



Heatstroke Prevention: Spread the Word, Save a Life

Presenter: Alexis Kagiliery-Lee, Safe Kids

Moderator: Bailey Triggs, Children's Safety Network

Audio will begin at 3:00 PM ET.

You can listen through your computer speakers or call 866-835-7973



Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect hotline at **1-800-416-7640** or email csninfo@edc.org
- Type any additional questions or comments into the Q&A box on the left.
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Alexis Kagiliery-Lee,
Safe Kids


Never Leave Your Child Alone in a Car Heatstroke Campaign



Working together to raise awareness and save lives.



Introductory Polls

- 
- Have you ever seen a child unattended in a car?
 - Did you know that you should call 911 if you see a child unattended in a car?

Safe Kids Worldwide



**CAN HEATSTROKE
HAPPEN TO YOUR
CHILD?**

Learn how to keep kids safe from this preventable tragedy.

WATCH THE VIDEO ➔

Video: <http://www.youtube.com/watch?v=j0qb9zZYNU0>

Heatstroke Definition



- An elevated body temperature due to failed thermoregulation. Heatstroke occurs when the body absorbs more heat than it can discharge. When the elevated body temperatures are high enough, heatstroke is a medical emergency and requires immediate treatment to prevent disability or death.

Heatstroke and Children

- Happens to both children and adults
- Children have less sophisticated thermoregulatory systems- body heats up 3-5 times faster than an adult body
- Child's body cannot cool itself quickly
- At 104 degrees major organs begin to fail
- Death occurs at 107 degrees

Where Does Heatstroke Occur?

- In Cars
 - Unattended Children In Cars
- At Play
 - Athletics
 - Heat Exhaustion

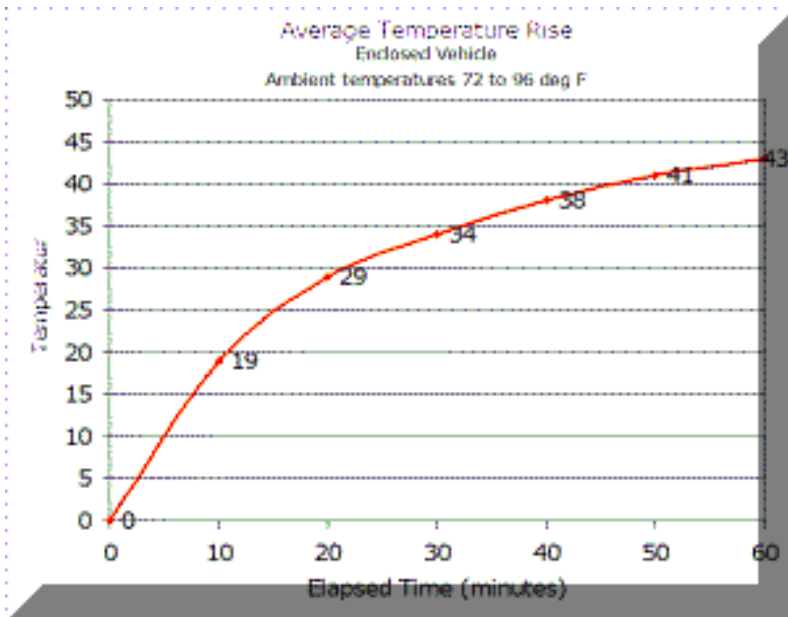
Spotting Heatstroke Symptoms

- The skin is dry, red and hot as blood vessels dilate in an attempt to discharge heat
- Nausea
- Vomiting
- Headaches
- Low blood pressure
- Fainting or dizziness
- Children may suffer seizures

Why Heatstroke Is Important

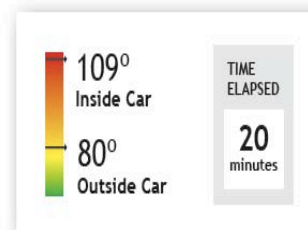
- Leading cause of non traffic vehicular deaths to children.
- Since 1998, 589 children across the United States have died
- One child every 10 days
- 100% preventable

How Fast Can It Happen?



DID YOU KNOW?

