

# Cycle helmets Nerdy or Necessary?

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**Mr Goldie Khera**

Consultant General Laparoscopic Bariatric Emergency and Trauma  
Surgeon

Brighton and Sussex University Hospital NHS Trust

Honorary Clinical Senior Lecturer Brighton and Sussex Medical  
School



A man wearing a black cycling helmet and sunglasses is smiling at the camera. Behind him, a young girl wearing a colorful, floral-patterned helmet is also smiling. They are on a city street with other people and buildings in the background. The scene is bright and sunny.

Cycling is fun, great  
for the environment,  
cheap and healthy!





We need to change  
attitudes that cycle  
helmets are not  
cool

Trauma surgery

**Necessary**



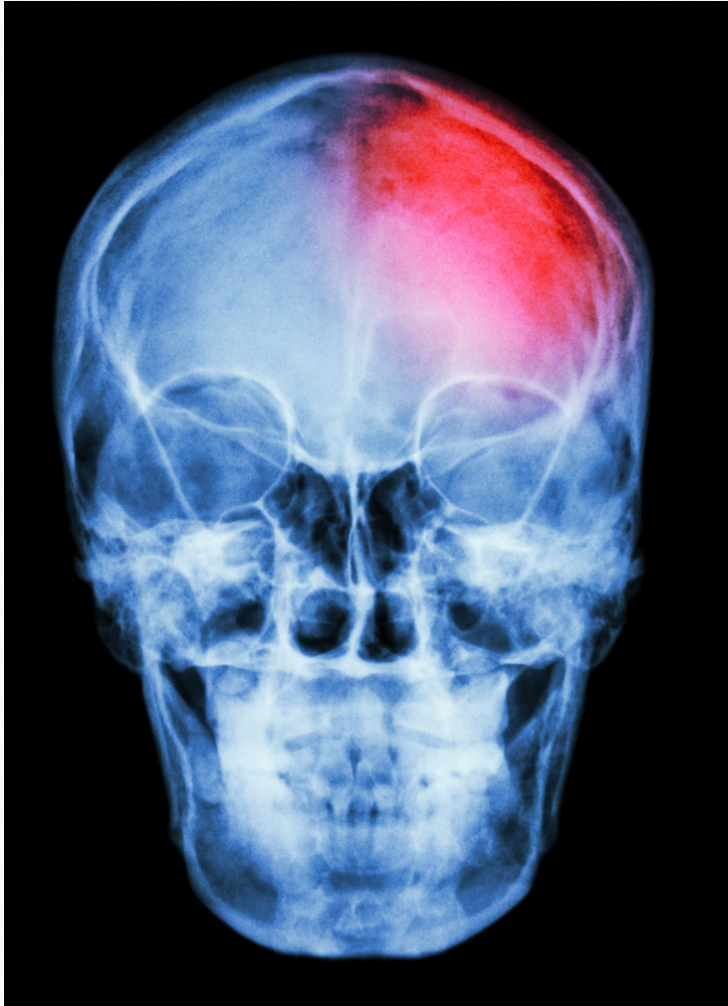




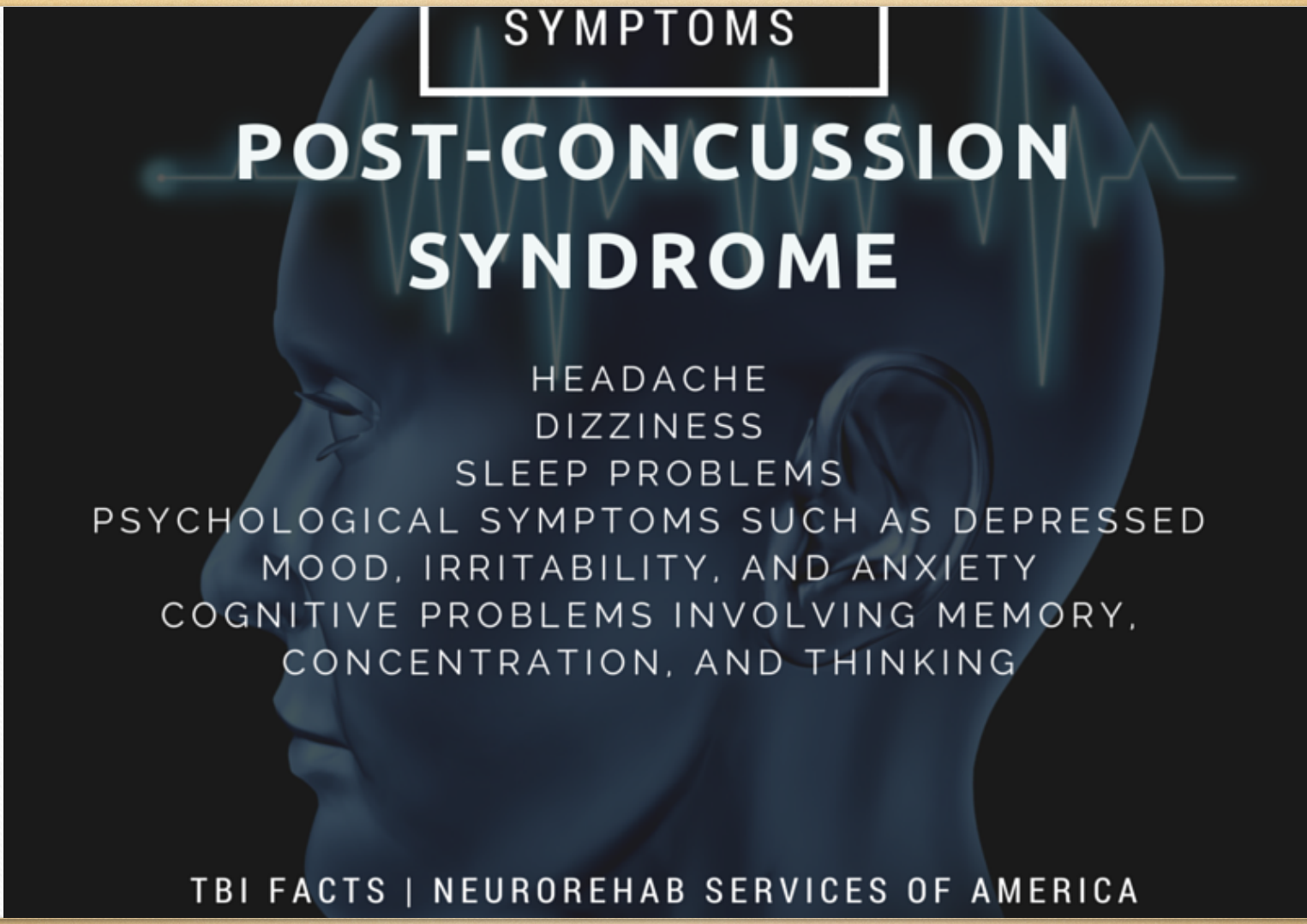
# Necessary











SYMPTOMS

# POST-CONCUSSION SYNDROME

HEADACHE  
DIZZINESS

SLEEP PROBLEMS

PSYCHOLOGICAL SYMPTOMS SUCH AS DEPRESSED  
MOOD, IRRITABILITY, AND ANXIETY  
COGNITIVE PROBLEMS INVOLVING MEMORY,  
CONCENTRATION, AND THINKING

TBI FACTS | NEUROREHAB SERVICES OF AMERICA



Makes sense!

BUT

What's the  
evidence?



Anecdotal



Observational



Control matched cohort study – Ethics?



