



→ A HELMET ON EVERY HEAD!



TARGET GROUP:
cyclists

EVENT ORGANISERS:
Safe Journey
Institute
moderators/
facilitators

FORMAT:
various locations,
awareness raising,
bicycle patrol,
awards for cyclists
wearing helmets

OBJECTIVES:
To raise awareness in cyclists of the importance of wearing a helmet on every bike ride. To reinforce the concept that a helmet is the only protective gear that can protect a head in the event of a crash.

