

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

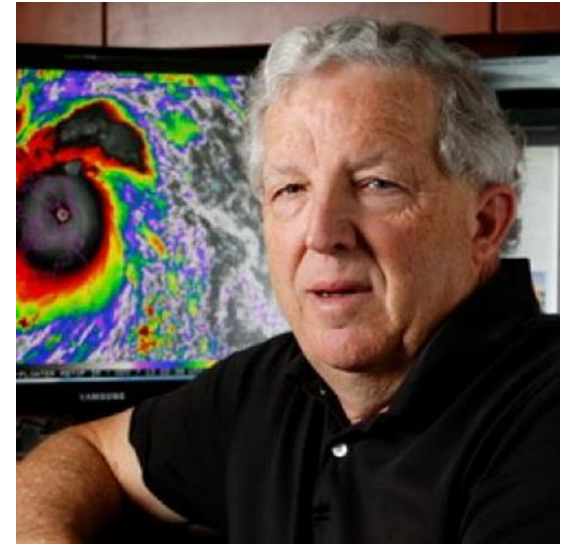
Amy.Artuso@nsc.org



Jan Null, CCM

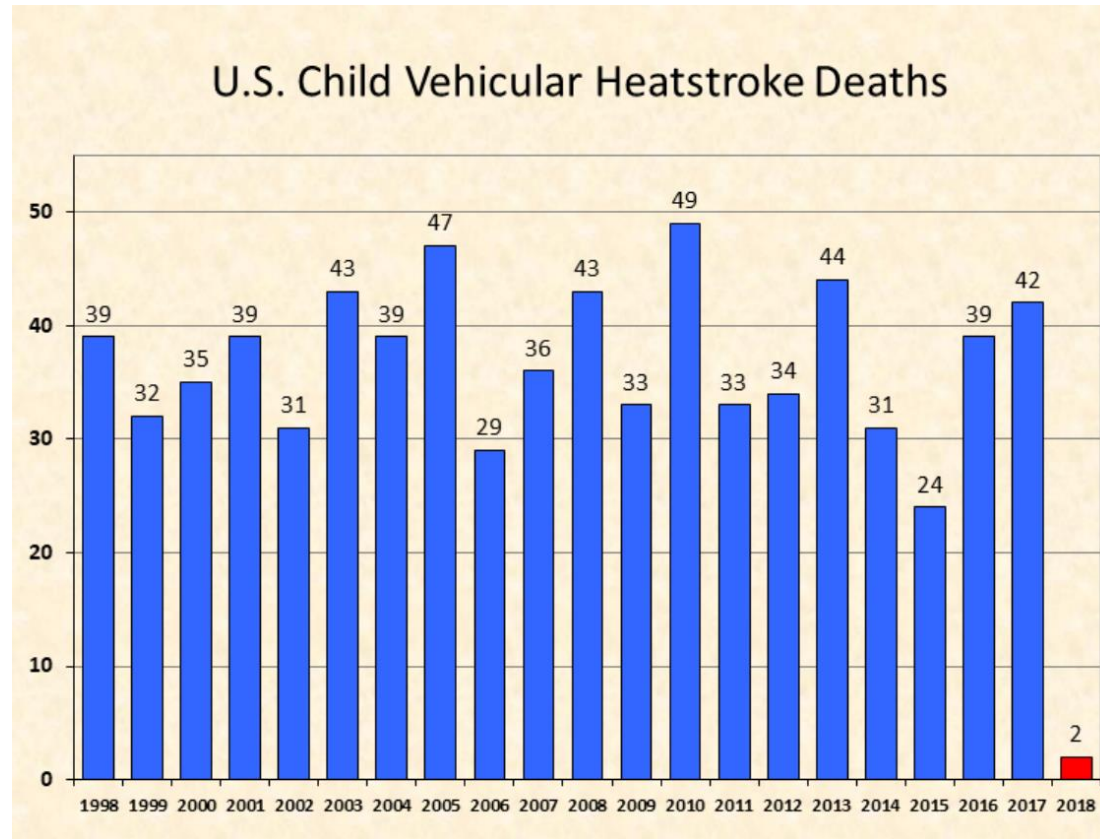
www.noheatstroke.org

Adjunct Professor of Meteorology
San Jose State University





Annual Distribution of Child Heatstroke Deaths in Vehicles (1998 – 2018)



