



JEFFERSON COUNTY General Health District

— Prevent. Promote. Protect. —

News Release

FOR IMMEDIATE RELEASE

June 23, 2023

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PUT A LID ON IT: PROTECT BEFORE YOU PEDAL

STEUBENVILLE, OH - To help prevent bicycle injuries and save lives, the Jefferson County General Health District is joining the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) in a statewide effort to remind children to Put a Lid on It! Even though helmet usage can reduce the risk of head injury by 85% and severe brain injury by 88%, estimates in Ohio indicate that just 10-20% of children wear bike helmets. Apart from the automobile, bicycles are tied to more childhood injuries than any other consumer product, including trampolines, ladders, and swimming pools.

Bicycle safety is not just for kids. We know that parents who model wearing their bike helmet increases the likelihood of a child wearing their helmet, so this initiative is not only to get children to wear their helmets, but also to allow them to see adults in all walks of life wearing their helmets proudly. In addition to wearing a helmet, bicyclists should obey traffic signs and signals, look both ways before entering the street, and ride in the direction of traffic.

Motorists play a key role in helping improve bicycle, and other forms of active transportation, safety on roadways. As a motorist, drive at a safe speed, check for people walking or biking when turning, yield to pedestrians at intersections and crosswalks, and change lanes to pass.

Let's all work together by thinking of outside our vehicles to improve the livability and health of our community by creating a culture of sharing the road with walkers, cyclists and other non-motor vehicle forms of transportation.

The Jefferson County General Health District will have FREE bicycle helmets for children while supplies last and roadway safety education at The North End Celebration on June 27 from 3 – 8pm. The celebration will be located at the green space on the corner of North 6th & Franklin in Steubenville.