Active Lighting and Rider Visibility:**  
Provides bike lights to transportation disadvantaged individuals throughout the state through partnerships with local law enforcement.



**Roadway Engineering Measures:**  
Some safety solutions are achieved by using proven counter measures such as bike lanes, additional roadway lighting, and medians.

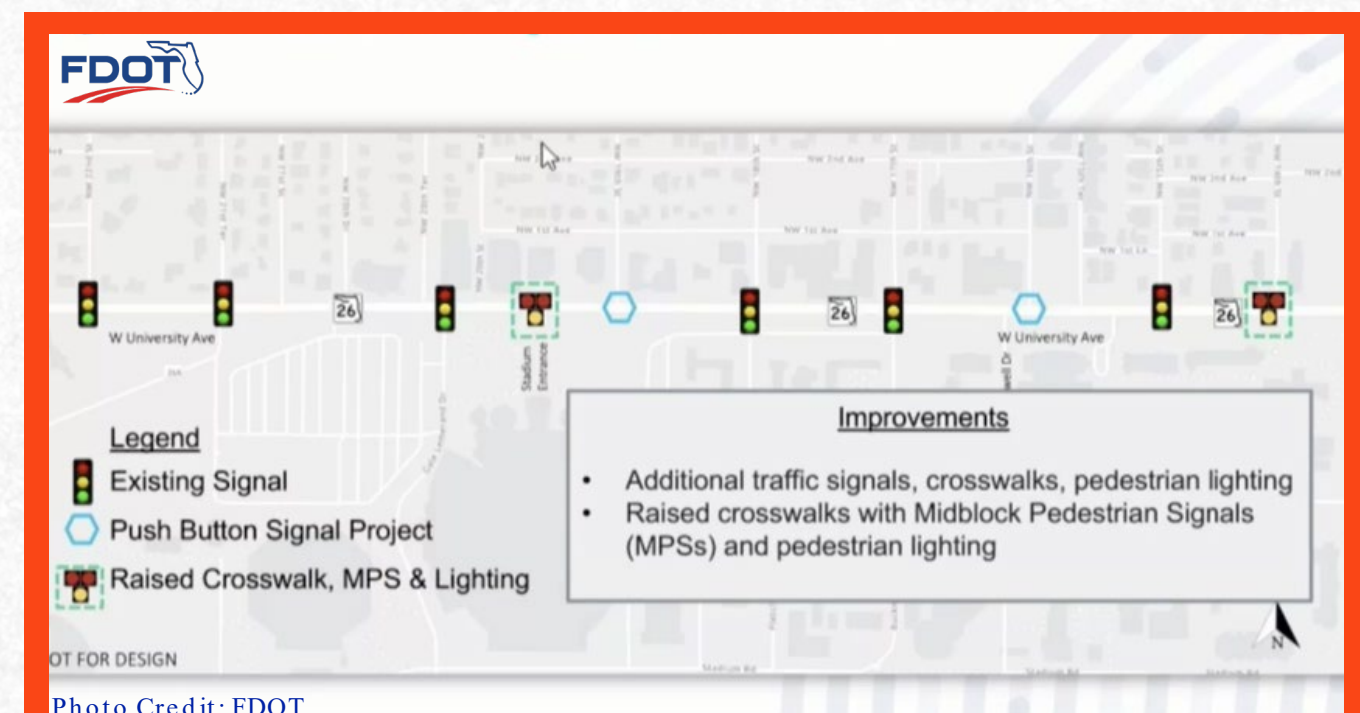


Photo Credit: FDOT



# Bicycle Safety Countermeasures

FHWA recommends a total of 46 engineering, education, and enforcement countermeasures for improving bicycle safety.