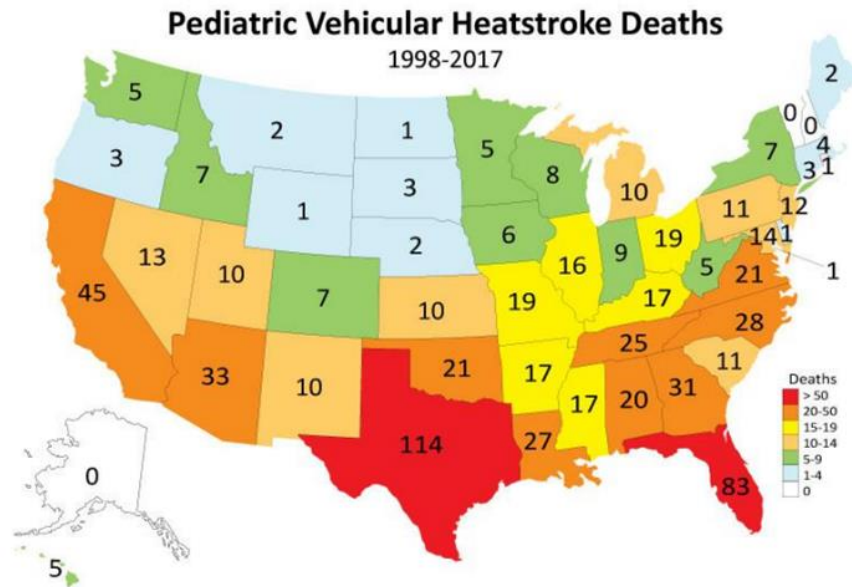
Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University,
<http://noheatstroke.org>

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Eliminating Preventable Deaths



It Can Happen To Anyone

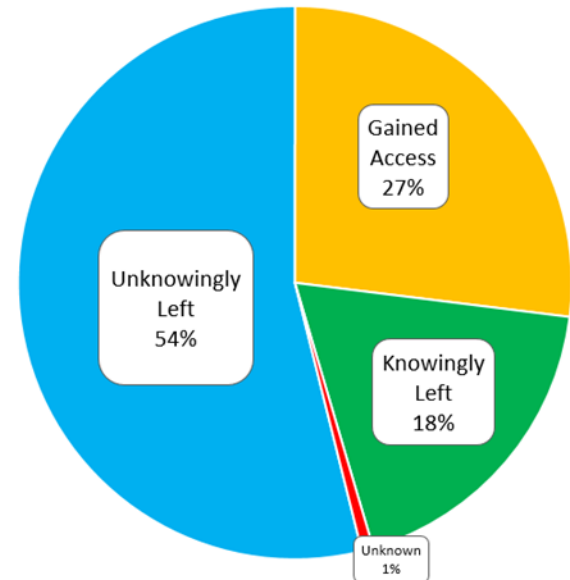


Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University,
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Three Primary Circumstances