IT CAN TAKE ONLY MINUTES FOR THE INSIDE OF A CAR TO HEAT UP TO *DEADLY TEMPERATURES.*



TIME
ELAPSED
20
minutes

And just one call to save a life.



How Heatstroke Happens in Cars



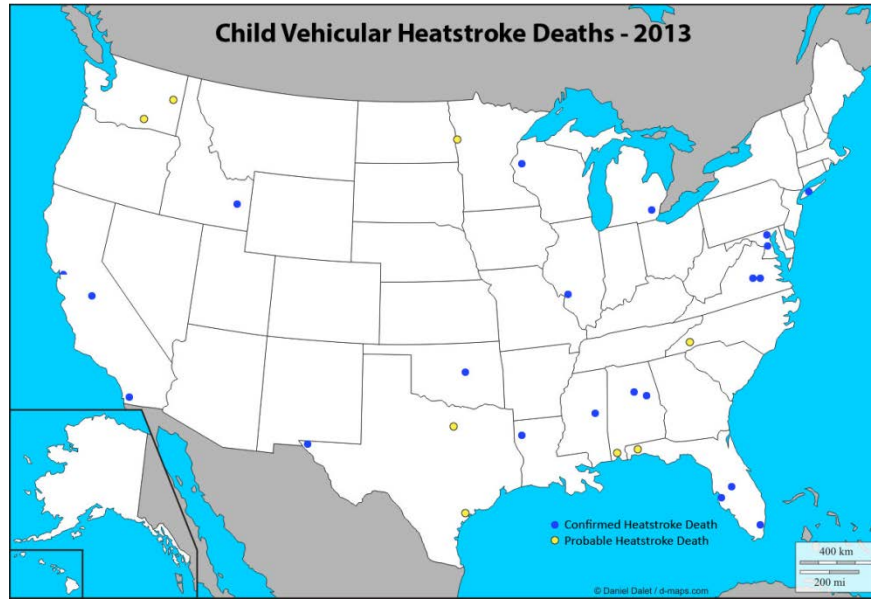
- 52% - child "forgotten" by caregiver
- 29% - child playing in unattended vehicle
- 18% - child intentionally left in vehicle by adult

Source: Golden Gate Weather

What Bystanders Can Do

- Call 911 immediately if they find an unattended child in a vehicle
- Know that it is never okay to leave a child alone in a car- even for one minute
- Recognize they won't know how long the child may have been alone and in danger
- Know and accurately report heatstroke symptoms to 911 operator
- Follow 911 directions and next steps

Data Collection



Jan Null

**Certified Consulting Meteorologist
San Francisco State University**

Golden Gate Weather: www.ggweather.com/heat
Report Incidents: jnull@sfsu.edu

Source: Golden Gate Weather

Why Our Work Matters



Sydney, 6

Bishop, 3 months



Maya, 2

Payton, 2



Working Together- We Need You!