## Shared Roadways

Roadway surface, bridge, and tunnel improvements; road diets

## On-Road Bike Facilities

Bike lanes, wide curb lanes, and shared bus -bike lanes

## Intersection Treatments

Curb radius reduction, roundabouts

## Traffic Calming

Mini -circles, speed humps, chicanes

## Other Measures

Law enforcement, education, signage improvements

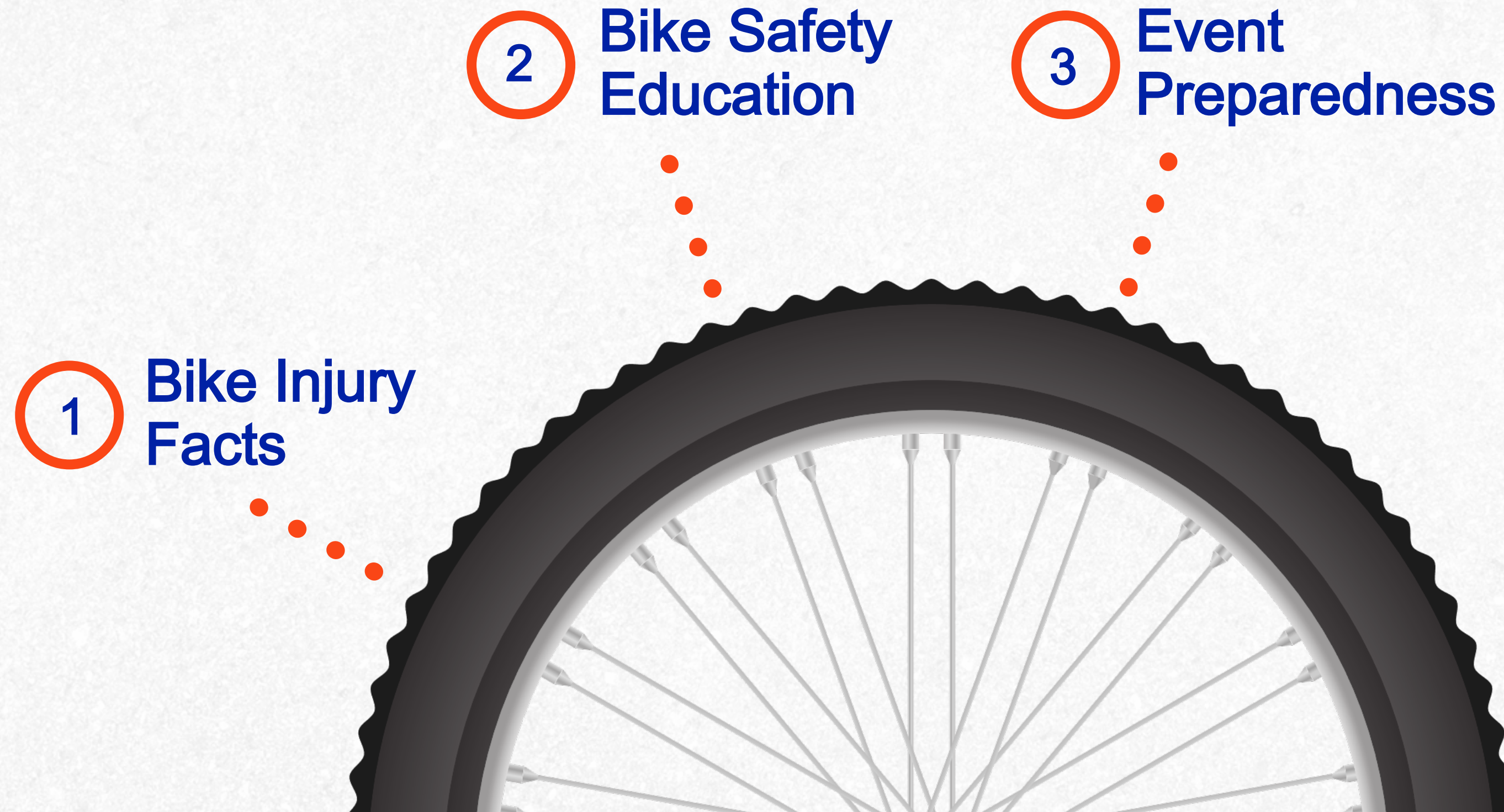


Photo Credit: Gabriele Maltinti - stock.adobe.com

Sundstrom et al. (2014). BIKESAFE 2014: Bicycle Safety Guide and Countermeasure Selection System. Federal Highway Administration (FHWA).



