

2020 Safe Kids Worldwide Heatstroke Prevention Campaign Annual Town Hall



Working together to raise awareness and save lives.

Partnerships



Speakers



- **Mike Joyce**, NHTSA
- **Jan Null**, San Jose University
- **Janette Fennell**, Kids and Cars
- **Amy Artuso**, National Safety Council
- **Jenny Stanley**, Parent Advocate
- **Alexis Kagiliery**, Safe Kids Worldwide

Mayor's Initiative



U.S. Mayors' Initiative to End Child Vehicular Heatstroke



<<Date>>

The Honorable <<Mayor Name>>

Office of the Mayor

<<Town/City Name>>

<<Address>>

<<City>>, <<State>> <<ZIP>>

Dear Mayor <<Mayor's Last Name>>:

You are likely aware of the tragic pattern involving children age two and younger who are left in hot cars and, as a result, die from heatstroke each year. Despite incidents that have shed light on these tragedies, the last two years have brought the highest numbers of such deaths since 1998 – 53 in 2018 and 52 last year.

These tragedies are completely preventable. In the majority of cases, children were unknowingly forgotten following changes within their families' routines or schedules. There are simple steps parents and caregivers can take each time they get into a vehicle to help ensure a mistake doesn't lead to the death of a child due to heatstroke. As warmer weather nears and the risk increases, we invite you, Mayor <<Mayor's Last Name>>, to join us to help save lives by bringing awareness to the risk of child vehicular heatstroke and educating parents and caregivers of steps they can take each and every time they drive.

On April 2, 2020, Safe Kids Worldwide and the Juvenile Products Manufacturers Association (JPMA) will join forces to kick off this initiative at JPMA's annual conference in Dallas. We are writing to you, Mayor <<Mayor Last Name>>, as part of a small group of U.S. Mayors in states with a history of suffering heatstroke tragedies, states which will be targeted as part of a paid NHTSA awareness campaign.

Mayors are critical in this effort because you are often the closest elected officials to the people – parents and caregivers – with broad reach among families and media. Attached you will find a one-page overview of the program, the Mayors' Child Vehicular Heatstroke Initiative. While the plan is aggressive to match the urgency of the problem, our "ask" of the Mayors is not time-consuming or difficult. The program involves encouraging participating Mayors to hold a media event and use their social media. We are encouraging Mayors to share educational messages leveraging social media resources we will provide. These simple steps can help save lives in and around <<City>> and in other cities across America.

To confirm your agreement to participate in this initiative or to discuss the Mayors' Child Vehicular Heatstroke Initiative, please contact Anthony Green, agreen@safekids.org, 202.662.0606 or Shane Simenstad, ssimenstad@safekids.org, 202.292.3234.

Sincerely,

<<Your Signature>>



U.S. Mayors' Initiative on Child Vehicular Heatstroke An Introduction

Why Urgency on Child Heatstroke? Heatstroke is the leading cause of non-crash vehicle related death in the United States. Since 1998, when data first began to be tracked, at least 849 children have died of heatstroke in cars – all preventable. Already this year, we know about a 4-month-old child saved from heatstroke in Fort Myers, Florida, reported by a bystander in a shopping center parking lot.

Key Facts:

- The average annual death toll had been 37, but in 2018 and 2019 the death tolls were the highest, 53 and 52 respectively.
- It need not be an extreme heat day for heatstroke to happen. The inside of a car can heat up to 109° in just 20 minutes on an 80° day.
- Heatstroke is when a person's temperature exceeds 104° and a child's body temperature increases 3 to 5 times faster than that of an adult.
- When a child's core body temperature hits 107°, their internal organs begin to shut down.
- In this new intense effort, we are working to engage local partners such as retailers, parking lot operators, pediatricians, and childcare centers to help raise awareness and educate parents.

Mayors' Initiative: City Mayors have a unique relationship with the people in their cities and the news media. We urge Mayors to join us to spread awareness about the dangers of heatstroke as follows.

- Sign on to U.S. Mayors' Initiative on Child Vehicular Heatstroke.
- Hold an event and/or issue a news release. We can help Mayors hold a news conference in conjunction with their local Safe Kids Worldwide affiliate, with displays demonstrating just how hot cars can get.
- Use their social media channels (and those of the relevant departments under their jurisdiction) to share educational information.
- Engage their press offices in contacting the newspaper, television and all-news radio reporters in their cities to include hot car alerts when the heat index increases, including media meteorologists.
- React if there's a tragedy in their city.

Selection of Mayors: Of course, any Mayor is welcome to participate in this initiative. Practically speaking, we are targeting Mayors based on two criteria: Mayors in the top 18 states with a history of child heatstroke deaths and Mayors in cities where there have been recent heatstroke deaths.

Mayor's Initiative: We plan to launch the initiative in Dallas, the site of the April 1-2, 2020 JPMA conference. We'll provide you with a social media guide and help with documents for events. Mayors are free to organize their event and outreach based on their expert knowledge of their city, including when they wish to hold the events based on the Mayors' schedules. The National Highway Traffic Safety Administration (NHTSA) will hold its National Heatstroke Awareness Day on May 1.

Other Relevant Aspects of the Initiative:

- NHTSA has doubled its budget to provide awareness messaging to \$3 million.
- We'll provide the Mayors with a social media toolkit, including key messages, images, and hashtags consistent with those used by (NHTSA).
- We'll provide a template news release to the press offices of participating Mayors, which can be used for an initial press event.

Contacts: Safe Kids Worldwide | Anthony Green
202.662.0606 | agreen@safekids.org

Juvenile Products Manufacturers Association | Joseph M. Colella
301-466-8140 | jcolella@jpma.org



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Heatstroke Program and Campaign Plans

*Mike Joyce,
NHTSA Office of
Communications and Consumer Information*

March 10, 2020

NHTSA's Heatstroke Campaign



Recent Collaborative Efforts

- 2019 Child Passenger Safety Week Forum
- 2020 Heatstroke Partnership Roundtable Meeting



NHTSA's Heatstroke Campaign



Upcoming Communications Activities

Paid Media Buy

- April through September 2020
- Total budget: \$2.4 million
- Mediums: Radio, digital and social media
- Flighted schedule running 3 weeks on/one week off
- Audience: Parents of young children (General market and Hispanic market)

National Heatstroke Prevention Day

- May 1, 2020
- Media event – *TBD*
- Social media activities

NHTSA Resources



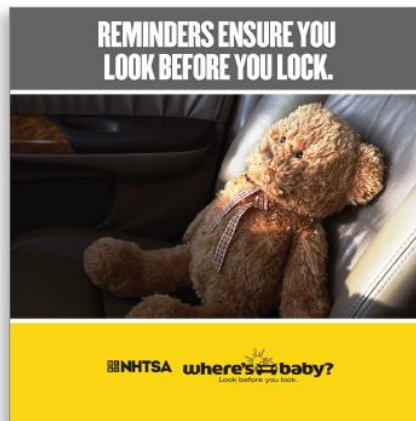
New products will include:

- Social media graphics (static and animated)
- Banner ads
- Highway variable board messaging



