

Preventive care reduces death and disability and improves health. These services prevent and detect illnesses and diseases in earlier, more treatable stages, and reduce or prevent injury, significantly reducing the risk of illness, disability, early death, and medical care costs for individuals and the community (Healthy People 2020).

Head injuries account for 62% of bicycle-related deaths, 33% of those admitted to emergency departments, and 67% of bicycle-related hospital admissions.

Bicyclist Death Rate per 100,000 Persons (2010)*

Location	Rate	Status
County : Clay	0	
County : Duval	0.81	
County : Nassau	0	
County : St. Johns	0	

*only one year of data available

Pedestrian Death Rate per 100,000 Persons

Location	Rate	Status
County : Clay		
2011	2.1	
2014	1.0	
County : Duval		
2011	2.3	
2014	3.8	
County : Nassau		
2011	2.7	
2014	4.0	
County : St. Johns		
2011	4.6	
2014	1.4	

Source: www.nefloridacounts.org

Unintentional Injuries: Bicycle Safety and Head Injury

The Healthy People 2020 national health targets focus on reducing the rate of cyclist deaths to 0.22 per 100,000 persons, and reducing the rate of nonfatal pedestrian injuries to 20.3 per 100,000 persons.

Programs:

- Bicycle and pedestrian safety education and community events
- Bicycle helmet distribution

Strategies:

1. Implement a bike safety program in partnership with Safe Kids Northeast Florida.
2. Conduct bike safety education events and programs, which include free inspections, bike helmet fittings and distributions of new helmets for children ages 1-19.
3. Participate in community health and safety fairs to promote and educate children and families about best safety practices for child pedestrians and bike riders.

Program Results:

FY13

- Over 40,000 children and parents received educational materials and information on bike and pedestrian safety
- Hosted 24 bike/pedestrian safety events

FY14

- Hosted 18 community events on bicycle and pedestrian safety that reached over 4,500 people
- Bike safety and helmet use messages were distributed through Facebook and media messaging to over 124,000 persons
- 559 bike helmets were distributed and fitted at community events

FY15

- Hosted 35 community events on bicycle and pedestrian safety that reached over 6,000 people
- Bike safety and helmet use messages were distributed through Facebook and media messaging to over 306,000 persons
- 356 bike helmets were distributed and fitted at community events

Partners:

- | | |
|-------------------------------|------------------------------|
| Century Ambulance Fed Ex | Riverside Arts Market |
| Firehouse Subs | Safe Kids Northeast Florida |
| First Baptist Church Mandarin | United Way |
| Holiday Hill Baptist Church | UNF Brooks School of Nursing |
| Jacksonville Sheriff’s office | WJXT Channel 4 |
| Jax4kids.com | YMCA |
| News4jax.com | Yobe |