# Train-the-Fitter Objectives





# A Safety Poll

How many of you...



Q Have attended an outreach event?

Q Have planned an outreach event?





# Outreach Events



Outreach events vary in size, from 1-on-1 helmet fittings to booths at festivals with thousands of attendees.



# Preparing for Outreach Events

Where will the event be held?

Common venues include parking lots, fields, libraries, schools, festivals, etc.

Who will be helping?

Volunteers can be parents, teachers, safety pros, neighbors, coworkers, etc.

How many helmets?

~15, you can fit 10-20 helmets/hr.

# of fitters X hours of event X 15 (avg) = # helmets you can fit.



# What Should I Bring?

☒ Table & Tablecloth

☒ Chairs

☒ Posters or Signs

☒ Clipboard & Pens

☒ Helmets

☒ Helmet Signature Forms

☒ Handouts

☒ Weather-Related Items  
(sunscreen, hat, raincoat,  
etc.)

Make your own checklist! We learn best from our mistakes.



# Train-the-Fitter Objectives





# A Safety Poll

How many of you...



Have ever been fitted for  
a bicycle helmet?





# Five Basic Helmet Sizes

- Toddler (22-26 cm)
- Child/Small (26-29 cm)
- Youth/Medium (29-32 cm)
- Adult/Large (32-36 cm)
- Adult/Extra Large (36-40 cm)