Not the law



Nanny state

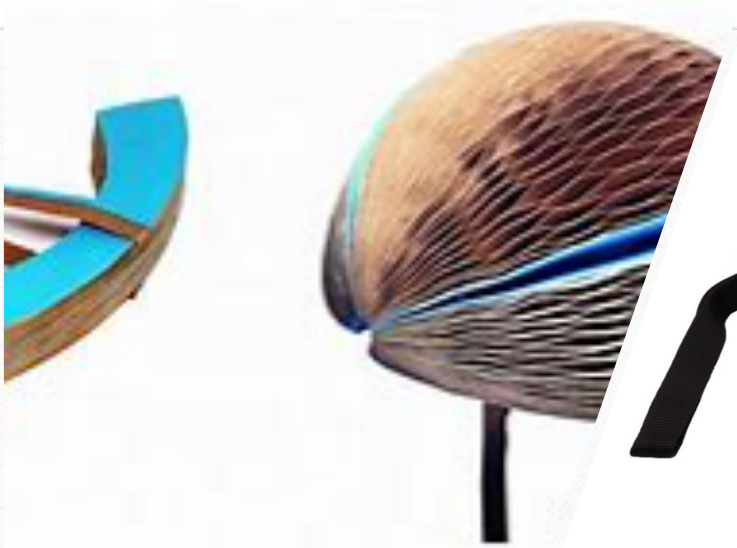


Practicalities

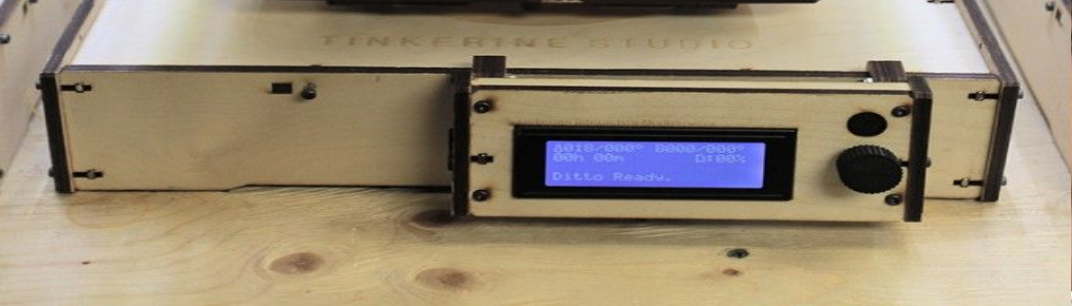
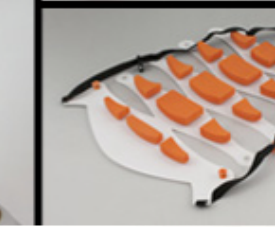


Preaching to the converted!









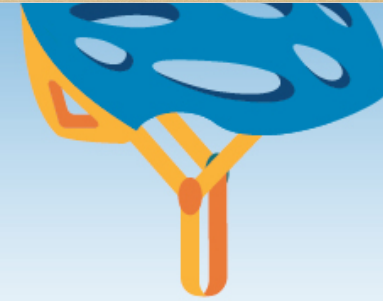




*protect before you pedal*



# Let's Make Bike Safety a Priority by Wearing a Helmet



*Being physically active is good for your health. And bicycling is a fun and invigorating way to be physically active. Remember, when you're bicycling, do it safely and wear a helmet.*

**1**

## Helmet Size & Fit

Your helmet should fit snugly. Make sure the helmet doesn't rock side to side. Many helmets come with sizing pads or universal fit rings to allow you to adjust size easily.

**2**

## Proper Positioning

The helmet should sit level on your head and about 1 or 2 finger widths above your eyebrow. The buckle should be centered below the chin. The sliders on the side straps should form a "V" beneath the ears.

