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PRESS RELEASE

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Redondo Beach Police to educate kids on the importance of wearing a bicycle helmet.

Head injuries continue to be the leading cause of injury-related deaths among children. Making sure a child is always wearing a bike helmet can reduce the risk of head injury by as much as 85 percent.

The Redondo Beach Police Department is committed to educating both children and parents on the importance of wearing a bicycle helmet.

Here are some basics to keep in mind when it comes to bike helmet safety.

For parents:

- When you buy your child's first bike, buy them a helmet too. Let your child choose his or her own helmet. There are lots of styles and colors to choose from. Or, let your child personalize the helmet by using stickers or paint to decorate it.
- Make sure wearing a helmet is a rule you enforce.
- Be a role model by always wearing a helmet when you ride a bike.
- Praise your child and others for wearing their helmets.
- Help your child realize the head is the most important part of the body.
- Help your child's school establish and support the rule: "If you ride your bike to school, you must wear a helmet."
- Make sure the helmet fits properly. If the helmet is too loose, it is not protecting your child's head.

For kids:

- Do the "Eyes, Ears and Mouth" check:
- Eyes check: Put the helmet on your head. When you look up, you should see the bottom rim of the helmet (one to two fingers above the eyebrows).
- Ears check: Make sure the straps of the helmet form a "V" under the ears when buckled. The strap should be snug but comfortable.
- Mouth check: Open your mouth as wide as you can. The helmet should hug your head. If it's not, tighten the straps.

The Redondo Beach Police Department will be conducting educational programs and enforcement details near schools in the weeks leading up to and after the Spring Break layoff.