# The Helmet

Shell



Molding

Ratchet

Front Vents



Rear Vents



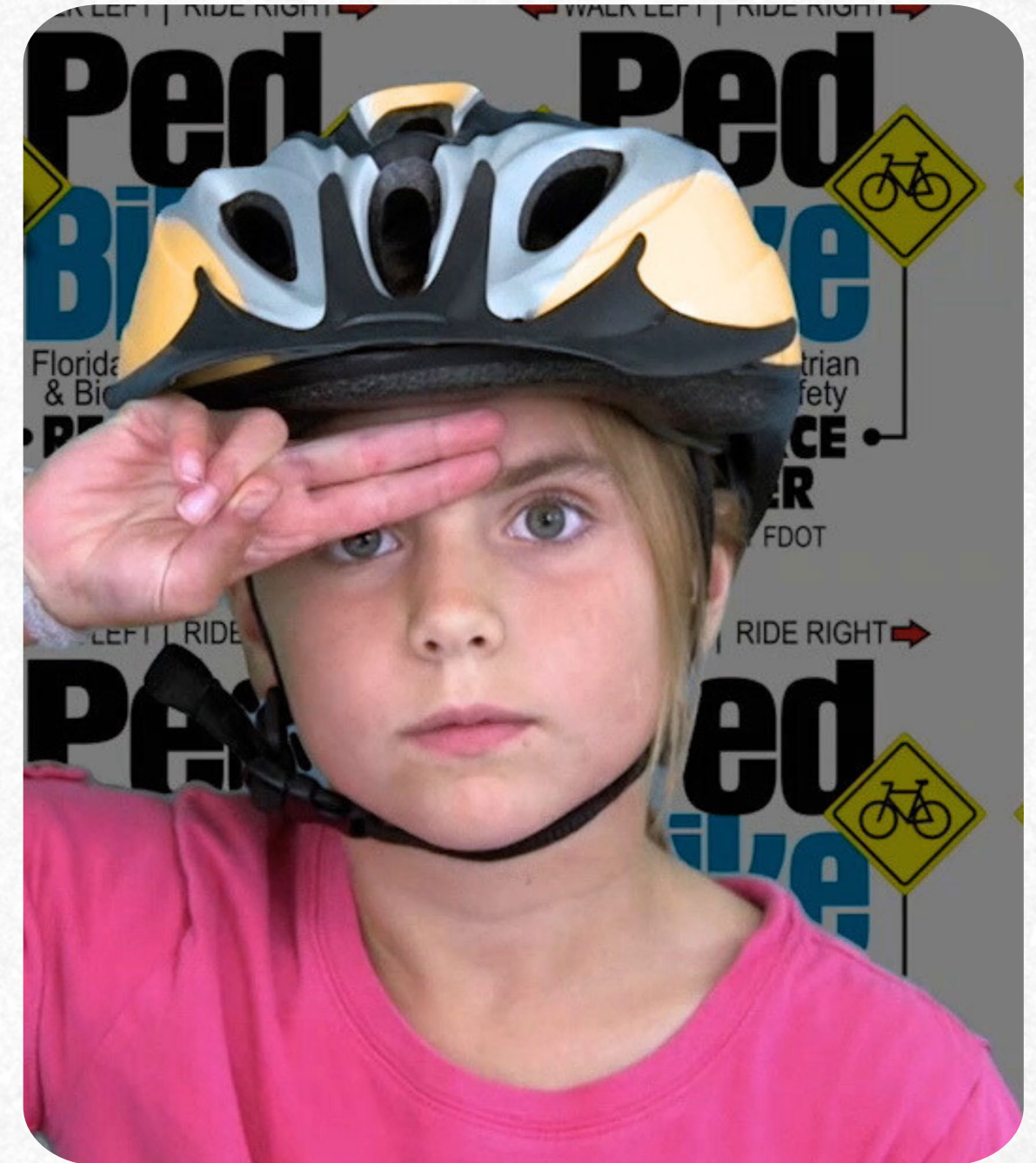
Padding



# Two Fingers as a Guide

✓ Two fingers over eyebrows

Not your fingers, their fingers





# Two Fingers as a Guide

✓ Two fingers over eyebrows

Not your fingers, their fingers

✓ Two fingers in a “V” around the ears

The ears help keep the helmet stable





# Two Fingers as a Guide

✓ Two fingers over eyebrows

Not your fingers, their fingers

✓ Two fingers in a “V” around the ears

The ears help keep the helmet stable

✓ Two fingers under the chinstrap

“So we know it’s not choking you”





# Narrate the Helmet Fitting



Point out the parts of the helmet

The visor, the adjustable band, the straps

Adjust and explain the ear strap & chin straps

The ears help keep the helmet stable

Demonstrate the adjustable band

“So we know it’s not choking you”



# Fabulous Hair

It can be more difficult to achieve appropriate fit with some hair accessories and hair styles. There is a workaround.





# Reasons...

Not To Wear

---

To Wear

---



# Reasons...

Not To Wear

---

It's hot!

To Wear

---



# Reasons...

Not To Wear

---

It's hot!

It messes up my hair!

To Wear

---



# Reasons...

Not To Wear

---

It's hot!

It messes up my hair!

It's not cool!

To Wear

---



# Reasons...

## Not To Wear

---

It's hot!

It messes up my hair!

It's not cool!

## To Wear

---

It could save your life!



# Florida Bike Helmet Promotion Program

Joining the program is as easy as 1. 2. 3.  
Follow the remaining steps to be a part of the program.

- 1 Register For An Account
- 2 Sign the Community Partner Agreement
- 3 Order your Free Helmets & Materials (brochures, signs, etc.)



# Find Us Online

## pedbikesrc.ce.ufl.edu

[Profile](#) | [Login](#)



