



The Danish approach
to make cyclists wear
a helmet. Voluntarily.

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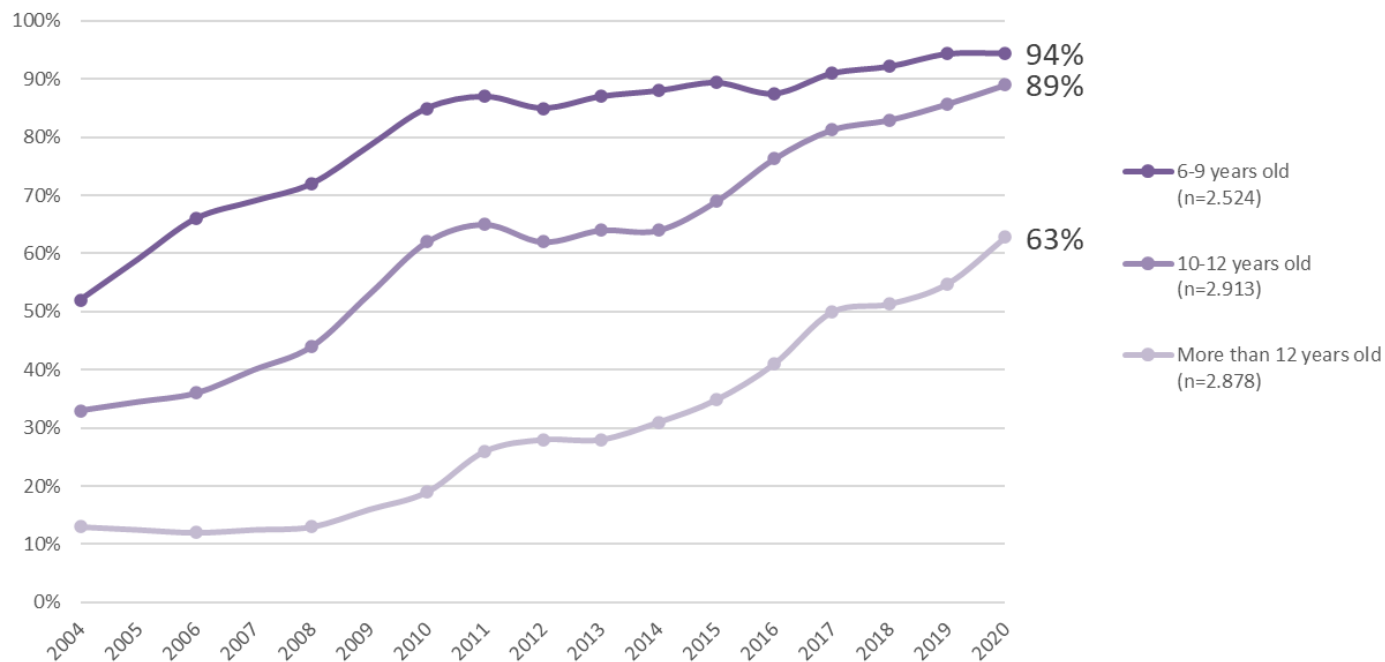
Danish Road Safety Council

