

CENTRAL JERSEY



SUBMITTED PHOTO

Campaign 'tickets' children wearing helmets

Through October, traffic safety officers in Clark, Cranford, Elizabeth, Garwood, Hillside, Kenilworth, Linden, Mountainside, New Providence, Plainfield, Roselle, Roselle Park, Union and Westfield police departments will give "tickets" to children observed to be wearing helmets while on their bikes. The ticket will entitle them to a free treat from a town merchant and to be entered in a raffle for a new bike. Program posters are displayed by merchants who have joined the Think Positive 2010 Campaign. Anyone under 17 not wearing a helmet while biking will be given a warning. New Jersey State Law requires that everyone under 17 wear a helmet while bicycling, skateboarding and roller skating. Wearing a helmet correctly can reduce the risk of head injury by 85 percent and severe brain injury by 88 percent. Think Positive was initiated by Safe Kids Union County at Children's Specialized Hospital. The Brain Injury Association of New Jersey and the New Jersey Automobile Club Education Foundation have joined in the 2010 Campaign with funding support from the New Jersey Division of Highway Traffic Safety.

