Annual Heatstroke Campaign
Town Hall Meeting

May 1, 2018
Today’s Speakers

- Amy Artuso – National Safety Council
- Suzanne Johansson – General Motors
- Mike Joyce – National Highway Traffic Safety Administration
- Janette Fennell – Kids and Cars
- Officer Gwynne Friters – Boca Raton Police Services
- Krystal Heinzen – Western Kentucky University Research Foundation
- Mary Hickey – Safe Kids Worldwide
Overview of the Issue

Presenter:

Amy Artuso, MPH, CPST-I
Senior Program Manager
Occupant Protection
National Safety Council

Amy.Artuso@nsc.org
Jan Null, CCM

www.noheatstroke.org

Adjunct Professor of Meteorology
San Jose State University

U.S. Child Vehicular Heatstroke Deaths

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, http://noheatstroke.org

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It Can Happen To Anyone

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University,
http://nocalstroke.org
Three Primary Circumstances

- Unknowingly Left
- Gained Access
- Knowingly Left

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, http://noheatstroke.org
Vehicle Heating Dynamics

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University,
http://noheatstroke.org
Vehicle Heating Pattern

**Estimated Vehicle Interior Air Temperature v. Elapsed Time**

<table>
<thead>
<tr>
<th>Elapsed Time</th>
<th>70</th>
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<th>80</th>
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<td>165</td>
</tr>
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Data above 100°F is extrapolated from published study.

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, [http://noheatstroke.org](http://noheatstroke.org)
More Information:

www.noheatstroke.org

- Trends and Patterns
- Statistics and Demographics
- Vehicle Heating Study
- State Laws
- Safety Recommendations
REAR SEAT REMINDER

SUZANNE JOHANSSON

GENERAL MOTORS

VEHICLE PERFORMANCE OWNER, CHILD PASSENGER SAFETY
REAR SEAT REMINDER

Rear Seat Reminder
Industry first for General Motors

Provides a reminder to the driver based on usage of rear doors as an indication that there may be something in the rear seat.

System does not detect people, pets or object in the rear seat.
Activation

The system is activated when the second row doors are used 10 minutes before, or any time while the vehicle is on.

- Potentially loading passengers, pets, or objects in rear seat, dropping off/picking up rear seat passengers or cargo, etc.

The system cannot detect people, pets or objects in the rear seat.

System does not detect people, pets or object in the rear seat.
Reminder
Once the system is activated, when the vehicle is turned off, the driver will receive a reminder to look in the rear seat

• 5 distinct chimes
• Message in the Driver Information Center

System does not detect people, pets or object in the rear seat
Personalization

The rear seat reminder is defaulted ON when equipped on new vehicles. If desired, it can be turned off through the vehicle personalization settings:

- Vehicle Settings
- Rear Seat Reminder
- ON/OFF

System does not detect people, pets or object in the rear seat.
REAR SEAT REMINDER: AVAILABILITY

REAR SEAT REMINDER

Introduced on the all-new 2017 GMC Acadia

Now available on over 20 GM models.

System does not detect people, pets or object in the rear seat
National Highway Traffic Safety Administration

Mike Joyce
Adult Occupant Protection Campaign Manager
National Highway Traffic Safety Administration (NHTSA)

www.nhtsa.gov/heatstroke
Goal: NHTSA continues to build momentum generated over the past several years from the “Where’s Baby? Look Before You Lock” campaign to educate consumers about the dangers of leaving children in hot cars.


“Act Fast. Save a Life.”

Target Audience:

Primary: parents with young children

Additional targets: caregivers and bystanders

Media: $1.2M Radio, digital and social media buy running from June 11 through August 19

Tactics: Creative materials (infographics, banners, animated GIFS, posters, etc.) in English and Spanish

Earned media (news releases, safety tips and media advisories)

Social Media (Facebook, Twitter, Instagram, YouTube, blogs)

National Heatstroke Prevention Day (July 31)
MEDIA BUY

MEDIA

• Media buy is flighted, running 2 weeks on/one week off for first flight and then a 3-week on/one-week off flight schedule for the remaining two flights

• Primary medium is radio due to its heavy usage among the target group

• Radio is supported by digital advertising using web banners and a paid social media effort

• Digital is geo-targeted to 12 states, mostly in the southern part of the country and states with the largest number of child heatstroke fatalities

• General market and Hispanic market

www.nhtsa.gov/heatstroke
In hot cars, heat kills.
Here are some things you can do if you see a child locked in a car alone.

1. Always make sure the child is okay and responsive. If not, call 911 immediately.

2. If there is someone with you, one person should actively search for the parent while someone waits at the car.

If the child is not responsive, make every attempt to get into the car and assist the child.


REMINdERS
Don’t forget your precious cargo in the back seat.

FIND OUT MORE →

H E A T S T R O kE H A P P E N S F A S T .
IF YOU’RE ON THE SCENE, INTERVENE.