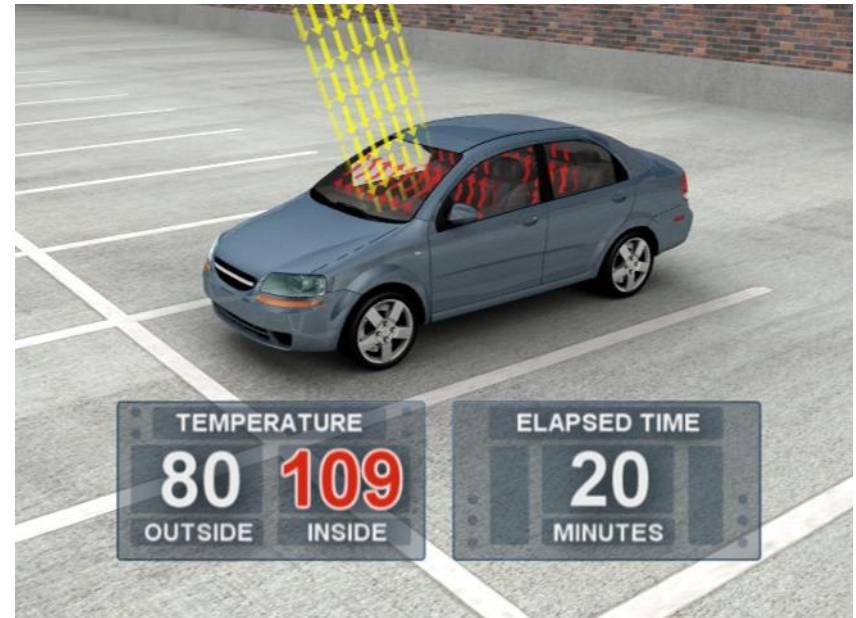
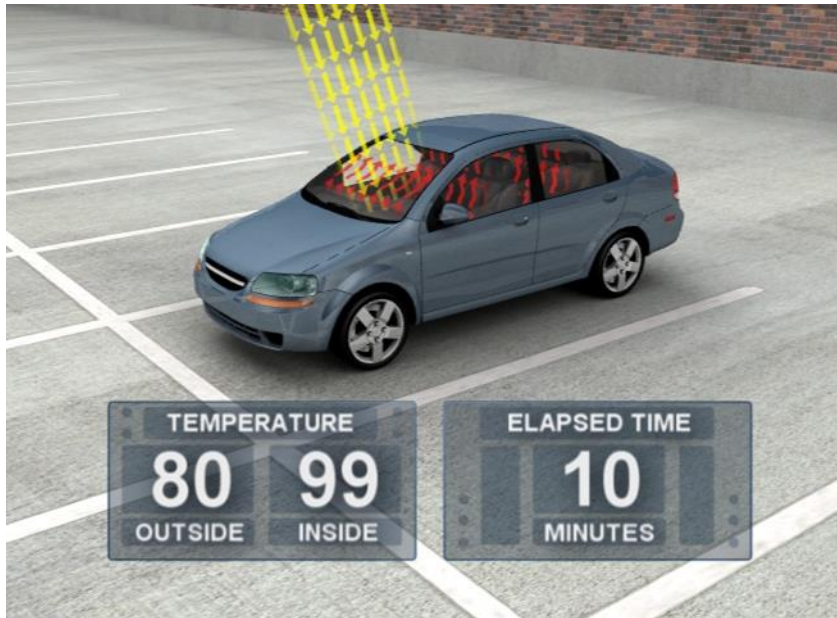
- Unknowingly Left
- Gained Access
- Knowingly Left



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



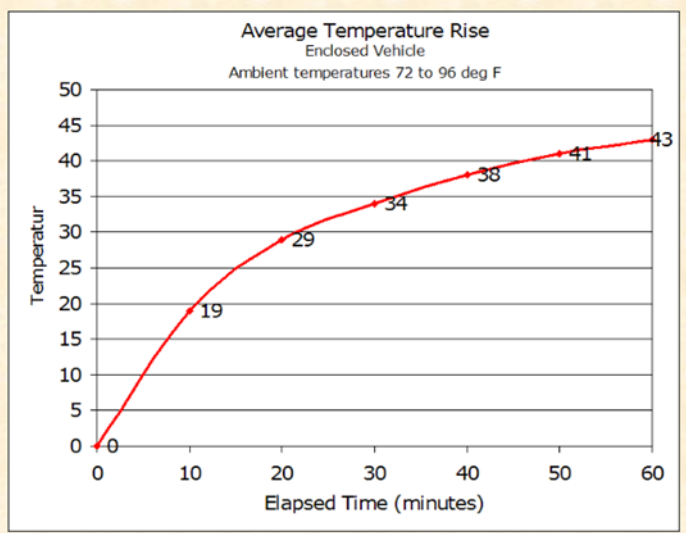
Vehicle Heating Dynamics



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

Elapsed Time	Outside Air Temperature (F)										
	70	75	80	85	90	95	100	105	110	115	120
0 minutes	70	75	80	85	90	95	100	105	110	115	120
10 minutes	89	94	99	104	109	114	119	124	129	134	139
20 minutes	99	104	109	114	119	124	129	134	139	144	149
30 minutes	104	109	114	119	124	129	134	139	144	149	154
40 minutes	108	113	118	123	128	133	138	143	148	153	158
50 minutes	111	116	121	126	131	136	141	146	151	156	161
60 minutes	113	118	123	128	133	138	143	148	153	158	163
> 1 hour	115	120	125	130	135	140	145	150	155	160	165

Data above 100° is extrapolated from published study

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University,
<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

REAR SEAT REMINDER: ACTIVATION



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

REAR SEAT REMINDER

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

REAR SEAT REMINDER: PERSONALIZATION



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)

CAMPAIGN OVERVIEW



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.