NHTSA Resources

- Sample earned media templates
- Posters and print ads
- Web videos
- Static and animated banner ads
- Social media graphics
- Sample social media messages
- Infographics
- Radio ads



All of NHTSA's communication
resources can be found at
[Trafficsafetymarketing.gov](https://www.trafficsafetymarketing.gov)



Get Involved

- Disseminate key prevention messages
- Download and distribute materials
- Host and participate in events
- Subscribe to NHTSA for updates



Questions? Please contact
Mike.Joyce@dot.gov

Pediatric Vehicular Heatstroke:

Trends

SafeKids Kickoff
Webinar

Jan Null, CCM

Date of First PVH Death by Year

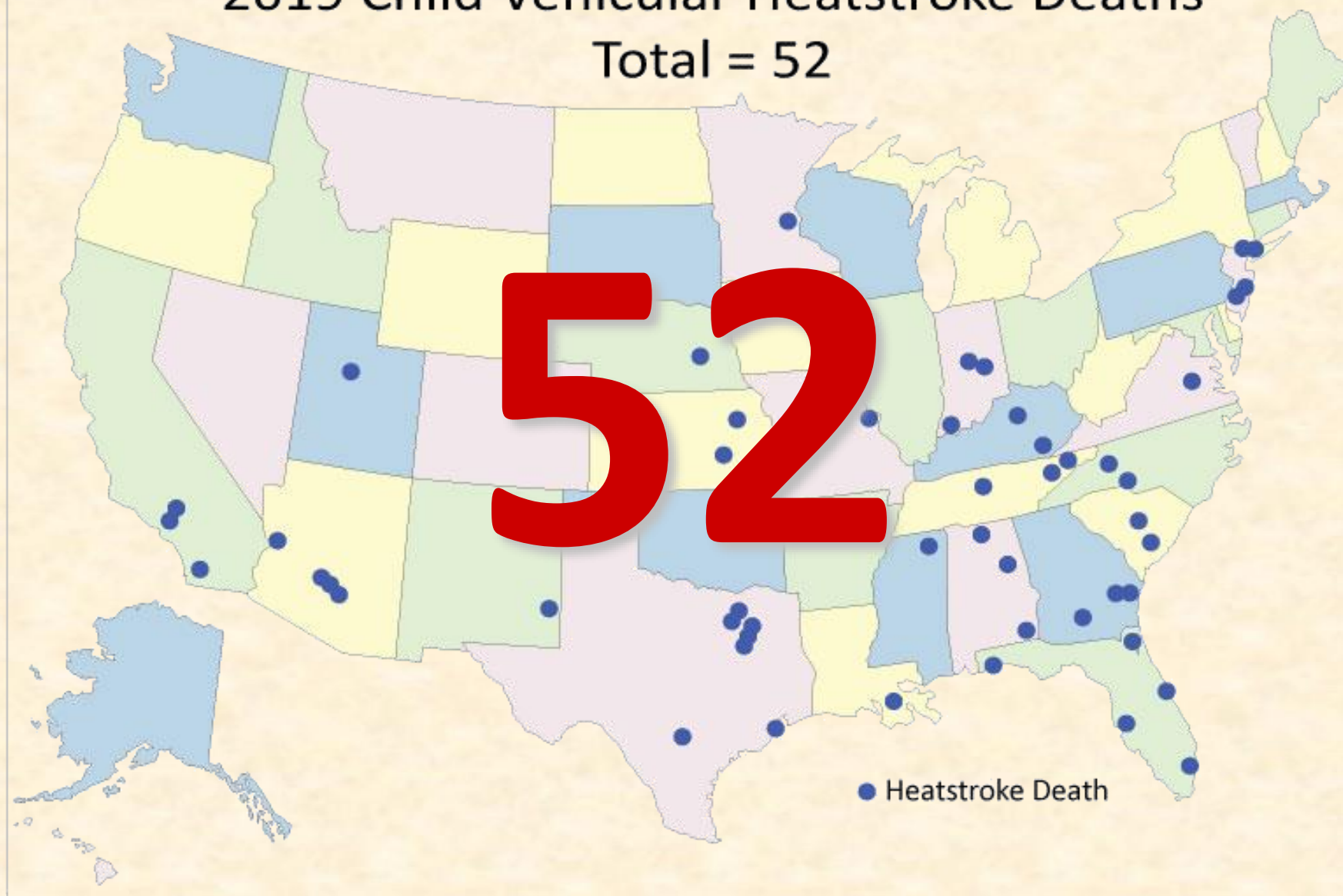
Date of 1st Death	
Year	Date
1998	24-Apr
1999	16-Mar
2000	6-Mar
2001	21-Mar
2002	14-Mar
2003	6-Apr
2004	5-Feb
2005	13-May
2006	4-Apr
2007	17-Mar
2008	15-Feb
2009	9-Mar
2010	8-Mar
2011	8-Mar
2012	12-May
2013	10-May
2014	16-Apr
2015	20-Apr
2016	12-Jan
2017	6-Feb
2018	28-Feb
2019	4-Apr
Average	21-Mar

