

Educating community members about head injury prevention and bike safety emerged as a top priority in discussions between clinical experts at Swedish Hospital and community leaders. On June 10, 2017, less than three months after their initial meeting, the hospital hosted a free community event featuring the distribution and fitting of 1,000 bike helmets for children and adults.

More than 20 community organizations in Chicago participated in this event kicking off the biking season. Two hundred people were lined up for a free helmet before the event began and more than 3,000 neighbors attended. Hospital staff and volunteers passed out bike helmets while Chicago Bike Ambassadors conducted helmet fittings.

Swedish Hospital invested approximately \$20,000 to purchase bike helmets and put on the event, which also included a fitness session, a station to make granola parfaits, a local youth drum circle, and free reusable water bottles and bike reflectors.

"We took this bold step to improve the safety of children and adults who bike throughout our community," said Bruce McNulty, the hospital's chief medical officer. "Our doctors have long recognized the importance of bike safety and wearing helmets to prevent injuries and this program helps cyclists in our community be safer while riding."

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