Messaging: *“Where’s Baby? Look Before You Lock.”*

“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



example


CREATIVE MATERIALS



NHTSA.GOV/HEATSTROKE #CHECKFORBABY


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.
- 3**
If the child is not responsive, make every attempt to get into the car and assist the child.


Speak Up, and save a life.



example


Poster

SOME THINGS ARE TOO IMPORTANT TO FORGET.



example

FIND OUT MORE →



Banner

example



HEATSTROKE HAPPENS FAST.

IF YOU'RE ON THE SCENE, INTERVENE.

FIND OUT MORE →



Social

NATIONAL HEATSTROKE PREVENTION DAY



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)

CONTACT INFORMATION



Mike Joyce

NHTSA

Mike.Joyce@dot.gov

202-366-5600

Presenter:

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



<https://www.kidsandcars.org/how-kids-get-hurt/heat-stroke>

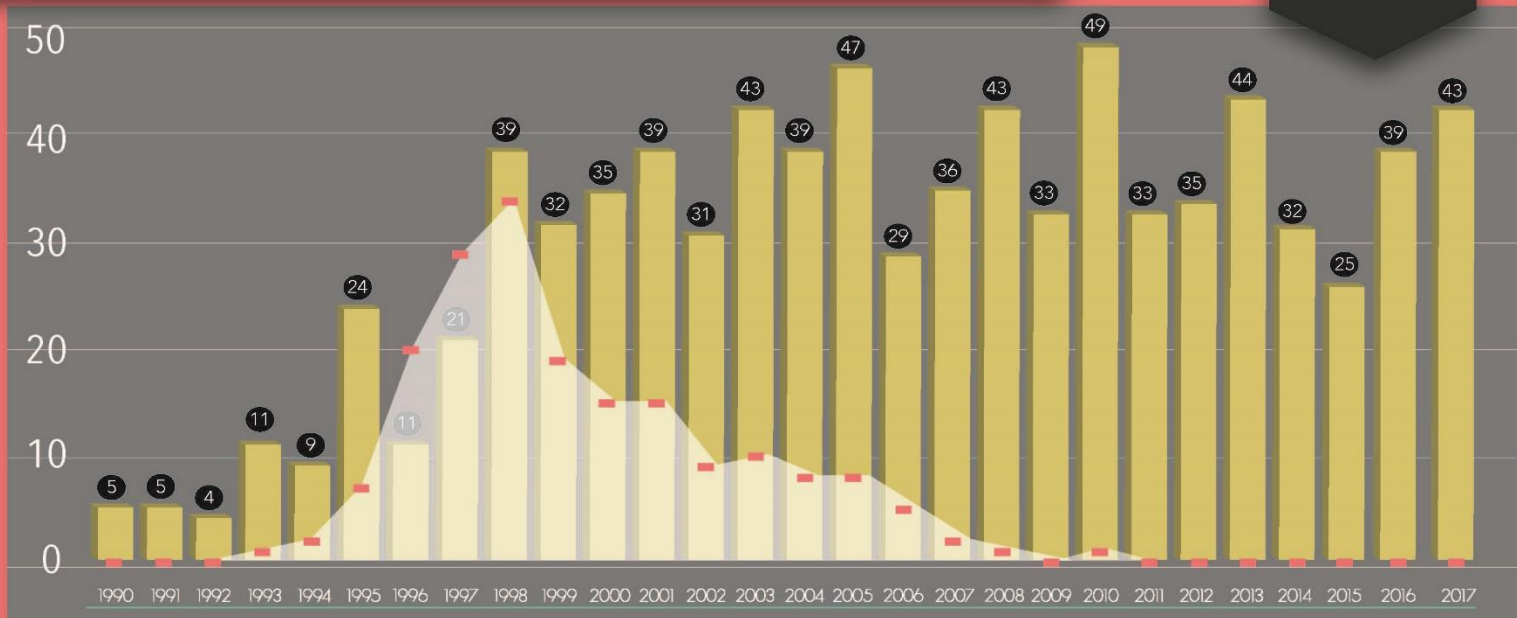
Child Vehicular HEATSTROKE DEATHS

VS

Child Front Seat PASSENGER DEATHS

Children should *never* ride in the front seat; they are **MUCH** safer properly restrained in the back seat.