Latest

Earliest

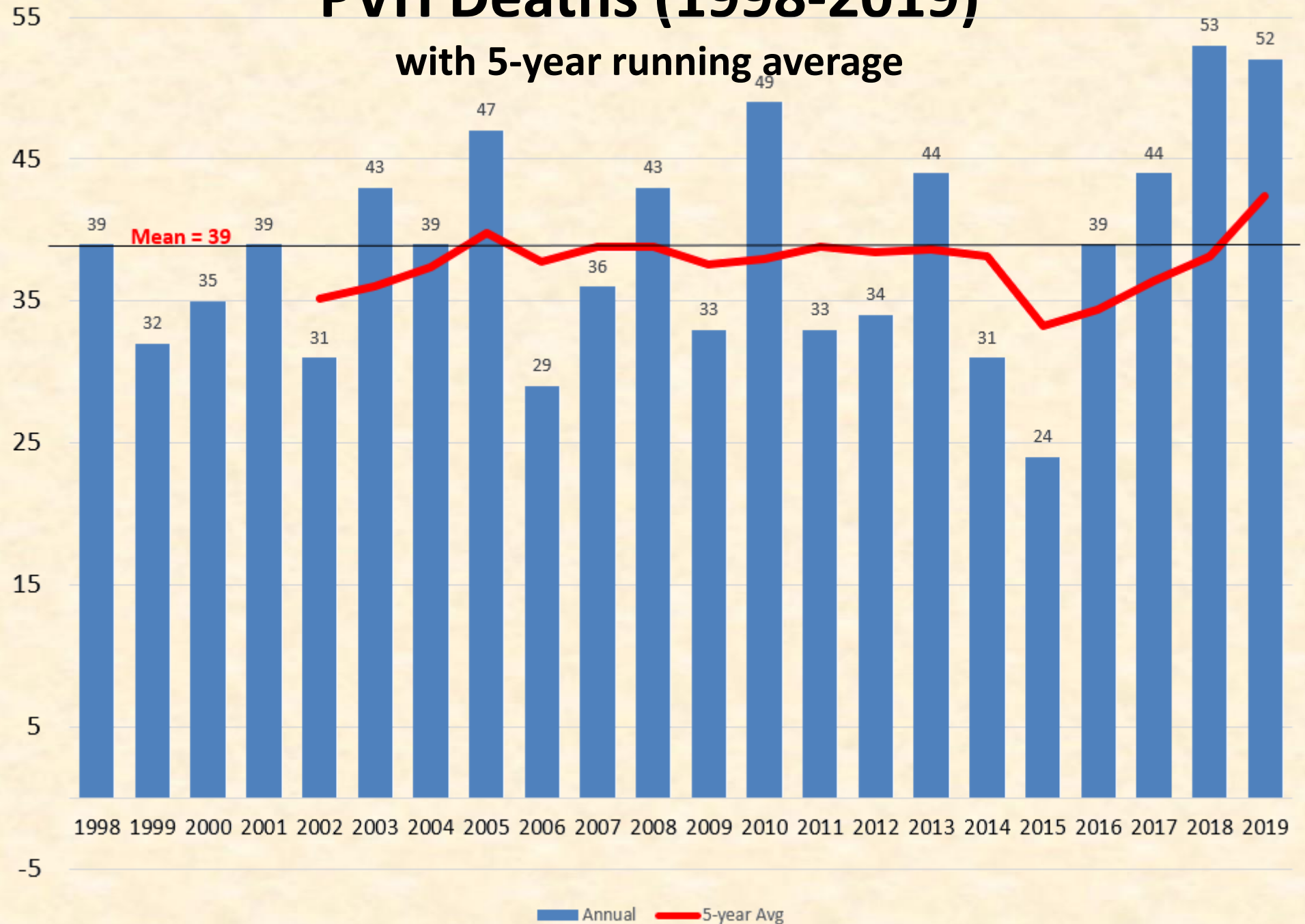
2019 Child Vehicular Heatstroke Deaths

Total = 52

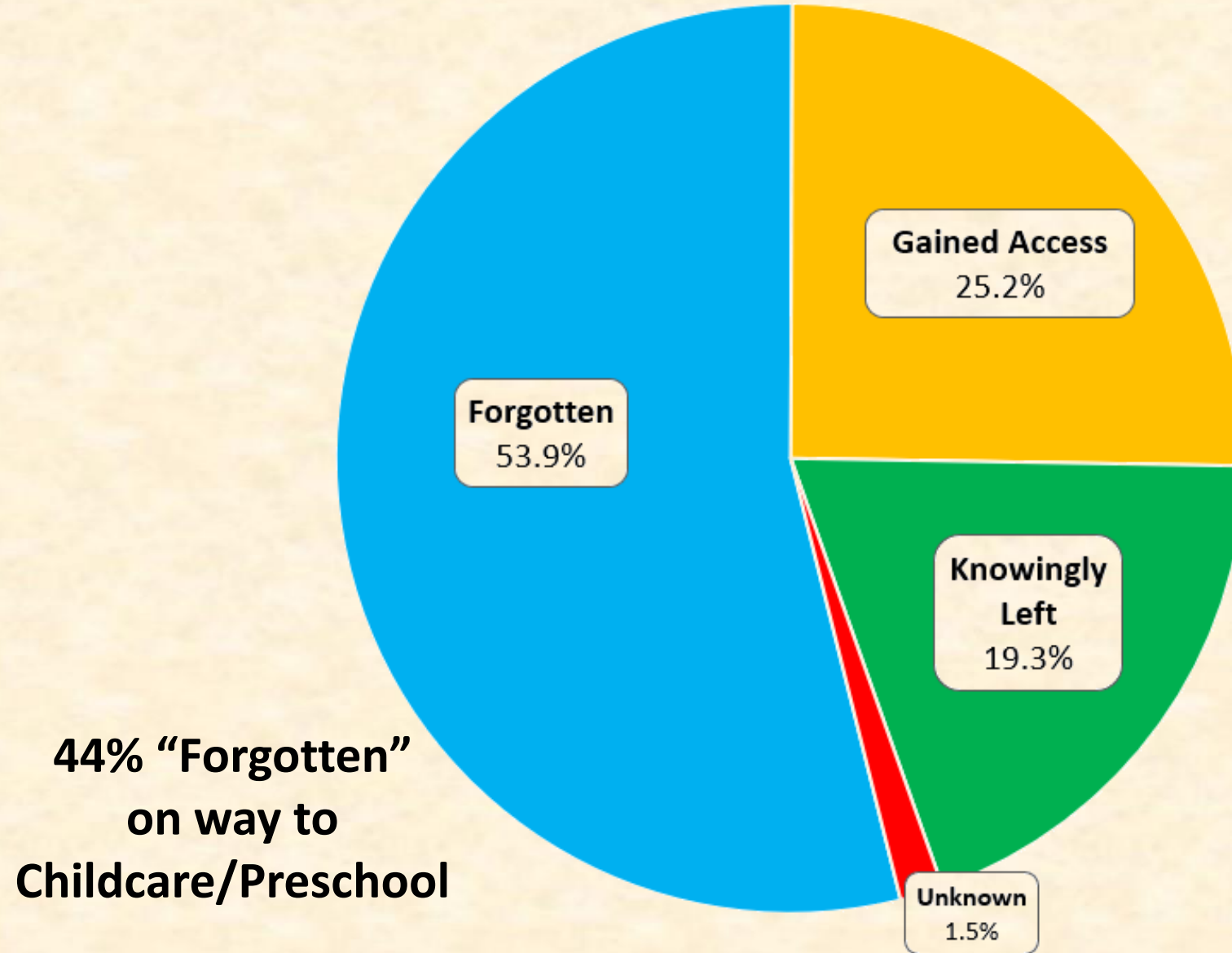


PVH Deaths (1998-2019)

