

Retain Your Brain in Schools

The North Las Vegas Police Department (NLVPD) is preparing for its final year of the “*Retain Your Brain*” bicycle safety program for elementary school students. Funded by a grant from the Nevada Office of Traffic Safety, the program will have brought bicycle safety education and free helmets to approximately six thousand students at twelve North Las Vegas elementary schools over a three year period. This year’s participating schools are Elizabeth Wilhelm, Jesse D. Scott, A.D. Guy and H.P. Fitzgerald Elementary.

Retain Your Brain was implemented in an effort to reduce the number of auto/cyclist accidents and prevent serious injuries to children in the City of North Las Vegas. This program not only help’s students recognize the risk of not wearing a helmet when riding, but also challenges them to change any current unsafe habits and/or attitudes as well.

Crime Prevention Specialists, along with Bicycle Patrol Officers from the NLVPD will present energetic, high momentum bicycle safety assemblies to 3rd, 4th and 5th grade students at this year’s participating schools. The program will commence in March and go through May, which is National Bicycle Safety Month.

The assembly curriculum follows the guidelines from The Nevada Office of Traffic Safety’s “Elementary Traffic Safety Instructor” program. As part of the assembly, students will be encouraged to take a bicycle safety oath and sign a bicycle safety pledge card. To promote family discussion and participation, students will be sent home with bicycle safety literature to be reviewed with their parents or guardians. During the week following each assembly, Crime Prevention Specialists and volunteers will re-visit each school to properly fit students with free helmets to take home.

The NLVPD recognizes that in educating children on safety practices, constant reinforcement is the key to retention. To foster positive reinforcement of lessons learned during the assemblies, children who are “Caught Being Safe” on their bicycles during the remainder of the school year will be rewarded by Crime Prevention Specialists and patrol officers.

For more information on this program contact:

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