**3**

## When to Replace It

Replace your helmet when you've been in a crash, even if you see no signs of



# SEE CYCLIST. THINK HORSE.

☆☆☆☆☆☆☆☆  
*Let's all get along*

← Follow the →

**NICE WAY CODE**





**SEE CYCLIST.  
THINK HORSE.**





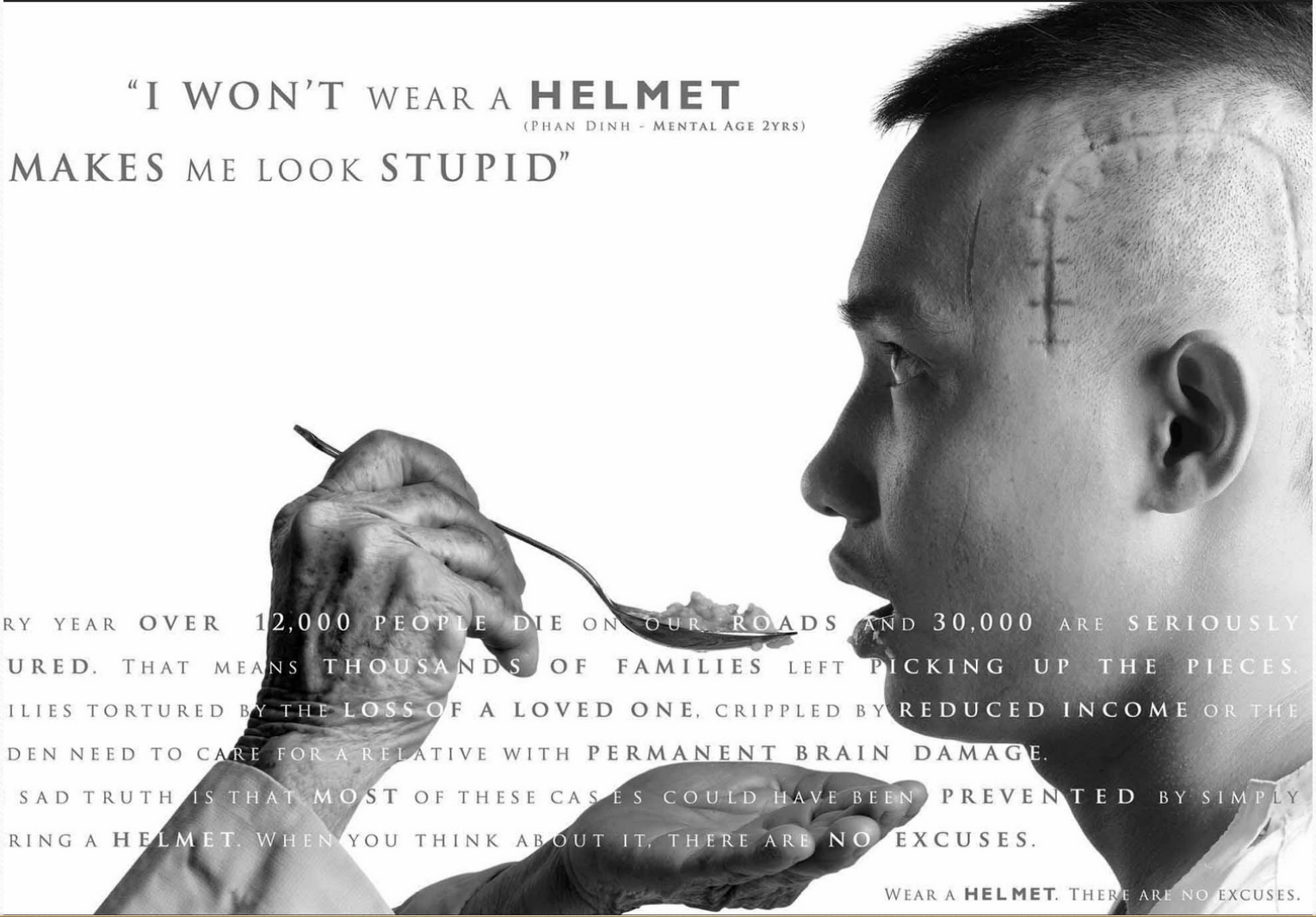


**Bicycles don't come  
with bumpers.**

**SMART**



"I WON'T WEAR A **HELMET**  
(PHAN DINH - MENTAL AGE 2YRS)  
MAKES ME LOOK STUPID"



EVERY YEAR OVER 12,000 PEOPLE DIE ON OUR ROADS AND 30,000 ARE SERIOUSLY  
INJURED. THAT MEANS THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES.  
FAMILIES TORTURED BY THE LOSS OF A LOVED ONE, CRIPPLED BY REDUCED INCOME OR THE  
DETERMINED NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE.

