

## JULY & AUGUST 2015

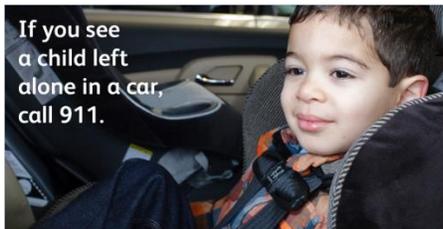
### HEATSTROKE REPORT

At the end of August in 2014 there had already been 26 fatalities from child vehicular heatstroke. At the same time this year, there have been 18 deaths, a reduction of 30 percent. Of course, even losing one life from heatstroke is too many, this decrease speaks volumes to the dedication and commitment of NHTSA, state and local government agencies, coalitions, private business owners and citizens.

Bystanders are making a difference and being celebrated for taking action when seeing a child left alone in a car by calling 911. People who would not have responded in the past are more aware of the issue, their surroundings and are empowered to call 911 if they see a child unattended in a vehicle. In July, a Kansas woman was captured on camera struggling to get a child in distress out of the back of a locked car by trying to break the window. The video shows more than 20 people watching her as she kept striking the car with a tire iron. Her action captured the attention of the nation and generated a buzz. Soon people were taking the “hot car challenge” ([Clarksville Leaf Chronicle](#), [Yahoo](#)) to demonstrate how fast temperatures rise in a car and what a person experiences while locked in a hot car. Shortly following, [ABC News](#) and [NBC News](#) released national stories which stemmed from bystander actions. Raising awareness and facilitating a conversation is what drives safety messages and saves lives.

This report is going to provide a snapshot of the power of the media, collaboration, bystanders and the impact of public policy.

### September 2<sup>nd</sup> Monthly Social Media Push:



**Facebook Post:** At this time last year, 26 children had died from heatstroke after being left in a hot car. This year, 18 children have died. While we are making progress in spreading awareness about the dangers of heatstroke, even one death is too many. Help us spread the word by sharing this photo. (See attached)

### National Heatstroke Prevention Day Press Conference

On July 31, Safe Kids Worldwide and NHTSA hosted a press conference at the National Harbor in Maryland for National Heatstroke Prevention Day and media coverage spanned across the country. Speakers included Dr. Mark Rosekind, Administrator of the National Highway Traffic Safety Administration; Jeff Boyer, Vice President of Global Vehicle Safety, General Motors; Jan Null, meteorologist and national leader on heatstroke prevention; and Reggie McKinnon, a family advocate. A live demonstration by the Prince George’s



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County fire and emergency response team made the story both compelling and particularly memorable. Local and national news stations including ABC, ABC World News, NBC, Telemundo, Univision, WTOP and others helped record more than 185 clips, garnering more than 189 million impressions for the event.



## National Heatstroke Prevention Day: Social Media Campaign

Safe Kids distributed the National Heatstroke Prevention Day Social Media Conversation flyer to over 800 coalitions and national partners to assist NHTSA with their national campaign.

NHTSA shared that they reached 4.9M with a total exposure to 15.3M accounts from 2.6k for National Heatstroke Prevention Day.

Safe Kids posted on Facebook and reach 101,700 people with that post. Twitter posts from @safekidsusa resulted in more than 205,000 impressions.

Twitter was highly used to discuss #heatstroke. On July 31, here more 4,835 tweets using #heatstroke, with 33,120,672 timelines deliveries from 2,936 contributors, resulting in 14,785,740 impressions.



## New Technology

New Car Seat: Evenflo Advanced SensorSafe Embrace DLX

Upon arrival at your destination, the Evenflo SensorSafe™ Technology will generate a series of tones, reminding you that your baby is present in the vehicle. These tones are activated through a smart chest clip and wireless receiver. Additionally, the receiver will also notify you if the chest clip becomes unbuckled during transit.



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The receiver is inserted into the vehicle's OBD (on board diagnostic) port and is compatible with any 2008 or newer gas or diesel equipped vehicle purchased in the US or Canada. (A receiver for use with hybrid/start-stop vehicles is available free of charge by calling Evenflo after purchase of the seat). Upon initial installation of the receiver, you will hear an activation beep to let you know the receiver has been installed correctly. Due to differences in vehicle programming, the activation beep will occur either immediately or the first time the car is started after installation.

The car seat itself should be installed following manufacturer's instructions. The child should be properly positioned with the harness tightened and the chest clip buckled. Once the vehicle has been driven continuously for at least 30 seconds at 5 mph (or faster), the SensorSafe system will be activated.

When you reach your destination, an alert notification will sound within 2 seconds of turning off your ignition. The notification will play twice from the receiver connected to the OBD port.