Safe Kids National Perspective

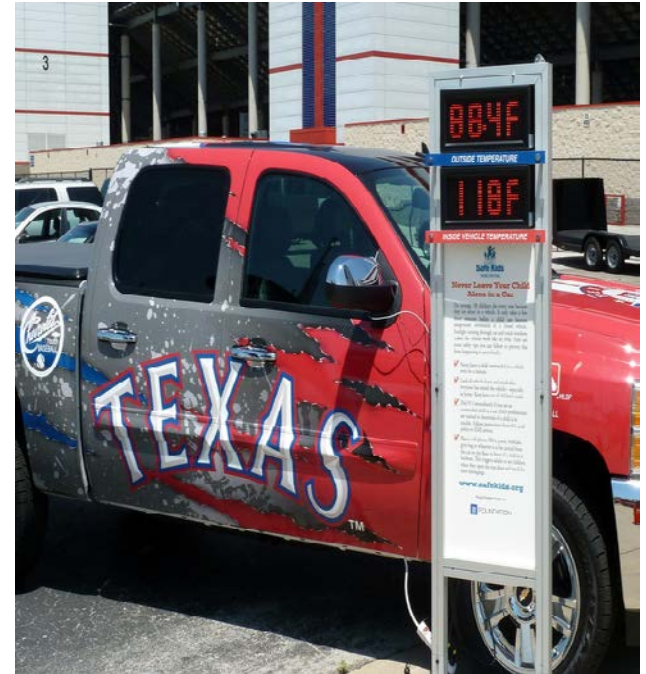


THE HUFFINGTON POST

Outreach



- April – August
 - Media Stories
 - Public Awareness
 - Near Miss
 - Fatalities
 - Social Media
 - Facebook and Twitter
 - National Heatstroke Prevention Day – July 31st
 - 2 million impressions on FB
 - 5,741 Tweets
 - 4.2 Million Twitter Accounts
 - Evaluation - 2- Minute
 - States Engaged – 36 +



How Safe Kids Can Help You

- Tool Kits
 - Materials
 - Press Conference Ideas
- Online Speaker's Bureau
- Rapid Response Kits



<http://nlyca.safekidsweb.org/home>

Simple Year Round Messages

- Never Leave Your Child Alone in a Car
- Remember to ACT.
 - Avoid Heatstroke
 - Create Reminders
 - Take Action

SAFE KIDS WORLDWIDE **Never leave your child alone in a car.**

SAMPLE
Heatstroke Radio Scripts

Meteorologists and radio personalities can help get these critical safety messages out to families in their communities. Many parents don't realize that a child's body heats up three to five times faster than an adult's and is at risk from being left in a hot car for just a few minutes. We ask meteorologists and radio personalities to help raise awareness by incorporating one or more of the messages below in their broadcasts.

To add state-specific fatalities to your messages, reference this U.S. map that displays recorded fatalities from 1998-2012: Available at <http://www.gweather.com/heat/#maps> or listed on the last page of this document.

Messages on Days with Cooler Temperatures (70s-80s)

0:10
"A pleasant, sunny day like today can turn deadly for kids in a car. Children's small bodies heat up three to five times faster than an adult's. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car."

0:15
"A pleasant, sunny day like today can turn deadly for kids in a car. Children's small bodies heat up three to five times faster than an adult's. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car. Visit www.safekids.org for other tips and more information."

0:15
"Parents, if you plan to be out and about today, don't let the cool temps fool you. The sun can quickly turn your car into a dangerous place for children even when it's cool outside. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car."

0:30
"A pleasant, sunny day like today can turn deadly for kids in a car. Every year, children die from overheating in vehicles – and a third of these deaths happen when temperatures are in the 70s or 80s. Here is a simple tip: create a reminder by placing something you'll need at your next stop – like a briefcase or cell phone – next to the child safety seat. It may seem simple, but can be a helpful reminder on chaotic days."

ACT Avoid. Create reminders. Take action.

Never leave your child alone in a car.

Fact Sheet

In the United States every day someone dies from heatstroke when left in a hot car for just a few minutes. In nearly all 50 states and throughout the year:

- 60% of children who die from heatstroke were intentionally left in a car.
- 40% of children who die from heatstroke were forgotten in a car.
- 20% of children who die from heatstroke were left in a car on purpose.

Heatstroke is a medical emergency. In Palm Beach, Florida, 10 children were rescued from a hot car in Palm Beach.

Heatstroke can occur in less than 10 minutes, leaving windows slightly open can reduce the risk of a vehicle.

Heatstroke is faster than an adult's body temperature rise and generate heat.

Heatstroke symptoms include: dizziness, internal organs, nausea, vomiting, confusion, loss of consciousness, slurred speech, the person dies, red, dry skin and sunken eyes.

Parents, caregivers, bystanders and the public remember to ACT.

Heatstroke is a medical emergency. Injury and death by never leaving your child alone in a car. Please make sure to keep your car locked when you're not in it so you can't get in.

Place something in the back of your car next to your child such as a cell phone that is needed at your final destination. This is a reminder that you're not following your normal routine.

If you see a child alone in a car, call 911. Emergency personnel want you to respond to these situations. One call could save a life.

ACT Avoid. Create reminders. Take action.

Social Media

- We encourage you to share our posts, or your own.
- By working together we can have a bigger combined impact.

