



JEFFERSON COUNTY General Health District

— Prevent. Promote. Protect. —

News Release

FOR IMMEDIATE RELEASE

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PUT A LID ON IT: PROTECT BEFORE YOU PEDAL

STEBENVILLE, OH – The Jefferson County General Health District (JCGHD) will be promoting bicycle safety this weekend at the Saturday Market on Fourth. The JCGHD will have FREE bicycle helmets and safety education for children while supplies last from 10 am – 12 pm on Fourth Street in Steubenville this Saturday, May 16. Kids are welcome to bring their bikes and ride around the safety obstacle course after being fitted for a helmet.

To help prevent bicycle related injuries, the JCGHD received bike helmets from 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 associated with more childhood injuries than any other consumer product, such as 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.

This Saturday also marks the beginning of Cycle the City season for the JCGHD in collaboration with Strong Towns Steubenville. This is a monthly community bike ride throughout the streets of downtown Steubenville. Cycle the City is the third Saturday of the month at 9 am from May – August. The meeting location and time for Cycle the City is at the fountain by Historic Fort Steuben at 8:50 am.

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