The Evenflo Advanced SensorSafe Embrace DLX is a rear-facing only seat designed to accommodate a child 4 – 35 lbs and 17 – 30 inches. It is currently available at Walmart with a retail price of \$149.88. For more information, please visit [Evenflo.com/SensorSafe](http://Evenflo.com/SensorSafe).

### Arizona:

**Bashas' Food City grocery stores** have teamed up with the **Arizona Department of Child Safety** to post in-store reminders at locations statewide to help prevent kids from being left in parked cars. The education campaign includes signs posted at store entrances that say "Because life is too precious ... double check for kids in cars" and announcements over in-store intercom.



### Florida:

Children's Home Society, BRIDGES Community Centers, Safe Kids Palm Beach County and Palm Beach Public Broadcasting network comprised of seven FM and two AM radio stations are working together to raise awareness on Never Leaving Your Child Alone in the Vehicle from July thru September. Ten BRIDGES Community Centers received a table top temperature display to demonstrate the rapid rise in temperature within a vehicle. BRIDGES Community Centers serve the underserved families throughout the county to provide education and resources to children and families. The radio stations routinely broadcast a PSA throughout the summer and feature the [2 minute video](#) highlighting this incredible collaborative partnership that will reach thousands daily.



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## Maryland:

With one heat-related death in the city already this summer, Baltimore City Officials, City Health Commissioner and Safe Kids Baltimore issued an important warning to parents regarding the dangers of children unattended in vehicles. They set up the temperature display for the press conference and had a call to action for bystanders to play an active role in saving a child's life by calling 911. [CBS Baltimore](#)

## Texas Heatstroke Task Force

**National Heatstroke Prevention Day:** The Texas Heatstroke Task Force participated with the National Highway Traffic Safety Administration and Safe Kids in spreading the word about the dangers of heatstroke on July 31. **Safe Kids Tarrant County at Cook's Childrens Hospital** posted a u-tube video for Heatstroke Prevention Day. [Video Click Here](#)

**Safe Kids Tarrant County and Firestone** stores exhibited large heat displays over several weekends in the mid-cities area. Firestone stores in Bedford, North Richland Hills and other areas are among those who participated.



On August 8<sup>th</sup>, **Stewart Williams from Safe Kids Austin** was interviewed on KXAN news regarding heatstroke safety tips.



In Austin, July 13 - 20 **Texas Department of Transportation** used the dynamic message signs promote heatstroke prevention messages during statewide campaign. .

## Public Policy

### Texas: HB 2574

Thanks to the work of Johnny Humphreys, Kristie Reeves and others, Governor Greg Abbot signed into law a bill that will require Texas hospitals to provide critical awareness information about the dangers of leaving a child alone in a car. HB 2574 will require all hospitals aware of "the danger of heatstroke for a child left behind in a motor vehicle." In following up on this good idea:

- Johnny and others are providing Texas hospitals info about the law. The Texas hospital association has communicated the heatstroke danger to its members.
- Safe Kids Worldwide wrote to the American Hospital Association, encouraging the organization to inform its constituent's hospitals to provide similar awareness to new parents leaving with their new infant.

## Florida Awareness

Thus far, the state with the second largest number of kids dying in cars this summer is Florida. The Florida DoT traffic safety office thought the idea of placing heatstroke messages on the state's LED signs was a good idea. Floridians should have seen "Never Leave a Child Alone in a Car." U.S. Senator Bill Nelson made an introduction for us with FLDoT. Sample: THX @senbillnelson for help on kids dying of #heatstroke in FL. @SKWAdvocate

## Legislation

The following states are considering legislation on heatstroke:

- KY SB43 would provide civil liability for someone breaking into a car with a child in danger inside the care.
- NYA1695 would prohibit a child from being left unattended in a motor vehicle under conditions presenting substantial risk.
- NJ A3600 would provide immunity from civil liability and criminal prosecution to persons who forcibly enter motor vehicle to remove child in danger.
- NJ 3709 would establish a public awareness campaign around the dangers of leaving a child unattended in a car
- NJ A3604 would impose criminal penalties for leaving a child unattended in a car.
- VA SB1082 would make a person leaving a child unattended in a car subject for prosecution for a misdemeanor.
- RI S822 would make it an offense to leave a child under seven unattended in a motor vehicle.

## Safe Kids Mini Heatstroke Grant Report

**Safe Kids Fayette County (KY)** has recruited over 30 members with an active social media campaign reaching over 1000 families during National Heatstroke Prevention Day on Facebook and Twitter. Their task force has initiated 9 media stories and distributed displays and materials at a pediatric conference along with six other public venues. Reached out to local meteorologist and highway safety office to participate on the task force.