with 5-year running average

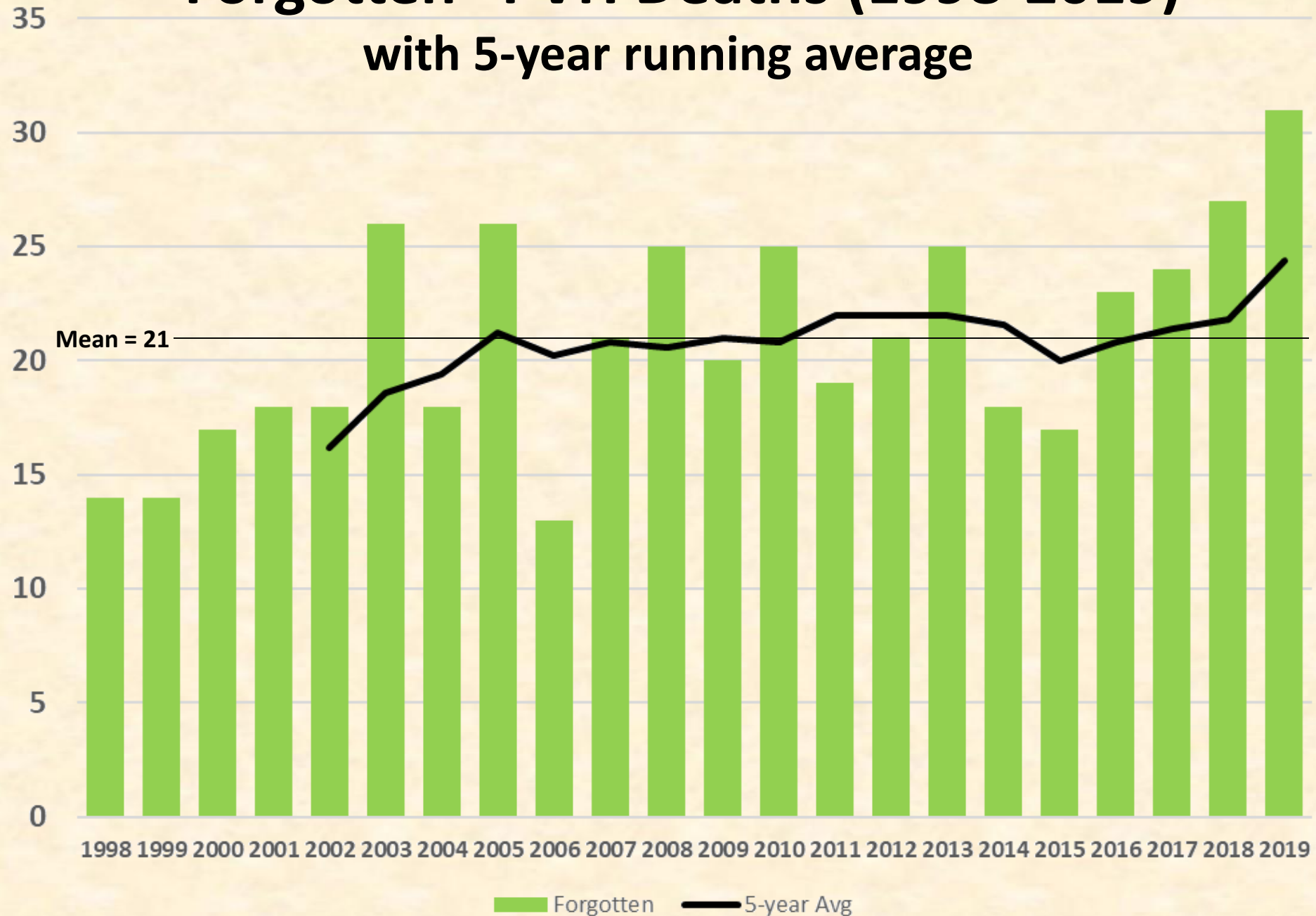


Circumstances Resulting in PVH Deaths



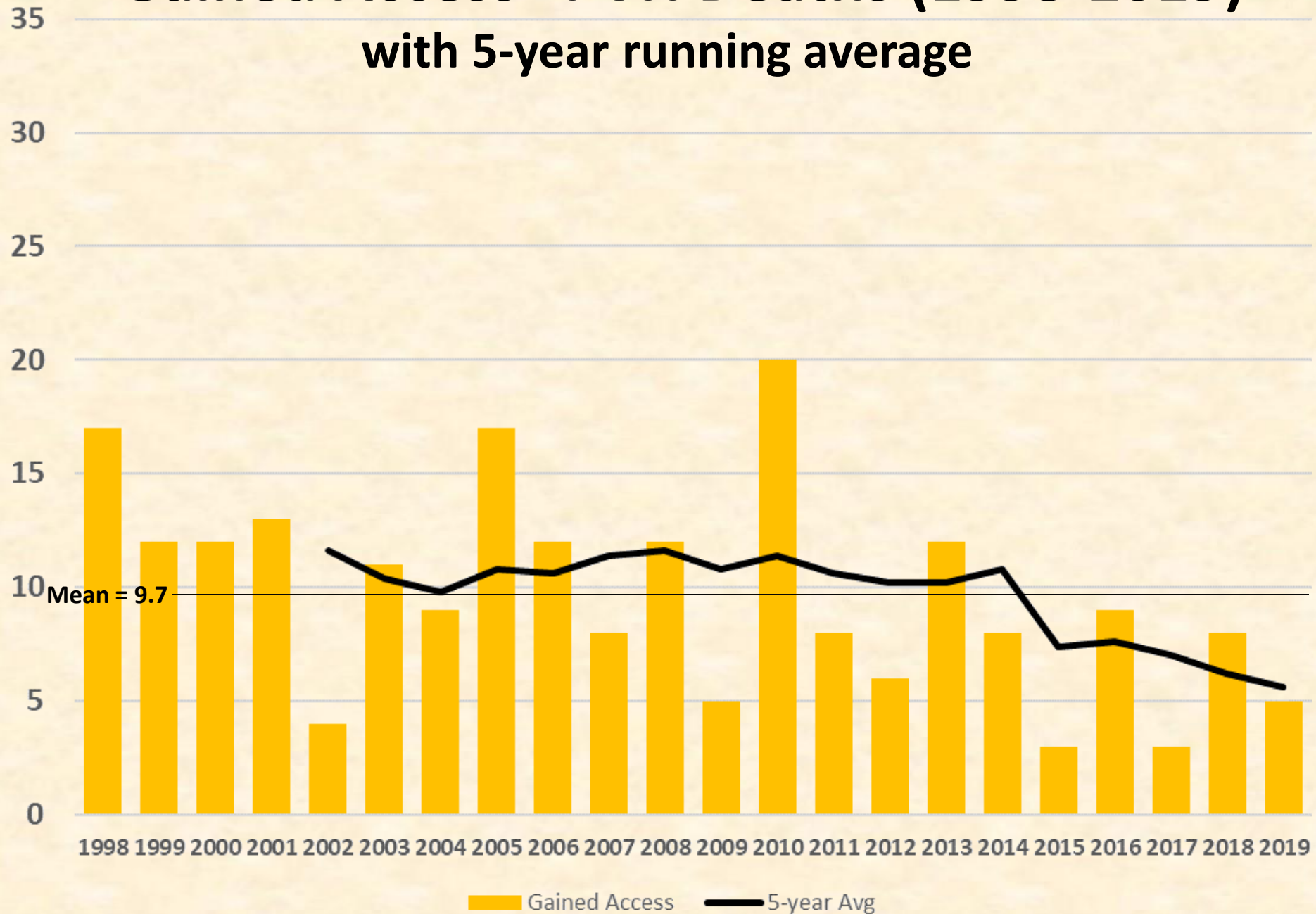
“Forgotten” PVH Deaths (1998-2019)

