



BRAIN INJURY

ASSOCIATION OF WINDSOR/ESSEX COUNTY

Helmets on Kids

The Brain Injury Association of Windsor/Essex County has joined forces with local lawyers and the Windsor- Essex County Injury Prevention Coalition to provide area children with bicycle helmets in the program Helmets on Kids.

The goal of the program is to purchase bicycle helmets for children who come from families that cannot afford bicycle helmets or that do not place importance on the purchase of a helmet for their children. This is the first year that Windsor has participated in the Helmets on Kids program. Helmets on Kids is an initiative started by the Ontario Trial Lawyer's Association and is growing throughout the province.



Thank you to LaSalle Police Services for their donation of 16 helmets at the Annual General Meeting and to Tami Nestor from Brainworks who presented a monetary donation in order to purchase an additional 16 helmets. All the helmets were distributed at various events throughout May and June 2009 during Road Safety Challenge.

In 1995, Ontario made it mandatory for children under 18 to wear helmets. A recent study suggests that since the law was enacted the number of children who have died each year was halved.

Other studies show that children from lower-income

households are less likely to use a helmet. This in part is attributed to the cost of helmets and differences in the perception of the consequences of injuries.

The Ministry of Health reports that in Ontario, during the height of biking season [April through September] in 2004, there were 352 emergency room visits for brain injuries related to pedal cycle use. Of the total, helmet use was not known for 102. Of the balance of 250 injured children, 156 or 62% were not wearing helmets.

Brain Injury is the leading killer and disabler of people under age 45. In Windsor and Essex County there are a reported 2,400 cases of acquired brain injury each year. It is estimated that there are 13,000 people living in Windsor and Essex County with brain injuries.