DON’T LET A WEEKEND OF FUN LIMIT YOUR LIFE!
Even a minor crash on the slopes can cause major injury.
A helmet can protect your brain and spinal column from permanent injury.
People often travel at high speed with limited ability to stop -
even if you are in control, someone else on the slope may not be.

Wear a properly-fitted snow-sport helmet on EVERY
trip down the slopes!

WHY IS WEARING A HELMET IMPORTANT?

- There were 715 Emergency Room visits and hospitalizations due to snowboarding and skiing fall injuries during the 08-09 season.
- Some were in the hospital for two weeks!
- In a recent study, only 38% of children were observed wearing a helmet on AZ slopes.

WHAT YOU CAN DO

- Wear a properly-fitted recreational snow sport helmet on EVERY ride.
- Try on a helmet with your goggles to make sure your helmet and eye protection will fit correctly.
- Helmets do not replace responsible behavior
- Visit lidsonkids.org to learn safety tips.
- Ski facilities could require instructors and ski patrol to wear helmets to set a positive example.
- Ski facilities could make helmets more accessible by offering helmets as a part of equipment rental packages.

ARIZONA IS BELOW NATIONAL AVERAGE FOR SNOW HELMET USE

<table>
<thead>
<tr>
<th>Facility</th>
<th>Percentage of Observed Helmet Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snowbowl (n=1,186)</td>
<td>44%</td>
</tr>
<tr>
<td>Sunrise (n=1,525)</td>
<td>36%</td>
</tr>
<tr>
<td>Ski Valley (n=241)</td>
<td>17%</td>
</tr>
<tr>
<td>Elk Ridge (n=88)</td>
<td>53%</td>
</tr>
</tbody>
</table>

Between February 3 and 7, 2010 the Arizona Injury Prevention Program observed helmet use among 3,040 children younger than 18 years at 4 Arizona alpine ski facilities.

Visit http://www.Lidsonkids.org for additional information about safety on the slopes

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