SHERRY MATTHEWS ADVOCACY MARKETING

Children's Health Minute **Air Dates: Week of March 19, 2007**

"Numbers Don't Lie: Kids and Bike Helmets"

Dr. Hellerstedt: When it comes to kids and bicycle safety, the numbers don't lie.

Hi, I'm Dr. John Hellerstedt with the Children's Health Minute -- connecting families with Children's Medicaid and CHIP.

Last year alone, over a quarter of a million children in the U.S. were taken to hospital emergency rooms because of bicycle injuries.

In fact, crashes on bicycles are second only to automobiles when it comes to childhood injuries.

Wearing a proper-fitting bicycle helmet is the very best thing you can do to protect your favorite rider – and insist that he or she wears it every time – no excuses.

In fact, the proper use of a bike helmet improves your child's chances of avoiding a serious head injury by 85% -- now that's a number worth remembering!

Announcer: Keep your kids healthy. Call toll-free 1-877-KIDS NOW to apply or when it's time to renew your CHIP or Children's Medicaid. Six months of coverage for all your children costs just 50 dollars or less, but most families pay little or nothing. That's 1-877-KIDS NOW.