Denmark



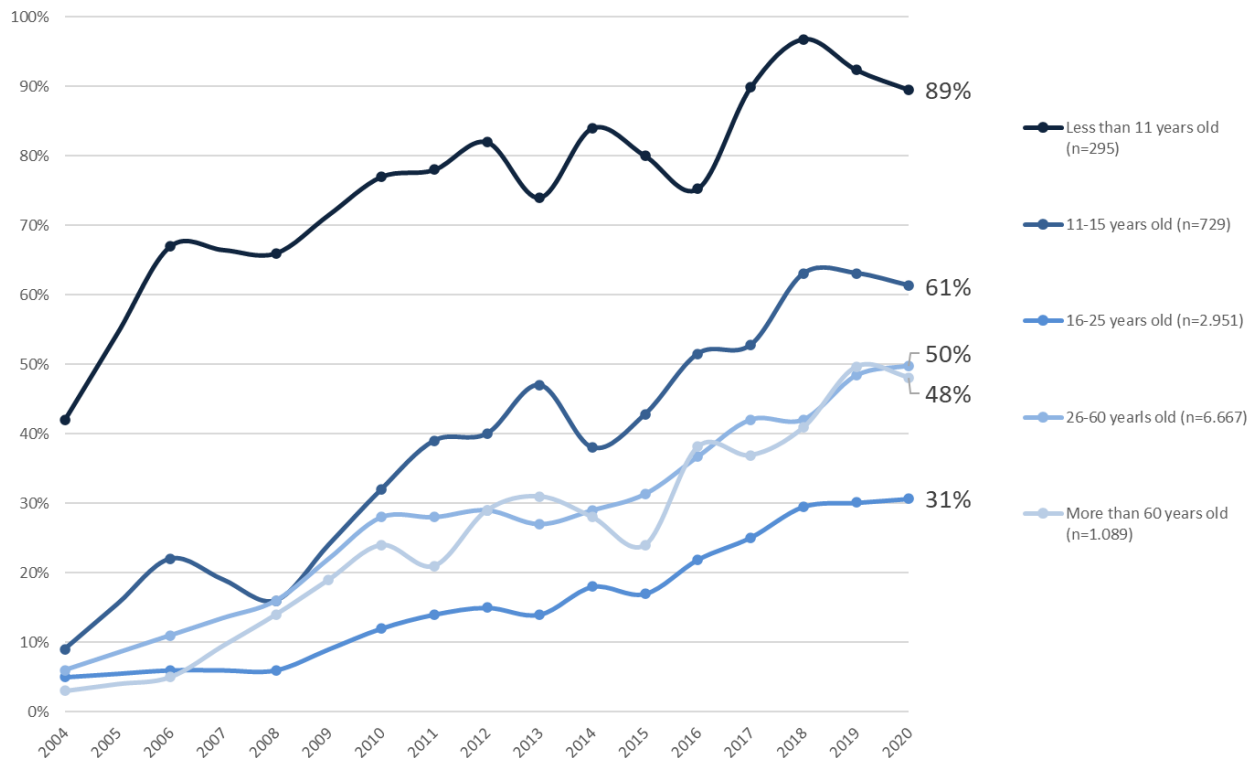
- **Population: 5.8 million**
- **9 out of 10 Danes own a bike**
- **Bicycling is a key part of Danish culture and daily transportation. In average a person cycles 500 km a year.**
- **No. 2 cycling country in the world (The Netherlands being no. 1)**
- **Excellent bicycling infrastructure**
- **2020: 20 killed cyclists**
- **No legislation on use of helmet**
- **Is it possible to make cyclists wear a helmet – voluntarily?**

Use of bicycle helmets in school traffic (school children) in Denmark, by age



Source: "Observation study of bicycle helmet use" 2004-2020, Danish Road Safety Council

Use of bicycle helmets in urban traffic in Denmark, by age



Source: "Observation study of bicycle helmet use" 2004-2020, Danish Road Safety Council



Strategy: Promoting
voluntary use of helmets
– not legislation

Availability

Awareness

Attractiveness

Monitoring cyclists' motivations and barriers



Annual count of bicycle helmets to measure effect



Development supported by improved helmet design



5. NETTO.dk
Danmarks mest bærte

Begrænset parti

Designer cykelhjelm
Cykelhjelm til børn og voksne med design af Molo kids, Katvig, Mads Nørgaard eller Jørgen Simonsen, str. XS-L, pr. stk

199.-

Kun i NETTO

Projektet støttes af Rådet for Større Færdselssikkerhed og Trygfonden.

STØT-50Kr.
Hjernesagen til Hjerneskefonden

50 kroner pr. solgt hjelm går ubeskåret til hjerneskefonden og hjernesagen.

SIKKER HJE M!

50 kroner pr. solgt hjelm går ubeskåret til hjerneskefonden og hjernesagen.

Availability

Helmets should be accessible, cheap, and well designed

- Pilot project in 2009
- 4 Danish artists designed the helmets
- Sold in Netto supermarkets
- Price: €25
- Profit from sale donated to the Brain Injury Society
- The helmets sold out very quickly, so we repeated the campaign!



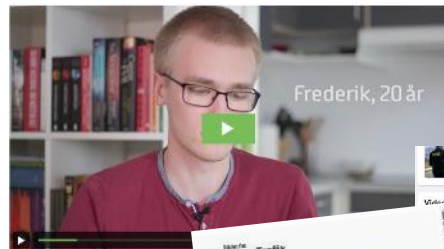
Availability

Students in survey:

"I would wear a helmet if my friends did too, and helmets were cheaper"

Solution: Pop up shops at University Campuses

Awareness



Personlige historier
Cykelhelmen redde
Frederik er 17 år og på vej i skole på sin cykel. Ensen Frederik, liden rammer ham og han cykelstolten med hovedet først. I sin havde hel



Vild udvikling: Vi spænde



Spændende og faste ryttere har været med til at gøre, at det skal tænkes på i kørt af nogle i cykellivet, siger Rådet for Sikker Trafik. Foto: Michael Røge

En stadig større del af de cyklister, der ender på OUH efter et



PERSONLIGE HISTORIER
Hjelmen

PERSONLIGE HISTORIER
Theas's historie - cykelulykke

PERSONLIGE HISTORIER
Theas's historie - cykelulykke



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Theas's historie - cykelulykke

The use of bicycle helmets is found to reduce head injury by 48%, serious head injury by 60%, traumatic brain injury by 53%, face injury by 23%, and the total number of killed or seriously injured cyclists by 34%.