Search Website



**Register**

Stores

Bike Helmets

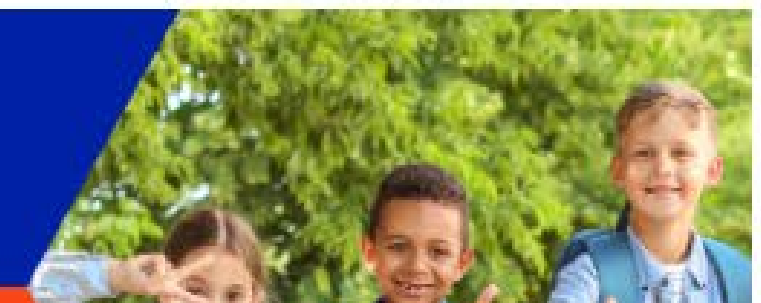
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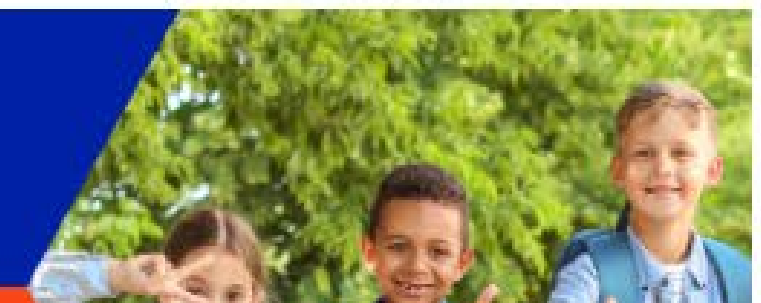
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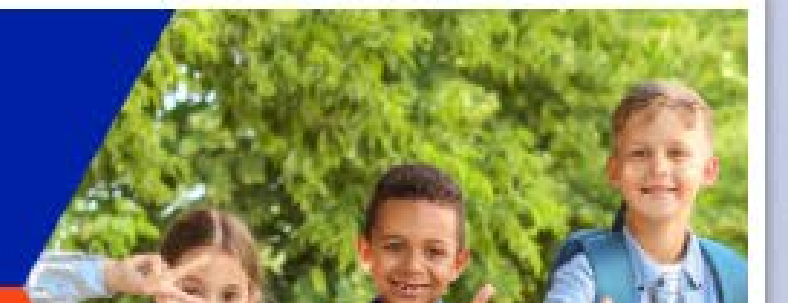
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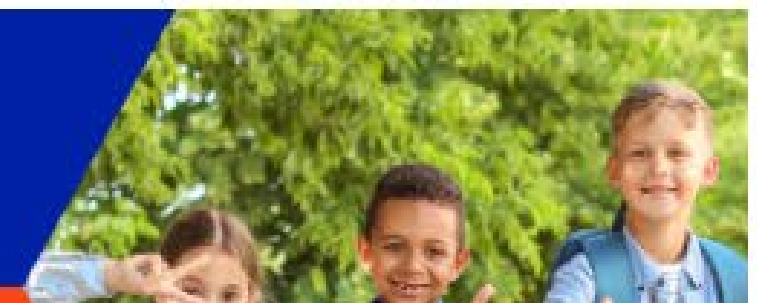
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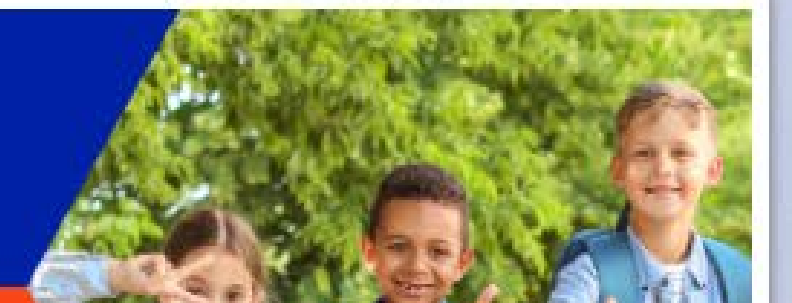
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Order Free PedBike  
Resources Today!





# Remember...

- ✓ The only ones who can fit the grant helmets are people who have been through this program.
- ✓ The helmets must be fitted, not handed out - yes, each helmet.
- ✓ One crash, the helmet is trash.
- ✓ Have fun when fitting helmets!
- ✓ Remind EVERYONE you see that they need a helmet.
- ✓ Report on helmets after EACH event.



# Thanks for Keeping Us Safe!



You never know whose life you may save!



# References

1. § 316.2065, Fla. Stat. (2024)
2. National Center for Statistics and Analysis. (2013-2022). Bicyclists and other Cyclists Traffic Safety Facts 2012-2022. National Highway Traffic Safety Administration.
3. FDOT. (2023). Florida Pedestrian and Bicycle Strategic Safety Plan. <https://www.fdot.gov/Safety/programs/pedestrian-and-bicycle-safety>
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