7 children have died
alone in hot cars
in the last week.



SHARE WITH YOUR FRIENDS!

- ✓ **Never leave your child alone in a car.**
- ✓ **Create a reminder so you don't forget them.**

Recognizing Local Heroes Who Call 911



www.safekids.org

Search: Take Action

Take Action

TAKE ACTION TO PREVENT HEATSTROKE

The Issue

Every 10 days, across the United States, a child dies from being left in a hot car. It only takes a few minutes for a car to heat up and become deadly to a child inside. As summer temperatures rise, more kids are at risk. Help stop these tragedies from happening. We can prevent heatstroke with your help.



ACT Now

[Take Action](#)[Parents](#)[Daycare Providers](#)[Partners](#)[Bloggers](#)[All Tools](#)

Are you a super activist who wants to have everything at your fingertips? Look no further. Here's a list of everything we've got to help you speak out and spread the word about heatstroke.

- [Tip Sheet \(PDF\) | HTML](#)
- [FAQ](#)
- [Social Media Guide](#)
- [Poster](#)
- [Print Ad](#)
- [Sample Press Release](#)



Georgia Department of Public Health

- Safe Kids Georgia worked with the Georgia Department of Public Health held press conference to raise awareness about heatstroke.
- Safe Kids Worldwide and Safe Kids Palm Beach County conducted a heatstroke webinar for child care providers Georgia Department of Early Care & Learning; Bright from the Start

Safe Kids Palm Beach County

- Coalition outreach

- Childcare Centers
- Children Service's Council
- Hospitals
- First Responders
- School bus drivers

- Hailey Brockington

- Palm Beach County required alarms in childcare buses and vans



Heatstroke Safety Tips
Everything you need to know to keep your kids safe from heatstroke.

Babies and young kids can sometimes sleep so peacefully that we forget they are even there. It can also be tempting to leave a baby alone in a car while we quickly run into the store. The problem is that leaving a child alone in a car can lead to serious injury or death from heatstroke. Young children are particularly at risk, as their bodies heat up three to four times faster than an adult's. These insights are completely preventable. Don't lose an eye for an eye. Let's work together to keep kids safe from heatstroke.

Reduce the Number of Deaths from Heatstroke by Remembering to ACT

- A: Avoid heatstroke.** - Prevent heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to help your car dealer when you get in it so the dealer gets it on their own.
- C: Create reminders** by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine.
- T: Take action.** If you see a child alone in a car, call 911. Emergency personnel need you to call. They are trained to respond to these situations. One call could save a life.

Go a Step Further: Create Extra Reminders and Communicate with Everyone

- Create a calendar reminder for your electronic devices to make sure you depart your child out of daycare.
- Download a plan with your daycare so that if your child is late, you'll be called within a few minutes. Be especially careful if you change your routine for dropping off children at daycare.

Teach Kids Not to Play in Cars

- Make sure to lock your vehicle, including doors and trunk, when you're not using it. Keep keys and remote entry fobs out of children's sight and reach.
- Teach kids that trucks are for transporting cargo and are not safe places to play.
- If your child's curiosity gets the best of them and they sneak into your car, check under every piece, vehicle and trunk. If your children are hard to see, get them out as quickly as possible and dial 911 immediately. Emergency personnel are trained to evaluate and check for signs of heatstroke.

Heatstroke is the leading cause of non-traumatic death for children 18 months and younger.

Be safe in child care. Your function is a vehicle.

SAFE KIDS WORLDWIDE



Never leave your child alone in a car.

Your car heats up faster than you think. Help reduce the number of deaths from heatstroke by remembering to ACT.

A: Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute.

C: Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination.

T: Take action. If you see a child alone in a car, call 911.


Take them with you. It's the law.

SAFE KIDS WORLDWIDE
safekids.org

How to get started

- Find your local and state Safe Kids Coalition
 - Go to Safe Kids Worldwide website
 - www.safekids.org
- Support Local Efforts- Make Families Aware
 - Educate families
 - Recognize how often this is child care related
 - Establish a policy
 - Become a spokesperson
 - Get involved!

