

No Helmet. No Bike. It's the law.

On May 1, 2002 it became mandatory in Alberta for all children under the age of 18 to wear approved bicycle helmets when cycling. For the past three years traffic safety stakeholders have focused on educating the public on this new legislation. Although we are encouraged by these activities, the most effective approach to increasing bicycle helmet use is to reinforce these efforts with enforcement activities.

We are aware that enforcement agencies will be conducting helmet checks this summer. The fine is \$69.00, which is substantially higher than the cost of a helmet.

Research shows that one of the most effective ways to reduce injury is by wearing a bicycle helmet. Bicycle helmets reduce brain injury by 88% and reduce facial injury by 65%. We encourage you to remind your children that wearing a bicycle helmet while cycling is not an option – it is the law!

For further information on bicycle safety, please contact the Traffic Safety Initiative at 780/422-8839 (for toll free service outside of Edmonton, dial 310-0000) or visit www.saferoads.com