**Safe Kids Tulsa (OK)** has embraced social media and email blasts to community partners.

Distributed displays and materials at 24 events, targeting health educators and home visitation nurses.

Raised awareness through the media and conducted 6 presentations within the community. [.Story link in Tulsa World](#)

**Safe Kids Wayne County (NC)** has incorporated the North Carolina's, "S'more Dangerous Than You Think" campaign at a child care facility. Task Force member's baked s'mores in the hot cars, discussed heatstroke prevention and provided tip sheets to families and staff. Active in social media with 18 posts and email blasts and distributes heatstroke tip sheets during all child seat checks with technicians educating caregivers on heatstroke prevention.



## Resources

- Safe Kids heatstroke prevention site: <http://www.safekids.org/heatstroke>
- Badge of Courage Award nomination: [Link](#)
- Comprehensive heatstroke statistics and information from Jan Null, San Jose State University: <http://noheatstroke.org/>
- Sign up for Safe Kids online Speaker's Bureau to be registered as a community resource and have access all Safe Kids customizable resources and templates. Go directly to "Resource" tab. <http://nlyca.safekidsweb.org/resources/>
- NHTSA's webpage regarding heatstroke prevention: <http://www.safercar.gov/parents/InandAroundtheCar/heatstroke.htm>

## Media

### International

#### United Kingdom: NEW STUDY

[New research](#) from Kwik Fit Insurance Services conducted a survey and found 24 percent of UK parents – equivalent to 8.1 million people – have left young children alone in the car in the past while running errands.

[Revealed: the disturbing reasons why parents leave kids alone in the car](#)  
[One In Four Parents Leave Children Unattended In The Car](#)  
Playpennies.com

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[1 in 4 parents leave children alone in car](#)  
Press Reader

### Fatalities

[Las Vegas 4-year-old dies after relative leaves him inside sweltering car](#)  
Los Angeles Times

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[Police: 4-year-old who died may have been 3 hours in hot vehicle on 100-degree day in Vegas](#)  
Minneapolis Star Tribune

[4-year-old dies after being left in a truck in southeast Las Vegas](#)  
News3LV

[Boy, 4, dies after being left in hot car for 2-3 hours in Las Vegas](#)  
Las Vegas Sun

[5-Year-old boy dies in hot car, but his parents aren't to blame](#)  
SheKnows.com

[Death of Texas autistic child in hot car raises national toll to 15 for 2015](#)  
St George News

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[No charges against Lake City public defender in toddler's death after being left in car](#)

Florida Times-Union

[Trial for dead 2-month-old child begins](#)

KFOX El Paso

[Child left](#)

10news.org

## Bystander

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[Harrison Police log of activity Aug. 25](#)

Harrison Daily (subscription)

[After A Citizen Called To Report Three \*\*Children\*\* Had Been \*\*Left Unattended In A Vehicle\*\*. Officers...](#)

Rockford Scanner

[Healthwise: Learn to treat and prevent heat stroke](#)

MyCentralJersey.com

['It's OK I can see him': Watch stand-off as man confronts mum who leaves \*\*BABY\*\* in hot \*\*car\*\*](#)

Mirror.co.uk

[8-month-old rescued from hot \*\*car\*\* in Fair Oaks parking lot](#)

KCRA Sacramento

## Raising Awareness

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['We should never leave our kids in cars'](#)

Shelby news

[Meadows student's award-winning app seeks to prevent heatstroke deaths](#)

Las Vegas Review-Journal

[High temperatures are in the forecast; don't leave children in hot cars \(see video\)](#)

[Charity Spotlight: Raise Foundation Says 'Don't Forget. Double Check.'](#) Newport Beach Independent

Newspaper

[Child left in a hot car reenactment](#)

Yucaipa/Calimesa News Mirror

[Children left unattended in vehicles risk heatstroke, brain damage and death twenty-six heat ...](#) The

Lafourche Gazette

[Don't Leave Kids in Cars Campaign Launched Countywide](#)

The Raise Foundation

[Heat warning: Don't leave kids in hot cars](#)

Houma Courier

[DCFS issues heat reminder to parents, caregivers](#)



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KATC Lafayette News

TN amongst 10 states with most baby deaths from scorching automobiles

Observer News

HEATSTROKE: A deadly mistake

Press-Enterprise

Look before you lock to prevent tragedy associated with hot weather

Federal Way Mirror

Summertime safety for kids in cars - McAlester News-Capital: Columns

McAlester News Capital

Kids and pets left in hot cars is a deadly combination | The Herald-Dispatch

Huntington Herald Dispatch

Children, pets left in cars deadly combo | Folsom Telegraph

Folsom Telegraph

Nearly 90% of children killed in hot cars are less than 3-years-old

wwlp.com

Kids, Cars and Heat = Deadly Combination - Tulsa World: Community News

Tulsa World

Being In A Hot Car Can Damage Kids' Brains, Doctor Says

Patch.com

Am I Making Too Big Of A Deal Over The Dangers Of Hot Weather?