Source: Bicycle helmets - To wear or not to wear?
A meta-analysis of the effects of bicycle helmets on injuries,
Alena Høye Accident Analysis & Prevention
Volume 117, August 2018

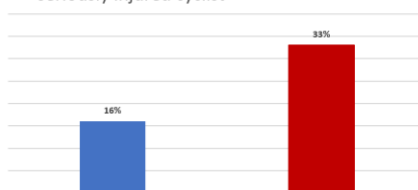
Rigtigt ✓



Forkert ✗



Proportion of head injuries among seriously injured cyclist



Cyclists wearing a helmet at the time of the accident

Cyclists not wearing a helmet at the time of the accident

Source: The Danish Road Directorate, 2015-2019



Quiz dig klogere på vikinger og cykelhelme!

Tag testen

Attractiveness



Find one error

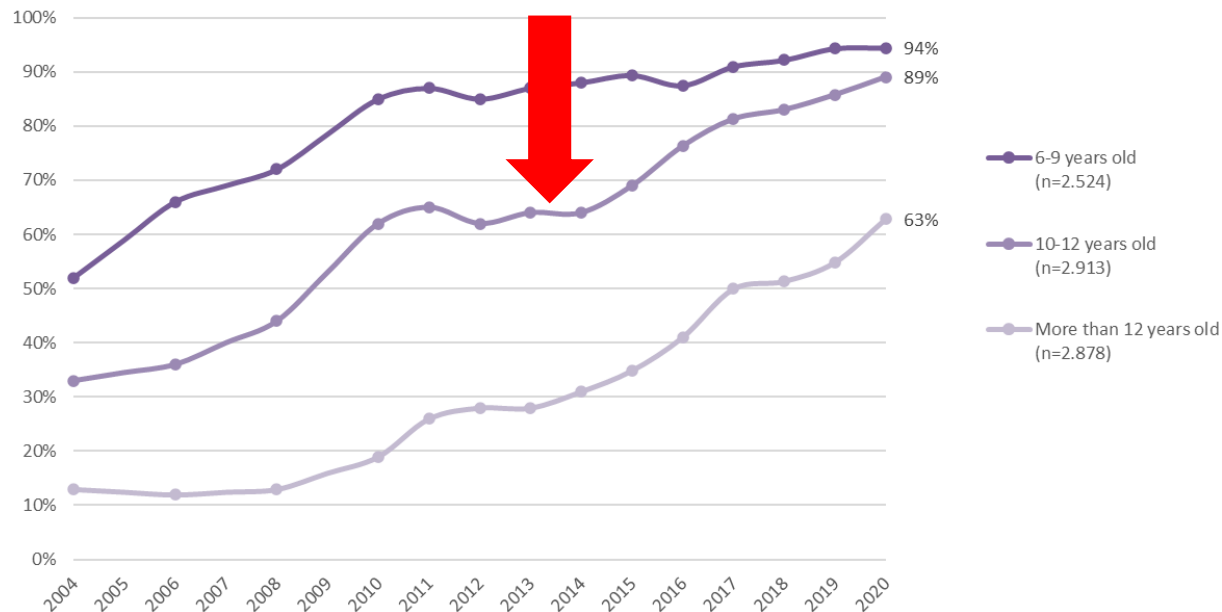


Design your own helmet



Elderly cyclists: If you protect yourself and avoid injury, you can cycle for many more years to come

Use of bicycle helmets in school traffic (school children) in Denmark, by age



Example:

2010-2013:

Stagnation in helmet use for
twens (10-12 year olds)

Main reasons

1. Parents give up
2. Domino effect in class

The age is the time

The children drop their helmet

They start cycling alone

The number of accidents increase

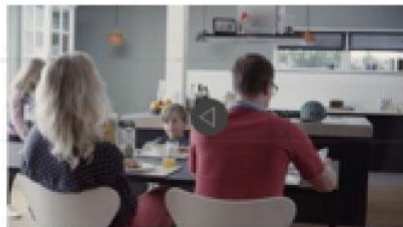
What to do?

Parents must insist their child wear a
helmet and be role models themselves

Campaign: "Annoying Parents", 2014-2020

With humor and irony the campaign salutes parents who:

- Make their children wear helmets: "Because I say so!"
- Talk to other parents about helmet use
- Make agreements with other parents in school
- Wear a helmet themselves



12 million
views on
YouTube



Main barriers among adults today:

I look silly.

*It's awkward
to carry around.*

*It's only
a short trip.*

*My hair
gets ruined.*

*I want to buy
one, I just haven't
got round to it yet.*

*I'm not
used to it.*

*I forget to take
it with me.*

*"Imagine it was
mandatory to wear a
bicycle helmet.
Would it affect your
behaviour"?*

*"Yes, I would
stop cycling or
cycle less":*

2013: **24 %**

2017: **13 %**

2021: **10 %**

Source: Cyclist surveys
2013, 2017, 2021
Epinion for The Danish Road
Safety Council

[Watch the Viking campaign video here:](#)

[A helmet has always been a good
idea - YouTube](#)