



STATE SENATOR
CAPRI S. CAFARO

32ND DISTRICT

*****Media Advisory*****

FOR IMMEDIATE RELEASE

October 26, 2016

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Senator Capri Cafaro and the Ohio Chapter, American Academy of Pediatrics Partner to Distribute Bike Helmets at the Signature Health Community Trunk or Treat

Ashtabula, OHIO – Senator Capri Cafaro will partner with the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) to promote Bike Helmet Safety Awareness, a Signature Program of the Ohio AAP, by hosting a bike helmet distribution and fitting at the Signature Health Community Trunk or Treat.

“Bike helmet safety is an important way we can protect the children in our community, so I’m proud to partner with the Ohio AAP to promote *Bike Helmet Safety Awareness*,” said Senator Capri S. Cafaro. “Bike riding is a fun childhood activity and by distributing helmets in our community, we can teach our children the importance of wearing a helmet and how to stay safe while riding their bike.”

At 5:30 p.m. on October 28, Senator Cafaro, Jim Timonere, and Ashtabula City Council members will be available at the Signature Health Community Trunk or Treat to provide information on bike helmet safety and bike helmet fitting for children. Children in attendance will be fitted for helmets as quantities and sizes allow, and all families will receive bike safety information; helmets will be available for approximately the first 100 children between 3 and 11 years of age.

“We are truly appreciative of Senator Cafaro and Ohio AAP for their generosity and to help protect our children,” said Jim Timonere, Ashtabula City Manager. “Signature Health’s Trunk-Or-Treat is an outstanding community event and this is a great partnership. We are thrilled to have Sen. Cafaro as well as staff and volunteers from our local YMCA on hand to help fit and distribute the helmets to the kids.”

Over 10,000 bike helmets have been distributed in Ohio this year as part of the Put a Lid on It! Bike Helmet Safety Awareness program, and 18 million people have been reached with the message of bike helmet safety. In 2010, the number of people injured by not wearing a bike helmet was 51,000, enough people to fill Nationwide Arena in Columbus 2½ times, and apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product including trampolines, ladders and swimming pools.

A combination of efforts is necessary to effectively increase helmet usage rates among Ohio children including raising awareness of the benefits, encouraging modeling behavior among

adults, distributing bike helmets to Ohio children and advocating for supportive public policies.

To learn more about *Bike Helmet Safety Awareness Week*, visit the *Put A Lid On It!* Facebook page at www.facebook.com/bikehelmetsafety or the Chapter website at www.ohioaap.org.

The Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) promotes the health, safety and well-being of children and adolescents so they may reach their full potential. The Ohio AAP works to accomplish this by addressing the needs of children, their families, and their communities, and by supporting Chapter members through advocacy, education, research, service, and improving the systems through which they deliver pediatric care.

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