Eugene Daily News

NC Highway Patrol warns motorists about leaving kids in cars - Washington Times

Washington Times

Tips and tech to prevent hot car deaths

wwlp.com

High heat settles into East Texas

Kilgore News Herald

Morris County Office of Health Management Joins State "Hot Car" Campaign

TAPinto.net

Parents warn about dangers of leaving children in hot cars

WSLS

Cars can heat up quickly, endangering children

KPLC-TV

Local Health Department Promoting Heatstroke Awareness

WHMI

Heatstroke Kills: Look before you lock

WHMI

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**ACT**

**Avoid. Create reminders. Take action.**

## Intentional

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Mom who left baby inside stolen truck says she's learned her lesson . Texas  
KXAN.com

WCSO: Woman arrested after locking children in unattended car . Indiana  
14 News WFIE Evansville

Cookeville man indicted on two counts of child neglect  
Cookeville Herald Citizen

Case advances after man leaves boy in locked car  
Standard Speaker

Jury Returns Verdict on Nurse Who Left Child in Hot Car  
NBC 7 San Diego

Dad charged with leaving kids alone in car while he worked  
lehighvalleylive.com

Woman left 3 kids in car while she was tanning, police say  
Channel3000.com - WISC-TV3

Cops: Baby left home alone strapped in car seat  
HLNtv.com

Records show woman left child unattended during attempt to burglarize a home  
theday.com

Washington Mom Arrested After Leaving Baby in Dangerously Hot Car  
Growing Your Baby

SPARTA -- A woman has been accused of leaving her children in a hot car while she bought alcohol.  
The Courier Life News

Child left behind, but not stolen merchandise, at Peoria Walmart  
Peoria Journal Star

Two toddlers rescued from enclosed SUV, mother charged  
Chicago Tribune

Mother charged with leaving kids in hot car  
La Crosse Tribune

Police: Woman Left Toddler Unattended in Car Seat  
Patch.com

Longview mom charged after baby left in hot car  
KOIN.com

Police: Longview woman arrested after leaving 1-year-old in hot car  
KPTV.com

Georgia Father Allegedly Leaves Son in Car, Goes Out to Dinner with Girlfriend  
People Magazine

Father left children, 4 and 6, alone outside his job in 92-degree heat, police say  
lehighvalleylive.com

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[Report: Intoxicated mom left toddlers alone; 5th time in 10 months](#)

Middletown Press

[Children left alone in vehicle: University Heights Police Blotter](#)

Tripleneews

[No charges filed after toddler left alone in car](#)

Chicago Tribune

[Police investigate after toddler located locked in car - Hurstville](#)

NSW Police Online (press release)

[Livingston Police: Shepherd woman left 2-year-old daughter locked in hot car](#)

KTRE

[Wisconsin mom who left son in car to buy heroin sentenced to probation](#)

TwinCities.com-Pioneer Press

[Baby reunited with mother after being left by the side of the road following alleged car theft](#)

NEWS.com.au

[Mother who left son in car to buy drugs gets probation](#)

Jacksoncountychronicle

[Woman arrested after leaving child unattended in car](#)

WYYS

[Cops: Drunk mom's 4-year-old son blew into Breathalyzer](#)

Orlando Sentinel

[Los Angeles man accused of leaving 3-year-old in car while he went drinking](#)

NJ.com

[Police: Father interfered with child's rescue from locked car](#)

Standard Speaker

[Cops: Woman left kids in car to drink](#)

WKMG Orlando

[Mother charged with leaving 2 kids in hot car in Cary | abc11.com](#)

WTVD-TV

[Casa Grande child left in car, in critical condition](#)

azcentral.com

[KVOA | KVOA.com | Tucson, Arizona - 2-year-old girl critical after being left unattended in car](#)

KVOA Tucson News

[WalletHub: Arizona ties for second-most strictest state on speeding and reckless driving](#)

KVOA Tucson News

[Mother Arrested for Leaving Child in Dangerously Hot Car](#)

WKRG

[Cops confronts mother who left child in hot car](#)

Autoblog (blog)

[Cops Rescue Child From Hot Car, Chastise Mother -- 'She Could Have Died!' \[Video\]](#)

The Inquisitr

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## Never leave your child alone in a car.

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Iowa dad charged after baby girl rescued from hot car

Sioux City Journal

Police: Mother went grocery shopping and left her 7-month-old son inside car on 90-degree day

Judge rules Connecticut mom accused of leaving baby in hot van cannot be alone with child

WABC-TV

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