with 5-year running average



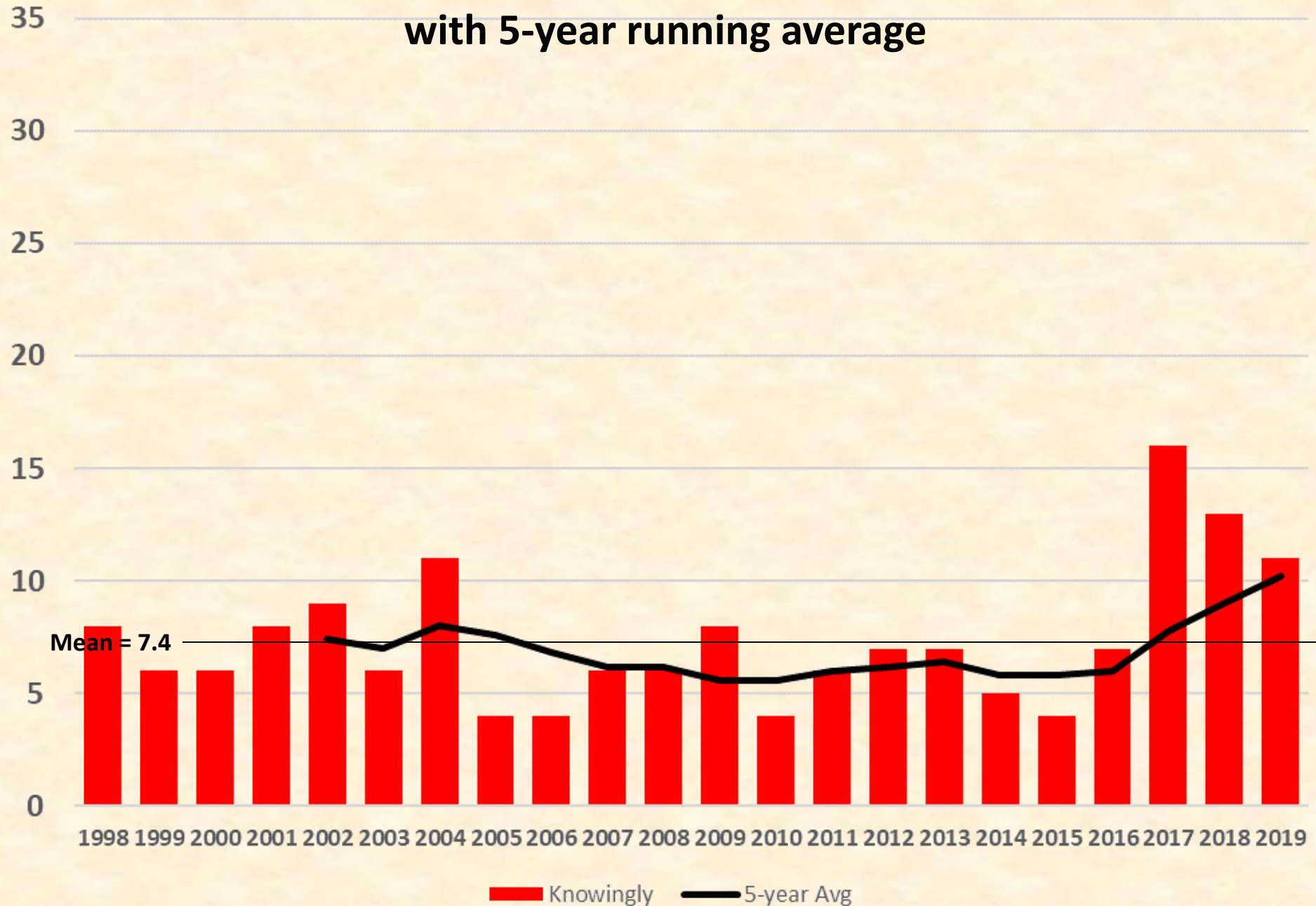
“Gained Access” PVH Deaths (1998-2019)

with 5-year running average



“Knowingly Left” PVH Deaths (1998-2019)

with 5-year running average



State Trends by Circumstance

National Averages		54%	25%	19%	2%
Total	State	Forgotten	Accessed	Left	Unk
126	Texas	64%	22%	13%	1%
93	Florida	69%	18%	12%	1%
52	California	46%	23%	31%	0%
40	Arizona	55%	23%	23%	0%
35	Georgia	49%	9%	34%	9%
31	North Carolina	52%	29%	19%	0%
30	Tennessee	37%	30%	30%	3%
29	Louisiana	59%	31%	10%	0%
26	Virginia	73%	4%	23%	0%
25	Alabama	60%	24%	12%	4%
25	Missouri	32%	28%	28%	12%
23	Oklahoma	48%	30%	22%	0%
22	Kentucky	45%	41%	14%	0%
21	Ohio	43%	38%	19%	0%
19	Mississippi	63%	26%	11%	0%
19	South Carolina	42%	21%	32%	5%
17	Arkansas	59%	29%	12%	0%
16	Illinois	44%	38%	19%	0%
15	Indiana	53%	33%	13%	0%
14	Maryland	50%	14%	36%	0%
14	New Jersey	64%	29%	7%	0%

Jan Null, CCM
San Jose State University
<http://noheatstroke.org>
jan.null@sjsu.edu

Presenter

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





**Please understand this is a serious
Public Health issue**

Why does this keep happening?

- Phenomenon largely misunderstood
- Public is misinformed
- Treated as a **CRIME**
- Easier to blame parents

This will never happen to us!!



- Children are rear-facing in the back seat
- Rear-facing car seats look the same to the driver whether there is a child in the seat or not

