



NEWS

MONTGOMERY COUNTY OFFICE OF COMMUNICATIONS
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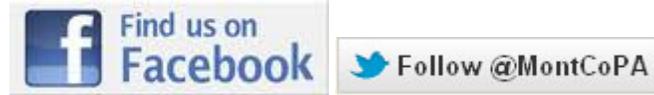
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FOR IMMEDIATE RELEASE: May 20, 2013

MCHD to Partner with the Norristown Borough Police Department To Promote Youth Helmet Usage

Norristown, PA (May 20, 2013) – The Montgomery County Health Department has partnered with the Norristown Borough Police Department to promote youth helmet usage in the greater Norristown Area. MCHD is encouraging youth to wear helmets while riding their bikes throughout the borough and in their own neighborhoods.

In bicycle crashes, head injury is the most common cause of death and serious disability. Correctly wearing a bicycle helmet reduces the risk of head injury by 85%. Bicycle injuries are the second leading cause of hospital stays for Pennsylvania children ages 5-14. Pennsylvania laws are in place that require cyclists under age 12 to wear appropriate helmets when operating a bicycle. As the Norristown residential population continues to grow, the risks of transportation safety increase.

“Helmet usage is so important,” said Commissioner Leslie Richards. “I rode to work for Bike to Work Day and every rider I saw had a helmet. We need to protect our children from preventable injuries and this is one important way to do it.”

MCHD and the Norristown Borough Police Department will be observing helmet usage in the greater Norristown area in late May. Youth wearing helmets will be rewarded with a coupon for a free water ice at Rita’s. Youth not wearing helmets will receive a free helmet along with education on proper fitting. In addition, the community is invited to a Family Bike Rodeo and BMX Stunt Show on Saturday, June 1, 2013 at the Calvary Baptist Church located at 801 West Marshall Street in Norristown, from noon until 4:00pm. All youth attending must be accompanied by an adult. Registration and waiver forms are also required and can be obtained at all of the schools in the Norristown Area School District.

MCHD is focused on safety programming including seat belt usage, school bus safety and etiquette, teen driving, impaired driving, child passenger safety, aggressive driving, pedestrian safety, and bicycle safety. This programming is available to all schools in Montgomery County. All programs are provided to the community free of charge through funding from the Pennsylvania Department of Transportation.

For more information, please contact Katie Kucz, Montgomery County Health Department, Health Promotion Division at (610) 278-5117 ext. 6787 or email her at kkucz@montcopa.org. Visit www.health.montcopa.org for more details.