

Join Us for a Summer of Social Media Conversation

Problem: A child dies from heatstroke about once every 10 days from being unattended in a hot vehicle. In fact, heatstroke is the leading cause of non-crash vehicle fatality for kids 14 and younger. In more than half of these deaths, the caregiver forgot the child was in the car or the child climbed into an unlocked car to play and couldn't get themselves out. These tragedies are 100-percent preventable.

Action: NHTSA and Safe Kids Worldwide are asking you to help us raise awareness about the danger of heatstroke to kids in cars through social media conversation this summer. We are reaching out to our safety partners to get the conversation started and keep the momentum going on Twitter on July 31, every 30 minutes starting at 7 a.m. EDT— @NHTSAGov will be using the hashtags #heatstrokekills and #checkforbaby on all its social media posts (including on Instagram and Facebook) and asks you to help us take action!

Later this summer, please join us for another Tweetup on August 9 using the same hashtags. As the temperatures rise, the dangers for kids left in hot vehicles increase exponentially.

National Heatstroke Prevention Day July 31st By Acting Fast, You Can Save a Young Life.

Sample social media posts:



- No child should die of #heatstroke from being left alone in a hot car! Share this badge if you want to help stop this 100-percent-preventable tragedy. #heatstrokekills #checkforbaby
- Act fast. Save a life. If you see a child alone in a hot vehicle, call 911 or your local emergency number immediately. If the child seems to be in distress due to heat, remove the child from the vehicle as quickly as possible. Symptoms may include disorientation, agitation, sluggishness, or loss of consciousness. Cool the child rapidly by spraying the child with cool water or with water from a garden hose (an ice bath isn't necessary or desirable). Visit www.safercar.gov/heatstroke for more information. #heatstrokekills #checkforbaby



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For social media badges please visit
www.trafficsafetymarketing.gov



- Always look in both the front and back of the vehicle before locking the doors and walking away. #heatstrokekills
- A child's body absorbs more heat on a hot day than an adult's does. Where's Baby? Look before you lock! #heatstrokekills #checkforbaby
- High body temperatures can cause a child permanent injury or even death. Where's Baby? Look before you lock! #heatstrokekills #checkforbaby
- Pls RT: The inside of a car can reach deadly temps in minutes for a child locked inside. www.safekids.org/heatstroke #heatstrokekills
- Remember to never leave your child alone in a car — even for a minute! Please RT www.safekids.org/heatstroke #heatstrokekills
- Noheatstroke.org: In 54% of cases, child was "forgotten" by the caregiver. Where's Baby? Look before you lock! #heatstrokekills
- Did u know? In more than 29% of cases, kids got into vehicles on their own. Where's Baby? Look before you lock! #heatstrokekills
- Want to help us prevent #heatstroke deaths of children in hot vehicles? Visit www.safercar.gov/heatstroke #checkforbaby #heatstrokekills



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

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