THE SAD TRUTH IS THAT MOST OF THESE CASES COULD HAVE BEEN PREVENTED BY SIMPLY  
WEARING A **HELMET**. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.

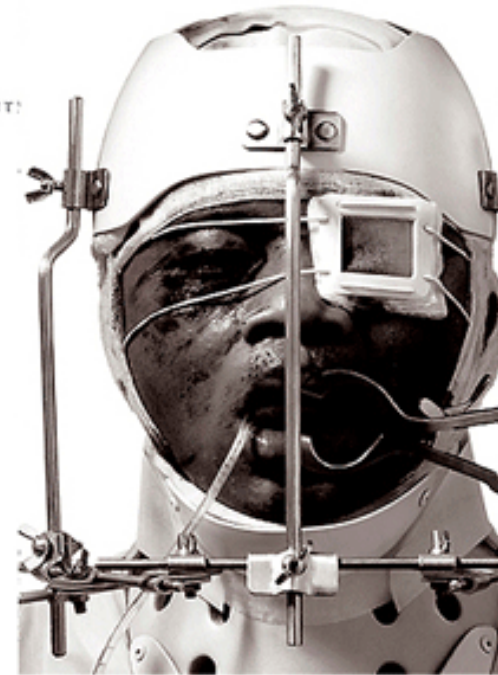
WEAR A **HELMET**. THERE ARE NO EXCUSES.



“I NEVER wear a HELMET!

(NGUYỄN LAN - CRANIAL SURGERY PATIENT)

they DON'T LOOK *COOL!*



EVERY YEAR OVER 11,000 PEOPLE DIE ON OUR ROADS AND 30,000 ARE SERIOUSLY INJURED. THAT MEANS THOUSANDS OF FAMILIES LEFT PICKING UP THE PIECES. FAMILIES TORTURED BY THE LOSS OF A LOVED ONE. CRIPPLED BY REDUCED INCOME OR A SUDDEN NEED TO CARE FOR A RELATIVE WITH PERMANENT BRAIN DAMAGE. THE SAD TRUTH IS THAT 40% OF THESE CASES COULD HAVE BEEN PREVENTED BY SIMPLY WEARING A HELMET. WHEN YOU THINK ABOUT IT, THERE ARE NO EXCUSES.

