

Transcript

Always #WearYourHelmet

00:00:00 - 00:00:05

[Video: *The speaker, a doctor wearing his scrubs with a stethoscope around his neck, is shown in a hospital room with a lot of equipment surrounding him in the background*]

[Text on Screen: *Sick Kids Logo. Dr. Daniel Rosenfield, MD. Staff Physician, Pediatric Emergency Medicine. The Hospital for Sick Children.*]

Male Doctor >> Here in Toronto we see too many children end up in emergency departments because they weren't wearing bike helmets.

00:00:06 - 00:00:14

[Video: *A woman in the same hospital room holding a plastic head that has the brain exposed is shown talking to the camera.*]

Alternating images of male and female children smiling and wearing a helmet are shown]

[Text on Screen: *Sick Kids Logo. Dorothy McDowall, RN. Trauma Patient Care Coordinator. The Hospital for Sick Children.*]

Nurse >> We can't prevent all cycling collisions, but we can protect the brain and increase the chance of a better outcome by always wearing a helmet.

00:00:14 - 00:00:18

[Video: *A police officer is standing behind several children who are all smiling and wearing their helmets, then puts his hands on two of the children's bike helmets while speaking*]

[Text on Screen: *Toronto Police Logo. PC Peter Dequintal. Toronto Police 12 Division - Community School Liaison Officer.*]

Police Officer >> Wearing a helmet is a critical part of riding your bike and for kids it's the law.

00:00:19 - 00:00:24

[Video: *A teacher is in a classroom setting. #WearYourHelmet is written in chalk on the board behind him.*]

Image of four kids on their bikes wearing helmets outside]

[Text on Screen: *Toronto Catholic District School Board Logo. Rory McGucken. Director of Education, Toronto Catholic District School Board*]

Teacher >> Parents, we need your help. Always make sure your child is wearing a helmet when they are on a bike and kids...

00:00:27 - 00:00:29

[Video: *Screen divided in four ways. Top right shows the doctor. Top left is the police officer with the children. Bottom right is the teacher. Bottom left is the nurse.*]

[Text on Screen: *#WearYourHelmet*]

Everyone >> ALWAYS WEAR YOUR HELMET!

00:00:29 - 00:00:30

[Animation: *A black background appears the Toronto Catholic District School Board, SickKids, and Toronto Police logos appear. A lightning bolt crosses through the hashtag*]

[Text on Screen: *#WearYourHelmet*]