Join the team in 2014

- 
- March - April
 - New materials drafted, designed and made available
 - Invite to attend campaign launch webinar for all national, state and local partners
 - May - September
 - Safe Kids Worldwide tracks, monitors, maintain and facilitate media and program outreach
 - Safe Kids Coalitions activate and launch their local programs
 - Provide monthly reports to our partners
 - Notify coalition coordinators and partners when a fatality occurs and Rapid Response kit

We're all in this together

Safe Kids Worldwide

- Never Leave Your Child Alone in a Car (NLYCA)

National Highway Traffic Safety Administration

- Where's Baby, Look Before You Lock

Golden Gate Weather

- Beat the Heat, Check the Backseat

National Weather Service

- Beat the Heat, Check the Backseat

Alliance of Automobile Manufacturers

- Never Leave Your Child Alone in a Car

Kids and Cars

- Lock Before You Lock

4 R Kids Sake

- Kaitlyn's Law

Helpful Websites



- www.safekids.org
- www.ggweather.org/heat
- www.safercar.gov/heatstroke
- www.nhtsa.gov
- www.autoalliance.org



THANK YOU

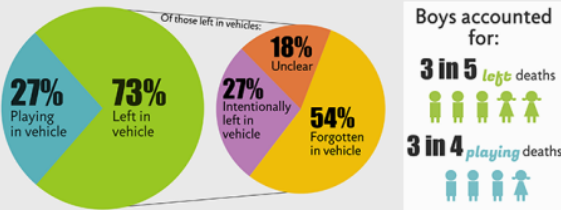
Alexis Kagiliery
Program Manager
alee@safekids.org

Heatstroke Deaths of Children in Vehicles

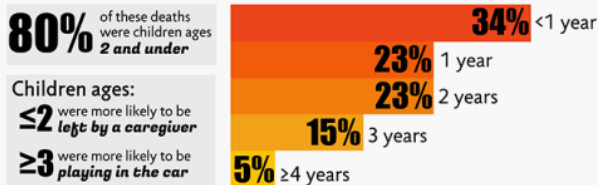
BY THE NUMBERS NHTSA (2012)

- 10** ☀️ the minutes it takes for a car to reach deadly temperatures on an 80 degree day
- 38** ☀️ the average number of children who die from vehicular heatstroke in the US each year
- 57** ☀️ the lowest known outside temperature at which heatstroke can occur

BY CIRCUMSTANCE Guard (2005)



BY AGE Guard (2005)



TIPS NHTSA (2012)

- Never** leave children in a vehicle unattended, even with the windows cracked, even "for a minute"
- Always** check the backseat when exiting the vehicle (put your phone or your purse in the backseat to create a reminder system)
- Always** keep vehicle doors and trunks locked and keys out of reach
- Make** an agreement with your childcare provider to always call you when your child is absent
- Call 911** if you see a child alone in a vehicle

For detailed sources and resources: [ChildrensSafetyNetwork.org/publications/heatstrokeinfographic](http://www.ChildrensSafetyNetwork.org/publications/heatstrokeinfographic)

For NHTSA's Look Before You Lock Campaign: safercar.gov/parents/heat-involved.htm

www.ChildrensSafetyNetwork.org

<http://www.childrenssafetynetwork.org/publications/heatstrokeinfographic>

SOURCES: Guard, A., & Gallagher, S. S. (2005). Heat related deaths to young children in parked cars: an analysis of 171 fatalities in the United States, 1995-2002. *Injury prevention journal of the International Society for Child and Adolescent Injury Prevention*, 11, 33-37. doi:10.1136/ip.2003.004044

National Highway Traffic Safety Administration (NHTSA). (2012). Children left in cars and heatstroke. Retrieved from

<http://www.safercar.gov/parents/assests/english/Heatstroke Fact Sheet.pdf>



Closing Polls

- Are you interested in participating in the Heatstroke Campaign?
- Are you leaving today with an increased awareness of the issue?



Thank You!

Please take a moment to take our survey about your webinar experience:

https://www.surveymonkey.com/s/csn_heatstrokeprevention_aug29