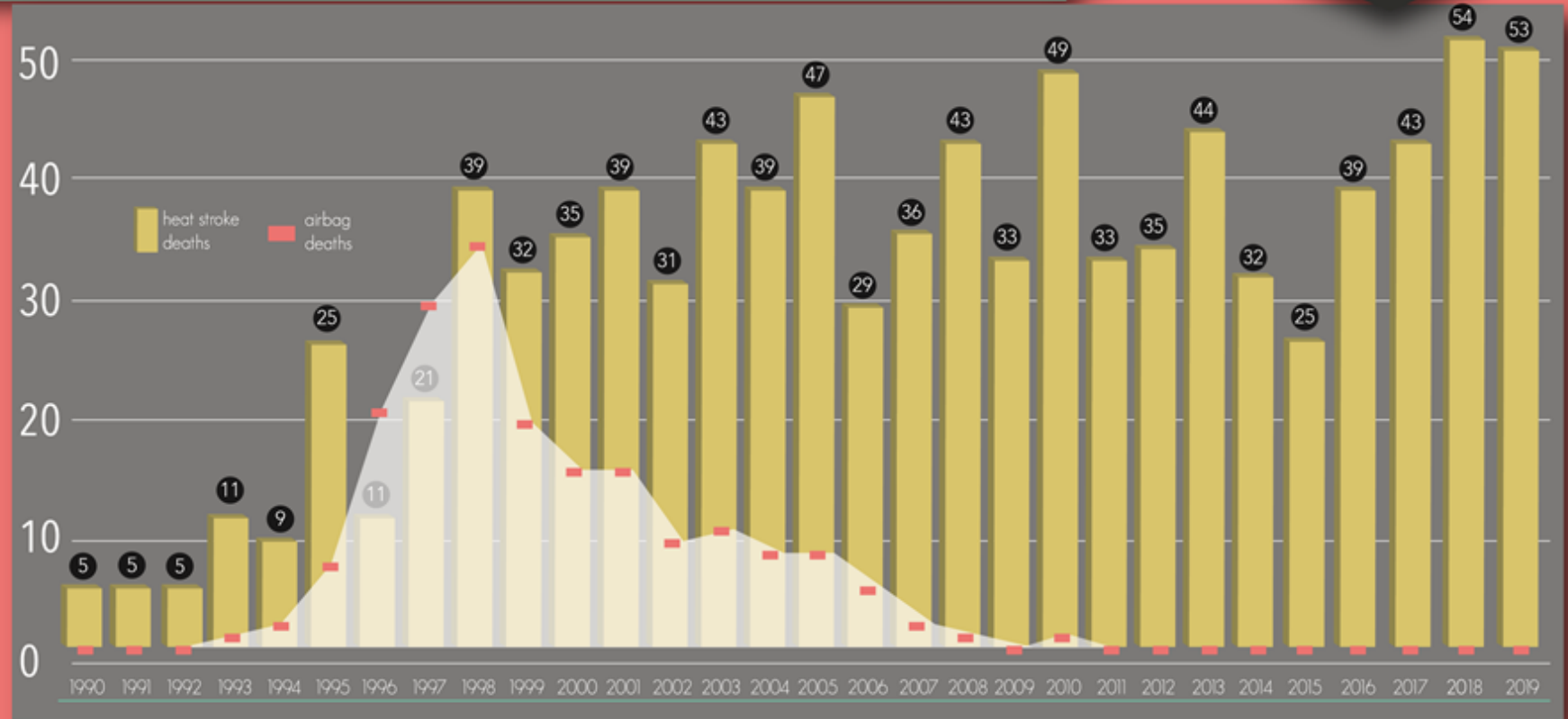
Child Vehicular HEATSTROKE DEATHS

VS

Child Front Seat PASSENGER DEATHS

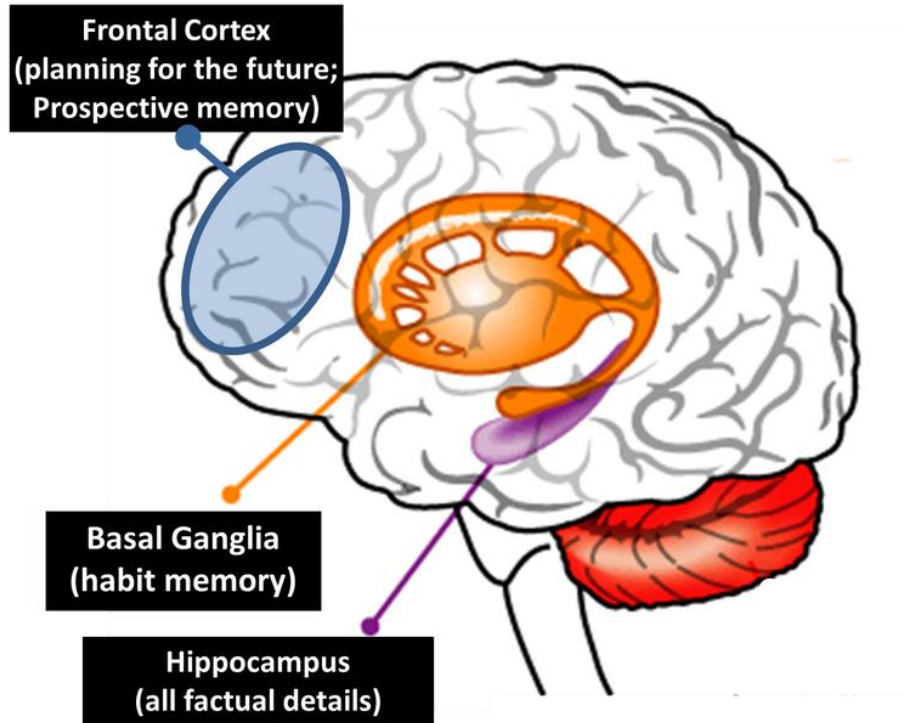
Children should *never* ride in the front seat; they are **MUCH** safer properly restrained in the back seat.

This chart illustrates as we reduced airbag deaths, the number of children dying in hot cars continues to grow.



From 1990-2019, 186 children were killed by over-powered air bags in the front passenger seat. During that same time-frame more than 943 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.'

How can a parent forget their child in the car?



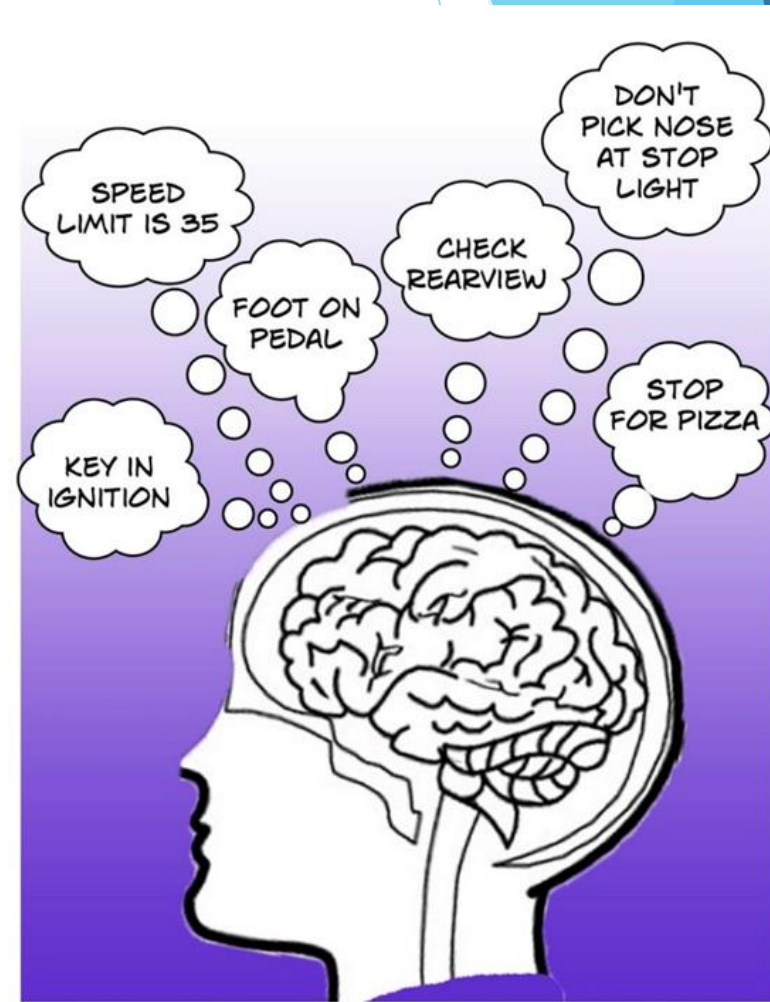
Two Types of Memory:

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

Contributing Factors

- Change in routine
- Lack of sleep - fatigue
- Stress
- Distractions, multitasking
- Auto-pilot - does not account for changes in routine without an interruption or alert
- Loss of awareness that baby is in car can happen to any parent



Technology

Technology is available and affordable; new systems could potentially **SAVE** auto makers money

On the market now...some automakers

Passenger detection technology needed for AVs in the future



Rear Occupant Alert (ROA)



Kia Telluride 2019-2020



Hyundai Santa Fe 2017-2020
Hyundai Palisade 2020

Reminder System VS Detection & Alert System

- House bill calls for a system that must detect the presence of a child
- Voluntary agreement proposed by the auto industry only calls for a reminder system
- Legislation is required so that a performance standard is set and it's enforceable



Federal Legislation



Hot Cars Act of 2019
(HR 3593)



LOOK BEFORE YOU LOCK



Daddy thinks I'm at daycare...

