



PS-3

## Helmets and police protecting youth (HAPPY)

Project HAPPY (Helmets and Police Protecting Youth) is a campaign in the township of Medford, New Jersey (22,300), to reduce injuries from bicycling, roller skating, skateboarding, and riding on scooters. The township is one of the first in the state to enact an ordinance requiring the use of a helmet by those under age 14 when they roller skate, skateboard, or ride a scooter. From April 1 to Memorial Day, the police now give out HAPPY tickets with safety tips and coupons for a restaurant meal or video rental to young people wearing a helmet while using one of these recreational items. The police also enter the young person's name into a drawing for weekly prizes as well as the grand prize: a mountain bike and helmet, and the opportunity to ride with the mayor at the annual Memorial Day parade. All of the prizes are donated by local businesses.

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