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.'

KIDS AND CARS.ORG™

LOVE THEM PROTECT THEM

Airbag deaths: Special Crash Investigations, DOT HS 811 261 January 2010 | Heatstroke deaths: KidsAndCars.org database (as of January, 2018)

KIDS AND CARS.ORG™
LOVE THEM PROTECT THEM

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

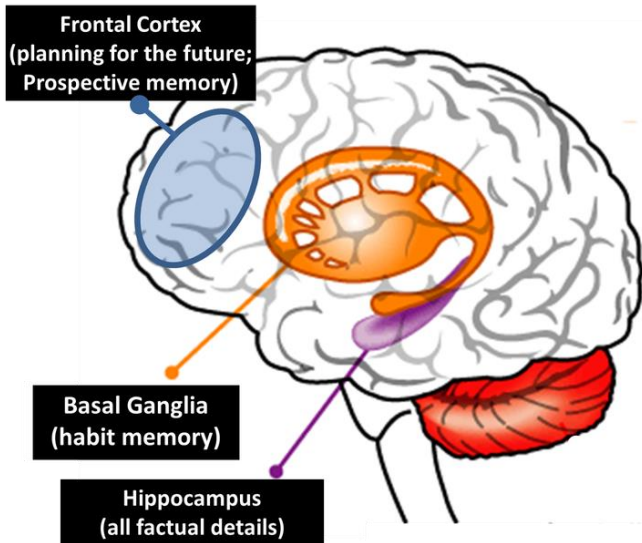
Why does this keep happening?

- Phenomenon largely misunderstood
- Parents are blamed
- Public misinformed



Fatal Distraction: <http://bit.ly/2oXwvSZ>

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

Dr. Diamond <https://bit.ly/28MGZgp>

Technology

- *Solutions exist as both after market and factory installed equipment.
- *Cell phone APPs
- *Could be as simple as a software update



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

<http://www.kidsandcars.org/wp-content/uploads/2018/04/Good-Samaritan-State-Laws-4-10-18.pdf>

Daycare Regulations

Absence Reporting System

Daycare van & school bus alarms



Available for download & print FREE on our website

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

JUST ISN'T THERE!

KIDS AND CARS.ORG

LOOK BEFORE YOU LOCK

Think it can't happen to you... Think again!

FACTS
Every year, nearly 10 million children are left alone in cars. Most parents who bring kids to a vehicle believe when they get out the car, the kids will always be in the car. However, car seat belts can be distracting for a parent and with every 30 seconds left after leaving the car, the odds for a child being left alone in a car double. The odds for a child being left alone in a car double again when the parent is not the driver. The odds for a child being left alone in a car double again when the parent is not the driver. The odds for a child being left alone in a car double again when the parent is not the driver.

SAFETY CHECKLIST

Make sure your child is never left alone in a car.

- Don't leave your child in a car, even for a few minutes.
- Put everything in check-out cart to remind you to get the lock that says "no kids" and "no pets" before you leave the car.
- Keep yourself distracted before you leave. Place a car seat belt on a child before you get into the car.
- Get your child out of a car as soon as you can.

Make sure children are never getting a ride in a car.

- Don't let anyone borrow a car, even if it's just for a few minutes.
- Sign someone up to drive should you be left alone in a car.
- Don't let anyone borrow a car, even if it's just for a few minutes.

THE FACTS SHOW
Your parents suffer from exhaustion, distractions, sleeplessness, changes, stress, and changes in their normal routine. Any one of these changes can cause your memory to fail at a time you least expect it. Turn the best of parents or caregivers can provide a warning today in a car, and the end result can be a child's death.

