

Join Us on July 31st for a Day of Social Media Conversation

Help Us Save Kids From Heatstroke

Problem: As we approach rising summer temperatures, the danger for kids left in hot vehicles increases exponentially: at least 17 children have already died this year from vehicular heatstroke. Heatstroke is the leading cause of non-crash vehicle fatalities for children 14 and under. Nearly every 10 days, a child dies from being left in a hot vehicle. More than half (52%) of kids who died from vehicular heatstroke were “forgotten” by their caregiver. This is a 100-percent preventable tragedy.

Action: NHTSA, Safe Kids, and the Administration for Children and Families (ACF) are asking you to help us raise awareness about the dangers of kids and cars through a concerted day-long social media conversation. NHTSA, Safe Kids, and ACF are reaching out to State and safety partners to tweet and post on Facebook every 30 minutes from 8 a.m. to 4 p.m. @NHTSAGov will be using the hash tags **#checkforbaby** and **#heatstrokekills** on all its social media posts, and we'd like you to do the same.

Here are some sample social media posts to get you into the conversation:



- On a hot day, a child's temp heats up to 5 times faster than an adult's does. #checkforbaby #heatstrokekills
- High body temperatures can cause permanent injury or even death. Where's Baby? Look before you lock! #heatstrokekills #checkforbaby
- 52% of kids who died from vehicular heatstroke were “forgotten” in the vehicle. #heatstrokekills #checkforbaby
- San Francisco State Univ.: 52% of cases, child was “forgotten” by the caregiver. #heatstrokekills #checkforbaby
- Did you know? In more than 29% of cases of fatal heatstroke, a child got into the vehicle on their own. #heatstrokekills #checkforbaby



- Last year alone, 44 children in the United States lost their lives after being left in unattended motor vehicles—and an unknown number of others were moderately to severely injured. #heatstrokekills #checkforbaby
- Children are at particular risk of death or injury from heatstroke in a hot vehicle, especially when they are too young to communicate. #heatstrokekills #checkforbaby
- No child should die of #heatstroke from being left alone in a hot car! Help stop this 100-percent preventable tragedy. #heatstrokekills #checkforbaby
- If you see a child alone in a hot vehicle, call 911 or your local emergency number immediately. If the child is in distress due to heat, get them out as quickly as possible. Cool the child rapidly (not an ice bath but by spraying them with cool water or with a garden hose). Visit www.safercar.gov/heatstroke or www.safekids.org for more information. #heatstrokekills #checkforbaby
- Heatstroke deaths have happened even when vehicles were parked in shade and the temperatures were 80 degrees or less. Help us get the word out that #heatstrokekills: www.safercar.gov/heatstroke #checkforbaby

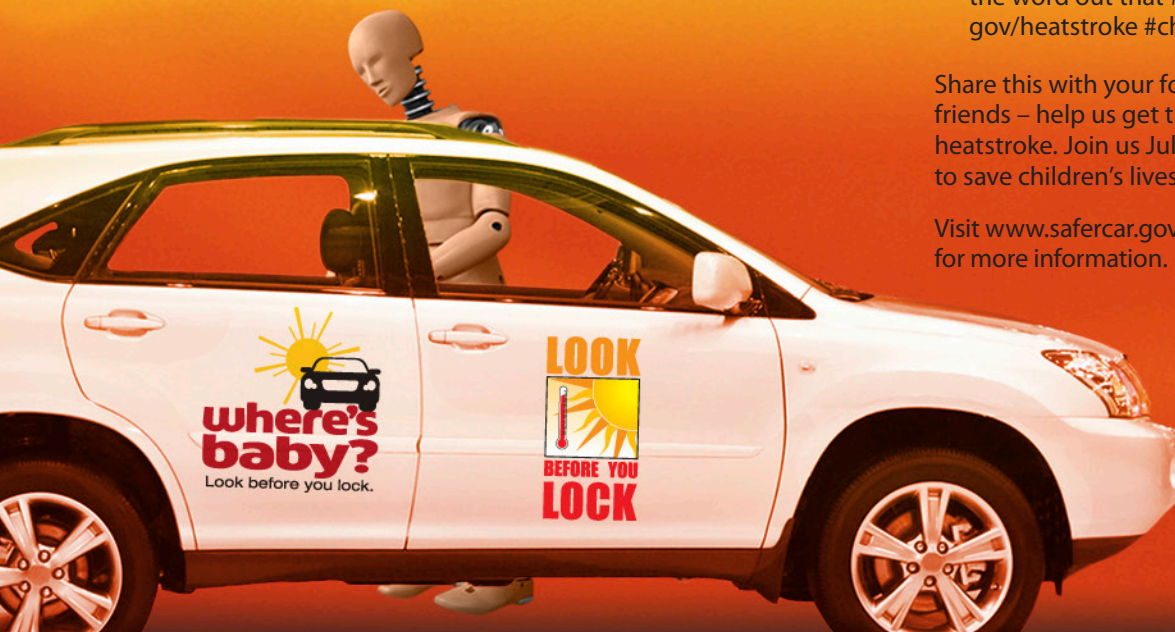


U.S. Department of Transportation
National Highway Traffic Safety Administration

ADMINISTRATION FOR
CHILDREN & FAMILIES



SAFE KIDS
WORLDWIDE™



Share this with your followers, readers, family and friends – help us get the word out about vehicular heatstroke. Join us July 31st on Twitter and Facebook to save children's lives this summer.

Visit www.safercar.gov/heatstroke or www.safekids.org for more information.

★★★★★
NHTSA
www.nhtsa.gov