

## **SAMPLE E-MAIL TO TEACHERS & STAFF**

Dear Teachers and Staff:

On September 21, 2011, I'd like to invite everyone in our school to help me save children's lives by doing a simple thing: wear your bike helmet to school that day!

We will all wear our helmets until [INSERT PERIOD NUMBER, CLASS NAME OR TIME OF DAY], at which time please remove your helmet and also have your students store their helmets appropriately until the end of the day.

I've attached a short lesson that you might want to do with your students that day. It's simple, but allows us to discuss safe play and protective gear – an important and potentially life-saving discussion. I've also attached a flyer that you can copy and send home with your students or email home to parents.

### **Why we are doing this:**

In 2010, the number of people injured by not wearing a bike helmet was 51,000, enough people to fill Nationwide Arena in Columbus 2½ times. Universal use of bicycle helmets by children ages 4 to 15 could prevent between 135 and 155 deaths, between 39,000 and 45,000 head injuries and between 18,000 and 55,000 scalp and face injuries annually.

To help prevent injuries and save lives, the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP) will kick off a statewide campaign "*Put a Lid on It! Protect Before You Pedal*" to encourage children to wear bike helmets on September 21 with "Wear Your Bike Helmet to Work or School Day."

Adults who model wearing their bike helmet increase the likelihood of a child wearing their helmet, so this day is not only to get children to wear their helmets, but also to allow them to see all of us wearing our helmets proudly.

### **Learn more:**

To learn more about the day, visit [www.OhioAAP.org](http://www.OhioAAP.org), or the "Put A Lid On It" Facebook page [<http://www.facebook.com/#!/pages/Put-A-Lid-On-It/105563589546395>].

Let's wear our helmets on September 21<sup>st</sup> to ensure that kids in our school "Put a Lid on It!" and stay safe while biking.