CHILD VEHICULAR HEATSTROKE FATALITIES (1990-2017)

INVOLVING U.S. CHILDREN AGE 14 AND UNDER

KIDS AND CARS.ORG

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

LOOK BEFORE YOU LOCK
#heatstrokekills #lookbeforeyoulock

LOOK BEFORE YOU LOCK

Daddy thinks I'm at daycare...

Think it can't happen to you... Think again!

#NOMOHEATSTROKE

STATISTICS

On average, 10 million children are left alone in cars each year.

87% of child vehicular heatstroke deaths occur on days where the outside temperature was only 60 degrees!

CONTRIBUTING FACTORS

A change in daily routine, such as sleep, stress, exhaustion, and changes in their normal routine, can cause a parent to be distracted before they leave the car.

AGE OF VICTIMS

87% of child vehicular heatstroke deaths occur on days where the outside temperature was only 60 degrees!

CIRCUMSTANCES

55% - Unknowingly left
28% - Don't even know
13% - Knowledge left
4% - HRK

CHILD VEHICULAR HEATSTROKE

Child vehicular heatstroke is a leading cause of death for children in cars. It is caused by the heat inside a car on a hot day. A child's body can overheat, and it can be fatal.

GREENHOUSE EFFECT IN VEHICLES

The inside of a vehicle can get 20-30 degrees hotter than the outside. Even with the windows closed, the temperature inside a car can reach 120 degrees.

KIDS AND CARS.ORG

Thank you!

Contact information:

Janette Fennell

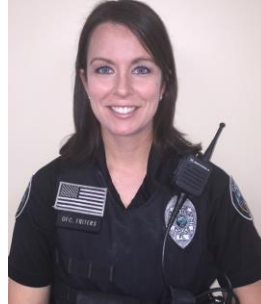
484 278-4651

Janette@KidsAndCars.org

www.KidsAndCars.org

<https://www.kidsandcars.org/how-kids-get-hurt/heat-stroke>

First Responders

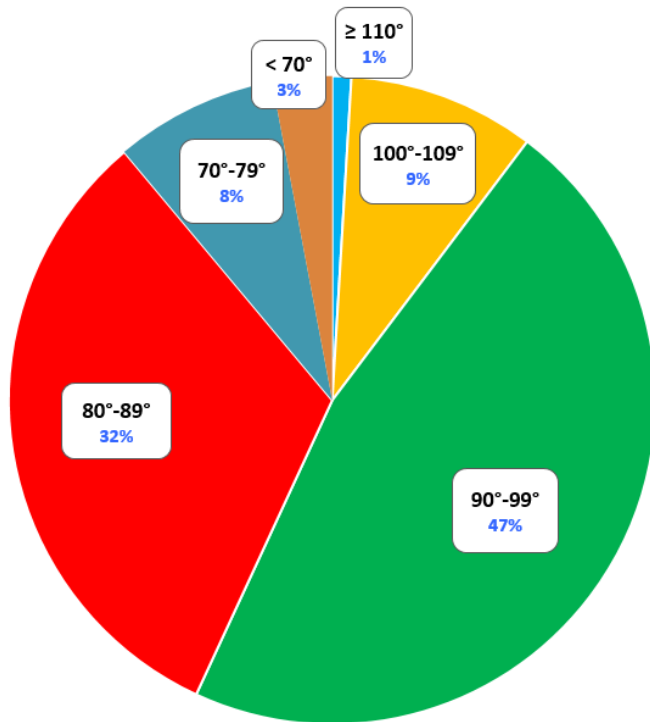


Officer Gwynne Friters
Boca Raton Police Services

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

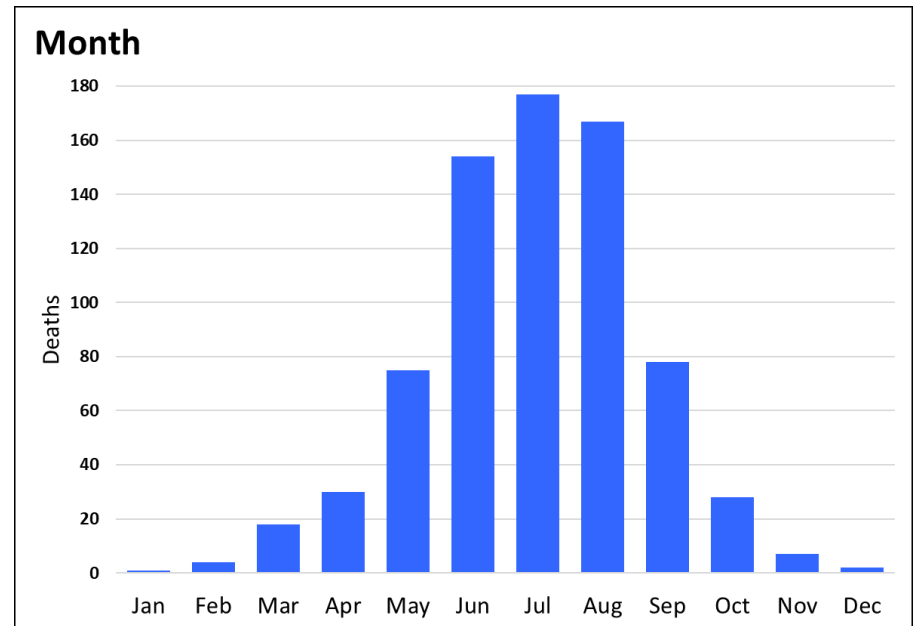
Importance of Taking Action



- 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 $\Delta 19^\circ$ in 10 min
- Empower by-standers to take action : call 911

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



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](mailto:jan@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

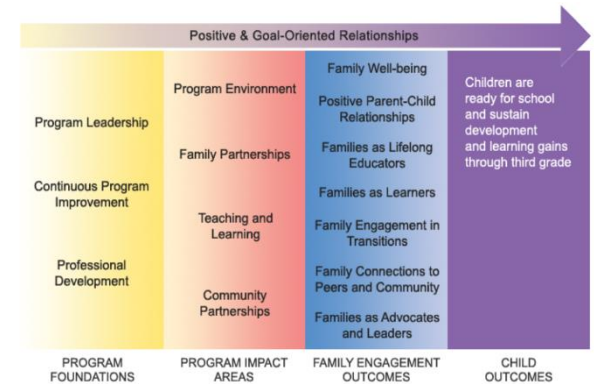
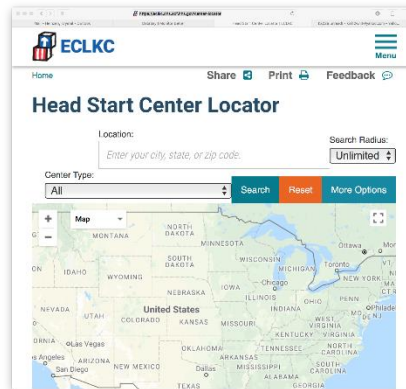
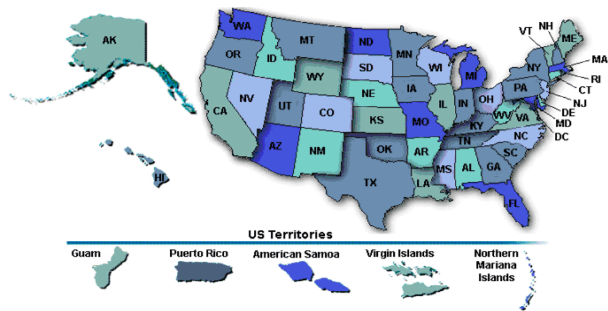
Reaching Child Care Providers

- 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)

SAFE KIDS Heatstroke Safety Tips

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

Sometimes babies sleep so peacefully that baby parents can forget they are even there. Other times, we might be tempted to leave kids in the car when we run into the store or check off to do an errand. Children can die and get alone in cars if the doors or trunk are left unlocked. However, if kids do end up in cars from being unattended in a vehicle, there are things you can do to help. Young children are particularly at risk since their bodies heat up three to five times faster than adults.

Here's how we can work together to keep this preventable tragedy from happening.

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. 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 by putting something in the back of your car seat for your child such as a brochure, a poster 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 want you to call. They are trained to respond to these situations. One call could save a life.

Heatstroke is the leading cause of non-traumatic death for children. On average, every 19 days a child dies from heatstroke in a vehicle.