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

THANK YOU!

Janette Fennell
KidsAndCars.org
Janette@KidsAndCars.org



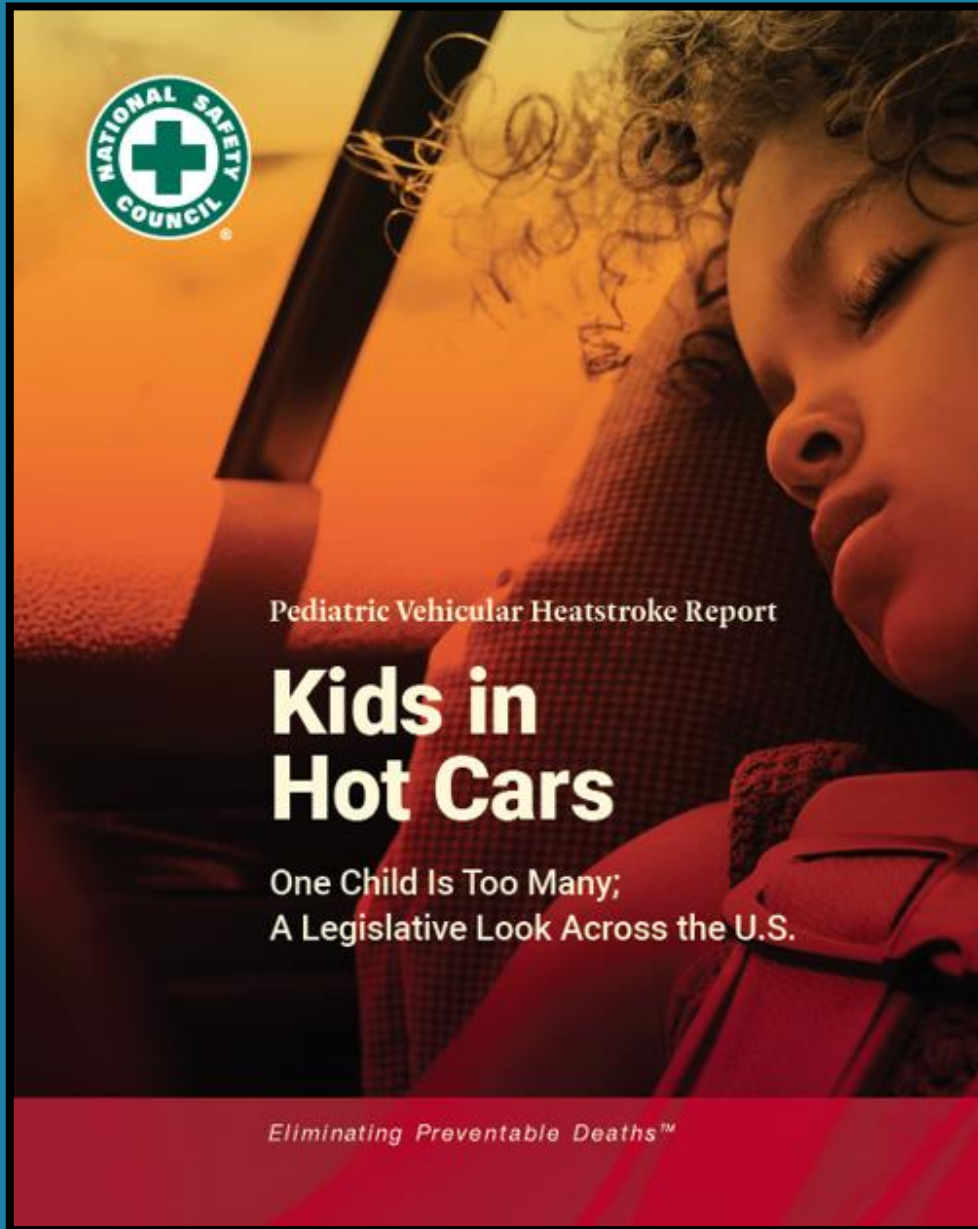
2020 Heatstroke Prevention Campaign

March 10, 2020

Amy Artuso

Senior Program Manager, Transportation Safety

amy.artuso@nsc.org



2018 Report

One Child Is Too Many



nsc.org/hotcars

Now
available in
Spanish!

2019



MAIN MENU

START
here.

1

Why
do cars
heat up?

2

How
do children
die in hot
cars?

3

What
can **YOU**
do?

RESOURCES TRANSCRIPT GLOSSARY HELP








- [NSC Kids in Hot Cars Report](#)
- [Child Heatstroke Cut and Share Info...](#)
- [Child Heatstroke Communication Aid](#)
- [Look Before You Lock](#)
- [Pediatrics Journal Study](#)
- [CDC: Extreme Heat](#)
- [Heat Stroke: What to Do](#)
- [Hot Car Deaths - NSC Injury Facts](#)
- [Multitasking MYTH](#)
- [Fatigue - You're More Than Just Tired](#)
- [Why the Brain Can Be Blamed](#)



Resources in Spanish

¡MIRE ANTES DE CERRAR!

¡Cree una rutina! Marque las tareas que probará hoy.

- ☐  Convierta en una rutina el abrir la puerta trasera de su auto cada vez que se estaciona.
- ☐  Si lleva como pasajero a un niño, después de haberlo sujetado correctamente en la silla para auto o silla elevadora, **ponga en el asiento trasero algo que necesite tener cuando llegue a su destino** para verse obligado a abrir la puerta: un teléfono celular, gafete de empleado, bolso u otra cosa que necesite... ¡incluso su zapato izquierdo!
- ☐  Pida a su niñera o a su proveedor de cuidados infantiles que lo llame si su hijo no ha llegado a la hora programada.
- ☐  Lleve siempre un animal de felpa en la silla para auto del niño. Póngalo en el asiento del pasajero como recordatorio cuando el niño esté en el asiento trasero.
- ☐  Ponga la alarma en su teléfono celular o en el calendario de su computadora como recordatorio de que tiene que dejar a su hijo en la guardería. Recuerde poner la alarma con una canción/sonido diferente de otras alertas de su dispositivo.
- ☐  Si tiene un **cambio de rutina**, en el que su cónyuge o uno de sus padres llevará al niño a la guardería en lugar de usted, asegúrese de comunicarse con la otra persona para confirmar que lo haya dejado en la guardería.
- ☐  Considere adquirir tecnología que alerta a los conductores de revisar el asiento trasero. (Los fabricantes de vehículos y dispositivos de sujeción de niños han estado trabajando en diferentes sistemas de alerta en evolución ¡y algunas de estas tecnologías ya están disponibles!)



nsc.org/heatstroke



¡COMPARTA ESTO!

