



## DEPARTMENT OF PUBLIC SAFETY

91 Union Street, Medford, NJ 08055-2432

EMS DIVISION

609-654-7511

FIRE DIVISION

609-953-3291

POLICE DIVISION

Emergency 9-1-1

Non Emergency 609-654-7511

Admin. Fax 609-654-5996

Patrol Fax 609-953-5835

Dear Parent(s):

On behalf of the Medford Township Council, I am pleased to forward this letter home to you through your child announcing our **H.A.P.P.Y. Campaign** (*Helmets and Police Protecting Youth*). This program is designed to promote the use of helmets by children under the age of 14.

As you know, Medford Township has a strong tradition of promoting recreation. Over the past several years, we have seen the growth of recreational activities such as roller blading, skateboarding, bicycling and most recently, scooters. To prevent injuries that go along with these activities, the State of New Jersey and Medford Township have adopted laws to enhance the safety of persons engaged in these types of activity.

In cooperation with the Medford Township Superior Officers Association (MTSOA) and the Medford Township Police Officers Association (MTPOA), the Police Division is again conducting the **H.A.P.P.Y. Campaign**. The aim of this promotion is a simple one, to increase the use of helmets by our youth.

When a Police Officer observes a youth wearing a helmet while on a skateboard, roller blades, scooter, or bicycle on a public roadway or place, the Police Officer will initiate contact with your child. Your child will receive a **H.A.P.P.Y.** Ticket. This "ticket" contains information on injuries related to pedestrian, pedal cyclist and scooter injuries. In addition, your child will receive a free coupon redeemable at a local establishment and be entered into a weekly prize drawing. The parent or guardian of each child contacted will receive a follow-up phone call from the Police Division advising you of this positive contact.

Each week during the campaign a township official will randomly draw the name of a lucky, weekly winner. The weekly winner will win a prize redeemable at a local business, as well as having their picture placed on the Medford Township PoliceWebsite, [www.medfordpolice.org](http://www.medfordpolice.org). (*Parental consent required*)

This program will run from April 18<sup>th</sup> through May 27<sup>th</sup>, at which time all participants in the program will be eligible for a Grand Prize Drawing. The Grand Prize winners (one girl, one boy) will receive a brand new Mountain Bike and Helmet, as well as be given the opportunity to ride in the DARE car in the annual Halloween Parade.

It is my sincerest hope that all of our township's youth be safety conscious at all times, particularly when engaged in recreational activities requiring use of a helmet. With the combined cooperation of Parents, Schools, Business, the Police Division and our Youth, we can reduce the potential number of injuries that may occur in Medford Township.

Sincerely,

Edwin E. Wood III

Chief of Police

Director of Public Safety