Teach Kids Not to Play in Cars

- Make sure to lock your vehicle doors and the trunk when you're away from 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 is making, immediately check swimming pools, vehicles and trunks. Get kids who are locked in cars out as soon as possible. If you can't do so quickly, dial 911 right away. Emergency personnel are trained to evaluate and check for signs of heatstroke.

Go a Step Further: Create Extra Reminders and Communicate with your Childcare Provider

- If you regularly drop your child off at child care, create a reminder on your phone or computer to make sure you've done so.
- Make arrangements for your child care provider to call you right away if your child doesn't show up as expected. Be especially careful if you change your routine or the dropping-off schedule of child care. Heatstroke accidents often occur when parents aren't prepared.

Never leave a 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 seat for your child such as a brochure, a poster 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.

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Never leave a child alone in a car.

Remember to **A C T**

A Avoid Heatstroke
Never leave your 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
Put something in the back of your car seat to your child such as a brochure, a poster 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 want you to call. They are trained to respond to these situations.

SAFE KIDS
GENERAL MOTORS
Proud Program Sponsor

Never leave a child alone in a car.

Hot cars can be fatal for kids.

In fact:

- A car can heat up 19 degrees in 10 minutes
- A child's body temperature can rise 5 times faster than an adult's.

If you see a child alone in a car, take action to avoid heatstroke.

Call 911 immediately.

SAFE KIDS
GENERAL MOTORS
Proud Program Sponsor

Downloadable/Customizable

Head Start Family Engagement

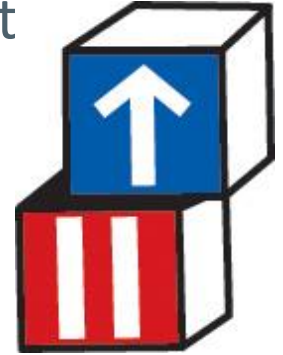
- Children of Head Start and Early Head Start families are amongst the population most vulnerable to heatstroke
- Programs must establish necessary partnerships with community organizations that may provide resources to families
- Heatstroke awareness activities support Family Well-being outcomes



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

Slightly Tweaked Messaging

Never Leave a Child Alone in a Car

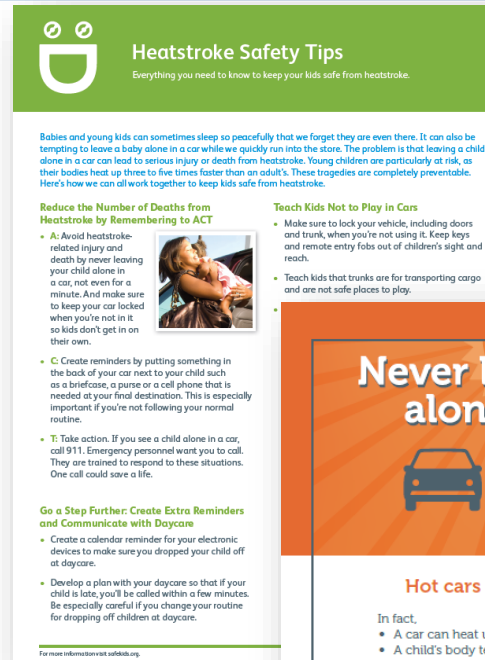
Safe Kids is asking everyone to help protect kids from this preventable tragedy by remembering to **ACT**.



- **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



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 five times faster than an adult's. These tragedies are completely preventable. Here's how we can all work together to keep kids safe from heatstroke.


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. 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 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 want 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 Daycare

- Create a calendar reminder for your electronic devices to make sure you dropped your child off at daycare.
- Develop 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.

For more information visit safekids.org.



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- A car can heat up 19 degrees in 10 minutes.
- A child's body temperature can rise 5 times faster than an adult's.

If you see a child alone in a car, take action to avoid heatstroke.



Call 911 immediately.

SAFE KIDS WORLDWIDE Proud Program Sponsor **GENERAL MOTORS**

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!

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

Badge of Courage



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
Safe Kids Worldwide
mhickey@safekids.org
202-662-4474



THANK YOU

Alexis Kagiliery

akagiliery@safekids.org