PARA MÁS INFORMACIÓN, VISITE

nsc.org/heatstroke

noheatstroke.org

nsc.org/hotcars

[Curso de aprendizaje virtual gratuito]

APRENDIZAJE VIRTUAL GRATUITO



Temperatura estimada en el interior del vehículo vs. tiempo transcurrido

TIEMPO TRANSCURRIDO	Temperatura del aire EXTERIOR					
	70	75	80	85	90	95
0 minutos	70	75	80	85	90	95
10 minutos	89	94	99	104	109	114
20 minutos	99	104	109	114	119	124
30 minutos	104	109	114	119	124	129
40 minutos	108	113	118	123	128	133
50 minutos	111	116	121	126	131	136
60 minutos	113	118	123	128	133	138

Cortesía de Jan Null, CCM; Departamento de Meteorología y Ciencias Climáticas, Universidad Estatal de San José

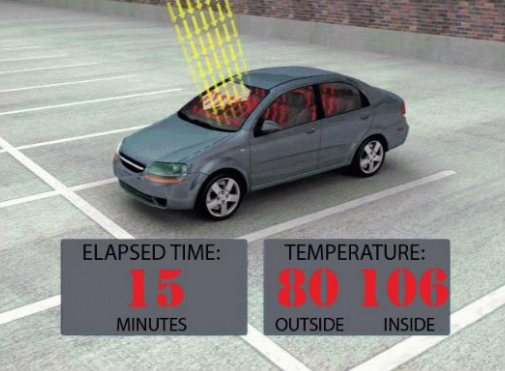


cpsboard.org/heatstroke

[Curriculum](#) [Recertification](#) [Award Nominations](#) [Board Membership](#) [Resources](#) [Car Seat Safety](#) [Logout](#)

[f](#) [t](#) [v](#) [q](#)

[CPS Board > Car Seat Safety > Heatstroke Prevention: Role of Parent is That of Lifelong Teacher](#)




NoHeatstroke.org

Preventing Heatstroke

In 2019, more than 50 children died of heatstroke because they were left or became trapped in a hot car. It's important for everyone to understand that children are more vulnerable to heatstroke and that all hot car deaths are preventable. We — as parents, caregivers and bystanders — play a role in helping to make sure another death doesn't happen.

Kids and Hot Cars Training

FREE E-LEARNING



Educate yourself and everyone you know about this danger. The National Safety Council offers a **free online course** about the danger of vehicular heatstroke in children, the three primary circumstances that have led to children dying and what we all can do to prevent these deaths.

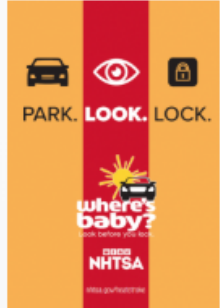
Browse Section

- Heatstroke Prevention: Role of Parent is That of Lifelong Teacher
- Backover Incidents
- Pledge to End Distracted Driving
- Power Windows
- Safe in and Around the Car

[+ How Can a Child Be Forgotten?](#)

[- 🚗 National Highway Traffic Safety Administration](#)

- The Issue: nhtsa.gov/campaign/heatstroke
- Programmatic recommendations and tips:
 - Child Safety
 - Heatstroke is one of the leading causes of non-crash fatalities among children.
 - Prevention Tips
 - What You Need to Know, Now.
 - Quiz: Test Your Knowledge
 - Tips to Avoid Child Heatstroke
 - Always Look Before You Lock
 - Keep in Mind a Child's Sensitivity to Heat
 - Understand the Potential Consequences of Kids in Hot Cars
- Traffic Safety Marketing – Heatstroke Campaign Assets – “Park. Look. Lock.”



[+ Safe Kids Worldwide](#)

[+ National Safety Council](#)

[+ NoHeatstroke.org](#)

[+ KidsAndCars.org](#)

[+ American Academy of Pediatrics](#)

[+ Centers for Disease Control and Prevention](#)



Resources:

nsc.org/hotcars

cpsboard.org/heatstroke

Contact:

amy.artuso@nsc.org



Suite of Communications Resources



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.

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 trunks are for transporting cargo and are not safe places to play.
- If your child is missing, get help and check swimming pools, vehicles and trunks. If your children are locked in a car, 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-crash, vehicle-related deaths for children. On average, every 10 days a child dies from heatstroke in a vehicle.

For more information visit safekids.org

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PARK. LOOK. LOCK.

Hot cars can be deadly for kids.

In fact, a car can heat up 19 degrees in 10 minutes. And 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.

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 a child alone in a car, not even for a minute. And make sure to keep your car locked when you're not inside 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 the backseat 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.

Postcard

PARK. LOOK. LOCK.

Never leave a child alone in a car. Remember to A-C-T.

A Avoid Heatstroke
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 inside 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 the backseat 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.

Infographic

Tip Sheet (English/Spanish)

Poster (English/Spanish)

Specialty Tool Kits



- First Responder
- Childcare
- Media
- Press Conference
- Rapid Response



Back window car decal - color

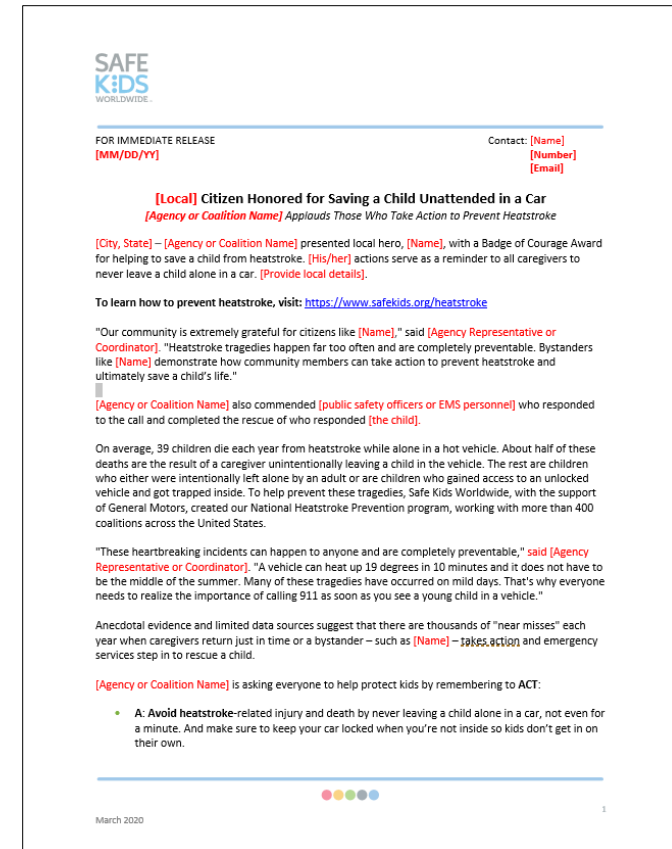


Side window car decal – B&W

Badge of Courage



Award certificate



Press release

Social Media Strategy



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



**We'll post the first
Wednesday of
every month.
Join us!**



Sydney Stanley

jenny-stanley@comcast.net

How to get started...



- **Sign up for Heatstroke Prevention Campaign updates**
 - Receive monthly social media posts, resources and updates that you can share with your friends, colleagues and partners.
 - <https://safekids.salsalabs.org/heatstrokesignup>
- **Build and routinely communicate with your network of partners**
- **Participate in National Heatstroke Prevention Day on May 1**
- **Incorporate resources and social media into your existing programs**

✓ **START TODAY**

Thank you.



SAFE
K:DS
WORLDWIDE®

QUESTIONS?