FIND OUT MORE →

www.nhtsa.gov/heatstroke
Tuesday, July 31

- NHTSA, safety partners and general public to engage in social media conversation
- Raise awareness by amplifying the message
- Share social media posts and badges
- Use hashtags #checkforbaby #heatstrokekills #wheresbaby #lookbeforeyoulock
- Encourage events
- More information on activities coming soon (e.g. – Twitter Chat and Facebook Live)

www.nhtsa.gov/heatstroke
Mike Joyce
NHTSA
Mike.Joyce@dot.gov
202-366-5600

www.nhtsa.gov/heatstroke
Presenter:

Janette Fennell
Founder and President
KidsAndCars.org
Janette@KidsAndCars.org

https://www.kidsandcars.org/how-kids-get-hurt/heat-stroke
This chart illustrates as we reduced airbag deaths, the number of children dying in hot cars continues to grow.

From 1990-2017, 186 children were killed by over-powered air bags in the front passenger seat. During that same time-frame more than 837 children died in hot vehicles. Children can be unknowingly left behind in the back seat by even the most responsible parents and caregivers. Always remember to open the back car door after parking your vehicle and ‘Look Before You Lock.’
KidsAndCars.org has the largest repository and most complete dataset about the issue of child vehicular heatstroke
- Over 850 heatstroke fatalities
- Over 3,400 non-fatal incidents
  - Injuries and near-misses

Searchable by
- State, County, City, etc.
- Provides charges and conviction info
- As many as 75 data points for each incident
Why does this keep happening?

• Phenomenon largely misunderstood
• Parents are blamed
• Public misinformed

How can a parent forget their child in the car?

Two Types of Memory:

Prospective Memory - the here and now, storage of new information, conscious decision making

Habit Memory - “autopilot”, doing things that are routine without thinking about it, turns on automatically without a conscious decision to do so

Technology

*Solutions exist as both after market and factory installed equipment.

*Cell phone APPs

*Could be as simple as a software update

THERE ARE SO MANY REMINDERS IN OUR CARS, BUT THE MOST IMPORTANT ONE...

JUST ISN’T THERE!
Federal Legislation

HOT CARS Act
Helping Overcome Trauma for Children Alone in Rear Seats Act
(HR 2801 / S. 1666)

House and Senate bills have been molded into the Autonomous Vehicle Acts.

(AV START Act, S. 1885 / SELF DRIVE Act, H.R. 3388)
State Laws

**Unattended Minor Laws (19 states)**
To prevent people from knowingly leaving kids in cars
https://www.kidsandcars.org/resources/state-laws/

**Good Samaritan Laws (20 states)**
Helps to get people involved

**Daycare Regulations**
Absence Reporting System
Daycare van & school bus alarms
Available for download & print FREE on our website

Children have died from heatstroke in cars on days where the outside temp. was only 60 degrees!
Thank you!

Contact information:

Janette Fennell
484 278-4651
Janette@KidsAndCars.org
www.KidsAndCars.org

https://www.kidsandcars.org/how-kids-get-hurt/heat-stroke
First Responders

Officer Gwynne Friters
Boca Raton Police Services
Changing Public Perception

- Our communities place trust in Law Enforcement Officers to provide honest perspective on issues that can affect them
  - Use your platform to change the current perception that heatstroke deaths only occur due to neglectful, or “bad” parents
    - Only 17% of heatstroke-related deaths were done knowingly
Importance of Taking Action

- Doesn’t have to be hot to be deadly - 11% of heatstroke deaths occurred on a day below 79 degrees
- Children should never be left alone in the car regardless of the temperature Δ 19° in 10 min
- Empower by-standers to take action: call 911

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, http://noheatstroke.org
Special Tool Kits Available

- Available on: https://www.safekids.org/take-action-prevent-heatstroke
- Downloadable
- Customizable
- Turn-key to incorporate into your current community outreach and programming
- Important to launch before the hottest months to raise awareness

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, http://noheatstroke.org
First Responder “Roll Call”

First Responders Kit – “Roll Call” Resources

• Talking points
  • PSAs, websites and social media

• PowerPoint
  • Reach out to HOAs, Child Care Facilities, Fleet Watch

• Always check current statistics at www.noheatstroke.org (update PP)
  • Stats provided are just the Tip of the Iceberg
Local Programming

• You know your jurisdiction best; tailor your tool kit to fit the needs of your community

• What is your community using most and likely to see?

