



Heatstroke Prevention Newsletter - April 15, 2020

IN THIS ISSUE

- Take Action: Social Media
- Trends
- Resources
- Family story

TAKE ACTION: SOCIAL MEDIA

Social media is one of the best ways to raise awareness. Safe Kids Worldwide, KidsAndCars.org, Jan Null (noheatstroke.org), the National Safety Council and other partners are regularly posting heatstroke statistics and prevention tips. In addition, we are promoting a national social media push on the first Wednesday of every month. We'll have new sample posts in every newsletter that you can use or share. Please join us to help amplify the message.

Sample Posts

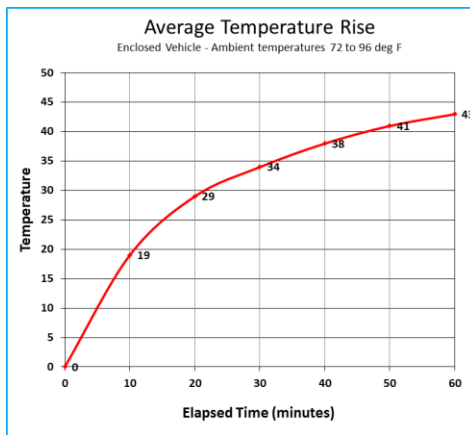
Kids as young as 1 and 2 years old are known to climb into unlocked cars and in trunks to play, but they can't always get out. Keep car doors and trunks locked and keep key fobs out of reach. #CheckForBaby #HeatstrokeKills <https://www.safekids.org/heatstroke>

Ask the Expert: "I know under normal circumstances; it is extremely dangerous to leave my young child alone in a car during a trip to the store. But, now with the threat of coronavirus, is it OK?" #CheckForBaby #HeatstrokeKills <https://www.safekids.org/blog/ask-expert-leaving-young-child-alone-car-during-coronavirus-pandemic>

Submitted by [Safe Kids Worldwide](#)

TRENDS

It's already warm enough for a child to die in a hot car as a result of pediatric vehicular heatstroke (PVH). Every month of the year has seen one of these tragedies, and they have occurred in all but three states.



The interior of a vehicle heats in the same manner as a greenhouse. The sun’s energy is primarily in short wavelength energy which passes through the atmosphere and windows with little warming. But when that energy strikes objects inside a vehicle they heat rapidly and give off longwave energy which very efficiently heats the air. It is not unusual for the temperature of a dark dashboard or steering wheel to be 180 degrees F or higher. And when the windows are rolled up, or even “cracked,” the air inside heats extremely rapidly and stays hot.

On average, after 60 minutes, the air inside a car rises to 43 degrees above the outside ambient temperature; but most of that rise (67%) is in the first 20 minutes when the air is already 29 degrees warmer. Consequently, on even a mild 75 degree day, after just 20 minutes it would be 104 degrees in a vehicle and 118 within an hour. And as infants and children’s bodies heat much more rapidly than an adult’s this could sadly become a deadly situation.

The bottom line is that at no temperature and at no time of year is it safe to leave a child inside a vehicle; not even for a minute.

Submitted by [Jan Null](#) and <https://www.noheatstroke.org/>

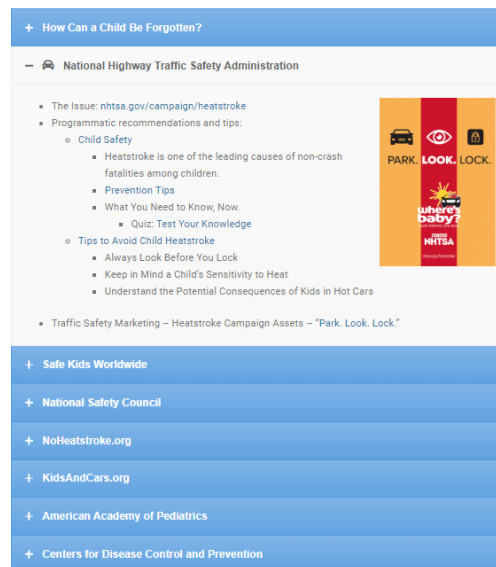
RESOURCES

New one-stop resource page is now available!

As a result of a collaborative agency effort, there is a new webpage at cpsboard.org/heatstroke that advocates, parents and caregivers can visit to find pediatric vehicular heatstroke resources from the following organizations:

- National Highway Traffic Safety Administration (NHTSA)
- Safe Kids Worldwide (SKW)
- National Safety Council (NSC)
- NoHeatstroke.org
- KidsAndCars.org
- American Academy of Pediatrics (AAP)
- Centers for Disease Control and Prevention (CDC)

In addition, information by Dr. David Diamond is available to answer the common question “How can a child be forgotten?”



Once on the webpage, select a heading to expand tabs for each organization and find live links to a variety of resources. Questions about this page can be sent to Secretariat@cpsboard.org or amy.artuso@nsc.org.

Submitted by [National Safety Council](#)

There are thousands of children who are unknowingly left alone in hot cars every year. In most cases, we never hear about what happened because somehow (by the Grace of God) that parent or caregiver remembered before it was too late. This story shows the courage of a mother who stepped forward to let us know her baby was okay AND the extreme ramifications even a ‘close call’ has on the family unit.

FAMILY STORY



It was a hot day in June 2017 when Erin Holley and her family were in the midst of moving to another home.

Holley, her husband and two children, who were 4 years old and 4 weeks old at the time, were riding in two separate cars to a storage facility. The couple decided to take a break, jump into one car and bring the kids to the park.

"We drove to the park and when we went to move the bucket car seat to the stroller, we realized he was not in the car," she said. "I couldn't feel my extremities, and I screamed, 'Oh my God, the baby.'"

The parents raced back to Finn, beating paramedics they had called en route. When they arrived, the car was thankfully still cool from the shade. Finn was sleeping peacefully, unaware.

Paramedics checked the child's vitals and all was fine, Holley explained.

At a May press conference in front of the U.S. Capitol in Washington, Holley detailed her frightening close call [when her 4-week-old son was forgotten in a hot car](#). The purpose of the press event was to promote the Hot Cars Act, (HR 3593) which is a bill introduced in 2019 with the support of the KidsAndCars.org organization and over 70 leading consumer advocacy, child safety, etc. organizations as well as leading animal welfare organizations.

Holley is now committed to spreading awareness on hot-car accidents, as a parent advocate for KidsAndCars.org

"But that was when I realized this can happen to anyone," Holley said at the Capitol. "If you had offered me, prior to that day, optional technology (in a car seat for example) to prevent it, I would have emphatically declined and told you I was incapable of leaving my baby in a hot car. I am a cautious, loving, aware mother of two."

This is why technology must be required in all motor vehicles so that all children are protected. It is unfathomable for a parent to believe they could fail to remember the most important thing in their world. Until technology is standard in all vehicles, children will continue to die and be seriously injured.



Submitted by [KidsAndCars.org](#)



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