



About Parachute Safe Kids Week

Parachute Safe Kids Week is a national awareness campaign developed to bring attention to predictable and preventable injuries in children. Parachute Safe Kids Week runs June 5 – 11, 2017 and will focus on promoting safe and active transportation: Walk, Bike, Wheel, which includes walking, cycling, skateboarding, scootering and other wheeled activities.

Each year, 2,400 children are injured as pedestrians. In addition, non-motorized wheeled activities lead to approximately 4,700 child injuries. As jurisdictions and organizations across Canada (including Parachute) adopt the Vision Zero approach, it's important to keep a focus on our most vulnerable active transportation users. One fatality or serious injury on our roads, especially regarding children and youth is unacceptable.

This year's theme is *everyday superhero*, which encourages children to become leaders in road safety by learning how to stay active and keep themselves and their loved ones safe on their travels to and from school, to the bus stop, and around their neighbourhood. Parents can guide their child's activities by modelling safe behaviour and practices on the road, and also being aware of their child's skill level.

Help keep kids safe and active on their travels with the following top tips.

June 5-11, 2017

parachutecanada.org/safekidsweek



Walk: Pedestrian Safety Tips

- ◆ **Teach kids at an early age to look left, right and left again when crossing the road.**
- ◆ **Adults or older children need to walk with younger children and teach them how to cross the road safely.** Young children can't properly judge safe gaps in traffic or speeds.
- ◆ **Always cross the street at corners.** Use traffic signals and crosswalks. Up to 25% of pedestrian collisions occur at mid block locations.
- ◆ **Walk on sidewalks or paths.** Sidewalks can reduce pedestrian collisions by 88%. No sidewalks? Walk facing traffic as far away from vehicles as possible.
- ◆ **Phones down, heads up when walking.** Teach kids to put phones, headphones and other devices down when crossing the street. Child pedestrians are up to 30% more likely to be struck or nearly struck by a vehicle when distracted by a cellphone.
- ◆ **Be seen.** Teach kids to be especially alert and visible to drivers when walking after dark. Brightly coloured clothing and reflective gear help increase 360- degree visibility. 55% of pedestrian deaths occur at night and/or with low- light conditions.



Bike: Cycling Safety Tips

- ★ **Check your ride.** Ensure your kids' bikes are adjusted correctly for their height and have them do a bike check before riding to ensure tires are inflated and brakes are working properly.
- ★ **Be prepared.** Bike safety training and knowing the rules of the road are important for the safety of riders. Protect young riders by using designated riding areas when possible.
- ★ **Stay on the right side of the road.** Always ride on the right side of the road in the same direction as traffic to make you more visible to drivers. Adults should lead kids by cycling single file and having them repeat hand signals. Drivers should also give cyclists space on the road and be aware of the risks when opening car doors.
- ★ **Assess your child's navigational skills before riding on the road.** Children develop better physical and cognitive skills around age 10 - but their ability to ride on the road may depend on their experience, environment and development. Not sure if your child is ready to ride solo? Consider traffic volume, the number of intersections and your child's level of experience before making a decision.
- ★ **Be seen and heard.** Make sure drivers can see you at all times. Wearing bright, reflective clothing and equipping your bike with flashing lights and reflectors help increase 360- degree visibility. A working bell will also alert other riders and pedestrians when you are close or passing.



Wheel: Other Wheeled Activity Safety Tips (skateboarding, scootering etc.)

- ♥ **Wear the right helmet for the activity.** Bike helmets can be used for in-line skating and scootering, but skateboarding helmets should be used for skateboarding and longboarding; they cover the back of the head better and can protect against more than one crash (see *Which Helmet for Which Activity* resource).
- ♥ **Always wear the gear.** Along with a helmet, wear wrist guards to help prevent broken bones, sprains and wrist and arm fractures. Elbow and knee pads should also be worn for in-line skating.
- ♥ **Be seen.** Make sure drivers can see you at all times. Wear brightly coloured clothing and reflective gear to help increase 360- degree visibility.