  • At my agency, we created a short educational video demonstrating the dangers of kids in hot cars. It shows a Good Samaritan recognizing the problem and taking action
Challenge

Take one tool provided and incorporate it into your community outreach activities:

- **Train** public workers on the dangers of kids in hot cars and distribute vehicle stickers
- **Attend** community fairs, HOA meetings
- **Post** on Agency website, social media, Next Door
- **Visit** local daycares, childcare facilities

Email Jan Null at noheatstroke.org (helps improve statistical accuracy) with near miss or fatalities in your jurisdiction
Child Care Providers

Krystal Heinzen
Management Specialist
T/TAS at Western Kentucky University
Research Foundation
Head Start
Reaching Child Care Providers

- Provide educational webinars
- Incorporate resources into standard material distributed to parents
- Engage child care providers and parents through social media
- Strengthen transportation regulations
Reaching Head Start Families

- Head Start Programs located in every state and US Territory
- Easy to use national data base of grantees and center locations
- Head Start program objectives include: nurture community partnerships, support family learning, and promote family well-being
Child Care Provider Tool Kit

Materials to print and distribute at child care, birthing center and retail, convenient or grocery stores

- Child Care Provider Presentation with Talking Points
- Tip Sheets (English/Spanish)
- Postcards (English/Spanish)
- Infographic (English/Spanish)
- Window Poster (reminder when entering establishments)
Head Start Family Engagement

- Children of Head Start and Early Head Start families are amongst the population most vulnerable to heatstroke
- Programs must establish necessary partnerships with community organizations that may provide resources to families
- Heatstroke awareness activities support Family Well-being outcomes
Maximizing Resources to Head Start programs

To understand how to best support Head Start programs and families:

Read the Community Assessment

- Develop an ongoing relationship
- Increase interactions with and/or between staff and families regarding safe practices
- Promote the easy accessibility of resources
Communications Resources

Mary C. Hickey
Director of Communications
Safe Kids Worldwide
Never Leave a Child Alone in a Car

Safe Kids is asking everyone to help protect kids from this preventable tragedy by remembering to **ACT**.

- **A:** Avoid heatstroke-related injury and death by never leaving a child alone in a car, not even for a minute. And make sure to keep your car locked when you’re not in it so kids don’t get in on their own.

- **C:** Create reminders. Keep a stuffed animal or other memento in your child’s car seat when it’s empty, and move it to the front seat as a visual reminder when your child is in the back seat. Or place and secure your phone, briefcase, or purse in back seat when traveling with your child.

- **T:** Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. One call could save a life.
Suite of Communications Resources

- Customizable Press Releases
- Talking Points
- Rapid Response Toolkit
- Badge of Courage Toolkit
- Radio Scripts
- Social Media Guide
- Family Advocate Stories
- Video
- Tip Sheet
- FAQs
- Fact Sheet
- Posters
- Print Ads
- Banners
- Postcard

https://www.safekids.org/take-action-prevent-heatstroke
New Toolkits

For First Responders and Child Care Providers

- Customized Talking Points
- Rapid Response Materials
- Customized PowerPoint Presentations
- Infographic, Postcards
- Window Poster, Decals, Tip Sheets and More

Downloadable/Customizable
Social Media Strategy

- Sample Facebook Posts
- Sample Tweets
- Images you can share
- Hashtags you should use
  - #heatstroke
  - #heatstrokekills
  - #Lookbeforeyoulock

We’ll post the first Wednesday of every month, join us!

https://www.safekids.org/take-action-prevent-heatstroke
Rapid Response Protocol

- Sign up for notifications from Jan Null, Department of Meteorology & Climate Science at San Jose State University. Email Jan at jan.null@sjsu.edu to notified if a fatality or near miss occurs.

- Rapid Response Toolkit contains:
  - Press Release: Fatality
  - Press Release: Near Miss
  - Rapid Response: Talking Points
  - Social Media Posts

Noheatstroke.org will link to Rapid Response Toolkit
Badge of Courage

For the valiant act of rescuing a child at risk of heatstroke, your effort is hereby recognized by Safe Kids Worldwide as an act of heroism.

https://www.safekids.org/take-action-prevent-heatstroke
How to get started...

- Use turn-key resources from national organizations – make it easy
- Find the right messaging that resonates within your community
- Build a network of partners - stretch your reach

✓ START TODAY
Where To Find Our Resources

Network Members

http://members.safekids.org

Everyone Else

https://www.safekids.org/take-action-prevent-heatstroke
67 Safe Kids Coalitions Urge Weather Channel to Build Awareness about Heatstroke

May 1, 2018

Mr. David M. “Dave” Shull
Weather Channel Television Network
Chief Executive Officer
300 Interstate North Parkway
Atlanta, GA 30339

Dear Mr. Shull:

Congratulations on 36 years of being America’s weatherman. Whether it is on screen, on line, on Sirius radio or similar services, an iWatch or on an app, the Weather Channel is the place so many of us go to learn what tomorrow is going to be like, or the next week. When the weather becomes warm, weather related tragedies occur that can be prevented. All too often, our youngest children are left behind in

And Over 290 Meteorologists
Contact Information

Mary C. Hickey
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mhickey@safekids.org
202-662-4474
THANK YOU

Alexis Kagiliery
akagiliery@safekids.org