SPONSORED BY



WEAR A HELMET. NOT JUST FOR YOUR OWN

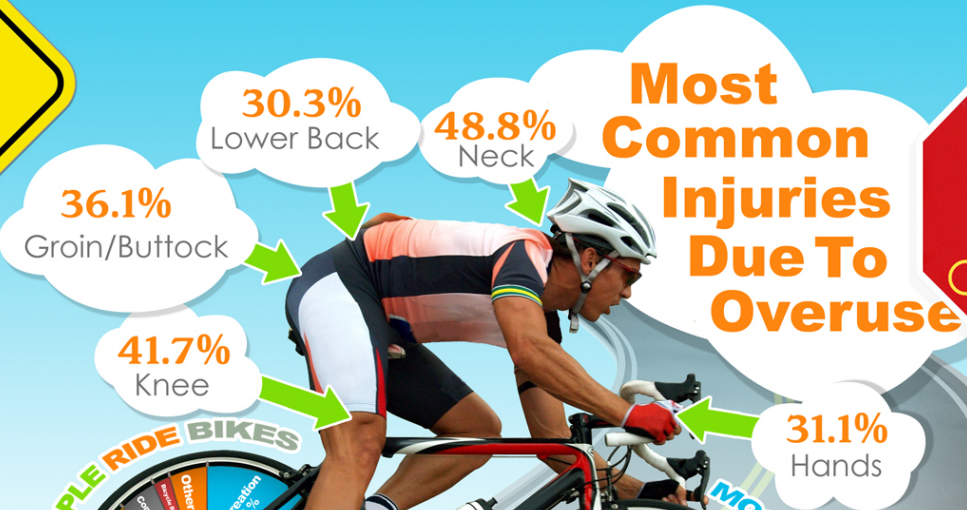


# CYCLING INJURIES REVEALED

## Bike Helmet Facts

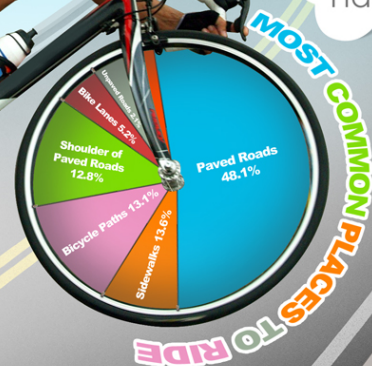
91% of bicyclists killed in 2008 were not wearing helmets.

Helmets reduce the risk of head injury by 85%, brain injury by 88%, and severe brain injury by more than 75%.



