



NEWFOUNDLAND AND LABRADOR  
MEDICAL ASSOCIATION

**NLMA announces bicycle safety poster contest**

***Keep Your Lid On... It's The Law!***

***Promotes new bicycle helmet requirement under  
Amended Highway Traffic Act***

**For immediate release - April 1, 2015**

**St. John's, NL** – Effective today, April 1, 2015, all bicyclists in Newfoundland and Labrador will be required to wear a bicycle helmet when cycling on the province's roadways. In support of the new legislation, the NLMA has announced a bicycle safety poster contest for students in grade 4 across the province. *Keep Your Lid On... It's The Law!* invites Grade 4 students to express their ideas on bicycle safety and the advantages of wearing a bicycle helmet by designing a poster promoting helmet usage. Entries must be received by **5 pm on May 8, 2015**. For contest rules and guidelines, please visit the NLMA website at [www.nlma.nl.ca](http://www.nlma.nl.ca). The first prize winner will receive a bicycle, a bicycle helmet and the winning poster will be printed by the NLMA for display in elementary schools across the province. Second and third prize winners will receive a bicycle helmet.

***Amended Highway Traffic Act***

"On behalf of the Newfoundland and Labrador Medical Association, I would like to applaud the Provincial Government for its commitment to improving the safety and well-being of the people of the province," said Dr. Sandra Luscombe, developmental pediatrician and NLMA past president.

"Newfoundland and Labrador has one of the highest rates of bicycle-related injuries and hospitalizations in the country. We believe that this legislation will serve to protect cyclists and significantly reduce the risk of life-threatening and debilitating injuries, especially in children," said Dr. Luscombe.

Research shows that there are significant reductions in bicycle-related head injuries in provinces where there is mandatory bicycle helmet legislation versus provinces and territories without such legislation. The NLMA has continued to lobby for bicycle helmet legislation since 2005. In 2006 a joint position paper was released entitled *Mandatory Bicycle Helmet Use in Newfoundland and Labrador*, which was developed in partnership with the Association for Registered Nurses of Newfoundland and Labrador (ARNNL) and the Newfoundland and Labrador Public Health Association (NLPHA).

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**NLMA announces bicycle safety poster contest**

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To learn more about the new bicycle helmet requirements in the amended *Highway Traffic Act*, visit the Government of Newfoundland & Labrador website at [www.servicenl.gov.nl.ca/bikehelmet/](http://www.servicenl.gov.nl.ca/bikehelmet/)

The contest closes at **5 pm on May 8, 2015** and the winners will be notified via their schools. The winning poster will be printed by the NLMA and distributed to elementary schools across the province by the NLMA with the assistance of the Newfoundland & Labrador English School Board.

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NEWFOUNDLAND AND LABRADOR  
MEDICAL ASSOCIATION

# ***Keep Your Lid On... It's the Law!***

## ***NLMA Bicycle Helmet Safety Poster Contest***

All students in Grade 4 are invited to enter the NLMA Bicycle Helmet Safety Poster Contest! The theme is "Keep Your Lid On... It's The Law!"

On April 1, 2015 all bicyclists in Newfoundland and Labrador will be required to wear a bicycle helmet when cycling. Exercise your creativity and design a poster showing why kids should wear a bicycle helmet.

### **PRIZES**

- 1st prize:** Bicycle, bicycle helmet and your poster will be printed and distributed for display to all K-6 schools in the province
- 2nd prize:** Bicycle helmet
- 3rd prize:** Bicycle helmet

### **CONTEST RULES**

#### **All contest entries must:**

- Be on 8 1/2" x 11" white paper (vertical or horizontal);
- Be created by an individual student (not a team) in Grade 4 during the 2014-15 school year;
- Be the contestant's original art work;
- Have the official entry form completed, signed by a parent/guardian and attached to the entry poster;
- Be postmarked or received by the NLMA no later than **5 pm on May 8, 2015**;
- Any media may be used to create a two-dimensional effect (including paint, crayon, coloured pencil, charcoal, computer software such as MS Paint);
- Electronic submissions should be in either JPG or PDF format;
- Only one entry per child is allowed; and,
- Submitted posters will not be returned.

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**Child's Name:** \_\_\_\_\_

**Teacher's Name:** \_\_\_\_\_

**School:** \_\_\_\_\_

**School phone number:** \_\_\_\_\_

**Parent/Guardian Permission:** I hereby give my child permission to enter NLMA Bicycle Helmet Safety Poster Contest and give the NLMA permission to reproduce my child's entry, if selected, for reproduction and distribution to all K-6 schools in Newfoundland and Labrador.

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Parent/Guardian's Signature /Date

**Submit entries to: NLMA, 164 MacDonald Dr., St. John's, NL A1A 4B3 or [nlma@nlma.nl.ca](mailto:nlma@nlma.nl.ca).**