



Healthy Living, Youth and Seniors

Healthy Living Division
2nd floor, 300 Carlton Street
Winnipeg, Manitoba, Canada R3B 3M9
www.manitoba.ca

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Dear Parent/Caregiver,

Just like you, we are dedicated to the health and safety of your child. Bicycling is a wonderful activity that allows children to be active, independent and have fun. However, like all activities, cycling has risk. Each year in Manitoba more than 60 child cyclists between 5 and 19 years of age are seriously injured. In addition, many more children who visit emergency rooms because of milder head injuries and are sent home for observation. Even minor head injuries can result in long term effects.

It is estimated that a properly fitted certified bike helmet can reduce the risk of serious head injury by up to 85 per cent. The American Academy of Pediatrics states that, "**Having children wear helmets is the single most effective thing parents and caregivers can do to make bicycle riding safer.**"

Manitoba Healthy Living, Youth and Seniors is once again making low-cost CPSC certified bike helmets available to Manitoba children and their families. Attached is an order form with product and sizing information. If your child does not have a bike helmet or if their helmet is over 5 years old, has been in a crash or is otherwise damaged, we encourage you to consider this opportunity to purchase a new helmet.

To order, complete the order form and return it with payment to your Child Care Centre by **February 11, 2011**. The Child Care Centre will submit a bulk order on behalf of the Centre. Helmets will be delivered directly to your child's Child Care Centre by the end of April 2011.

This is not a fund-raising project. It is intended to provide helmets to as many of Manitoba's families as possible at the lowest possible cost.

We hope you'll take advantage of this opportunity to purchase discounted helmets for every member of the family who rides a bicycle, skateboards, in-line skates or uses a scooter. Let's make the summer of 2011, healthy, active and safe for everyone.

The Healthy Living Team