Two-thirds of accident deaths are from traumatic brain injuries

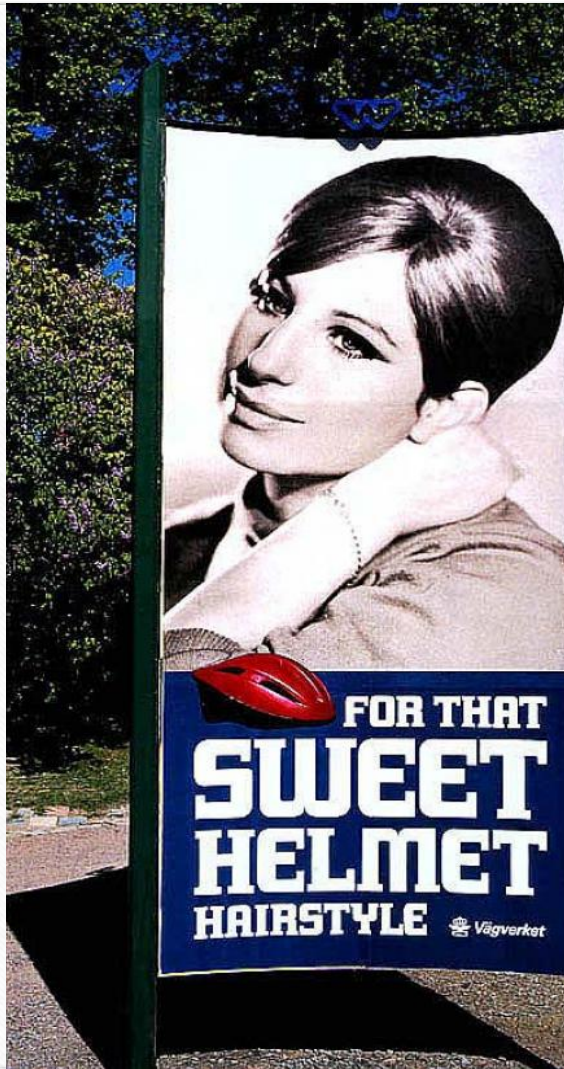
1 IN 8 BICYCLISTS WITH REPORTED INJURIES HAS A TRAUMATIC BRAIN INJURY



19 States require drivers to

Injuries on bicycles result in



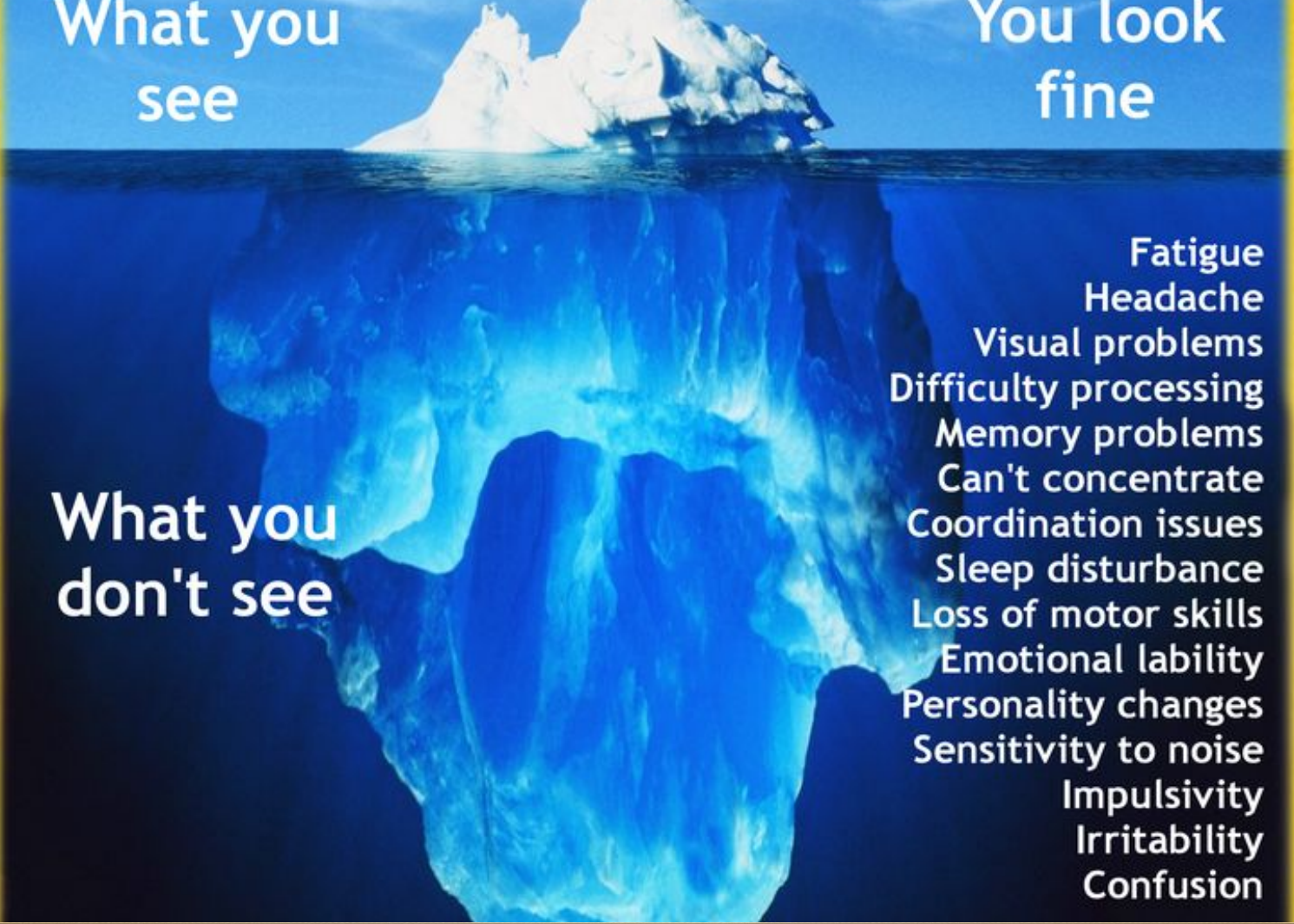




**What you  
see**

**You look  
fine**

**What you  
don't see**



- Fatigue
- Headache
- Visual problems
- Difficulty processing
- Memory problems
- Can't concentrate
- Coordination issues
- Sleep disturbance
- Loss of motor skills
- Emotional lability
- Personality changes
- Sensitivity to noise
- Impulsivity
- Irritability
- Confusion



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